



Nya affärskoncept för närmat – resa till Holland Uusia suoramyyntimalleja – matka Hollantiin

Avfärd / Lähtö 30.11 Helsingfors – Amsterdam AY841 (T2) kl 08.15-09.55

Hemfärd / Paluu 3.12 Amsterdam – Helsingfors AY842 kl 11.45–15.05

Inkvartering/ Majoitus 30.11.-2.12.
Apollo Hotel Utrecht City Centre 4*
Vredenburg 14 3511 BA Utrecht P.C.
Tel: +31 30 233 12 32

www.apollohotelsresorts.com

Inkvartering/ Majoitus 2.-3.12.
Best Western Apollo Museum Hotel 3* hotel
Hoofstraat 2, 1071 BX Amsterdam
Tel: +31 20 6621402

Program/Ohjelma

Studytrip Short Food Supply Chains (SFSC) in the Netherlands

- Goal:** Visits and discussions to deepen the insight in Dutch and Finnish SFSC, and the challenges they have.
- For whom:** 15 participants from Finland and 12 participants (key-players in Dutch SFSC) from the Netherlands, other EU-participants (SP EIP-Agri, Germany, Belgium)
- When:** 30 Nov. – 2 Dec. 2016. A program for 3 days

Day 1 (*de Leeuwenborch, Wageningen University and Research*)

- 10.00 hour Travel from Schiphol to Wageningen in mini-busses. Short visit of the Wageningen-campus.
- 11.45 hour Arrival in de Leeuwenborch. Coffee and tea
- 12.00 hour Welcome, who is who, introduction to the program
- 12.15 hour What do we want to learn during the Study Trip
- 12.30 hour Networking lunch in de Leeuwenborch with local food
- 13.00 hour Presentation of Short Food Supply Chains in the Netherlands by J.W. van der Schans, scientist Wageningen University Research. Different SFSC models, winning concepts, results Focus Group SFSC etc.
- 13.45 hour Presentation about SFSC in Finland
- 14.15 hour Interactive session about goals and bottle-necks in Finland and the Netherlands
- 15.00 hour Travel from Wageningen to Farm "Veld en Beek", Fonteinallee 33, 6865 ND Doorwerth
- 15.30 hour Visit of Veld en Beek (Jan Wieringa). Direct selling from the organic farm. Jan Wieringa is an new entrant and is constantly in contact with his customers
<https://www.veldenbeek.nl/>
- 17.30 hour Travel back to Utrecht

Day 2

10.00-12.30 hour

- Visit Leen Menken Zoetermeer (logistic entrepreneur) http://www.leenmenken.com/?lang_id=eng
- Presentation Groene Hart Coöperatie, a group of 20 farmers who sell their dairy products to stores and companies. <http://groenehartstreekproducten.nl/>
- Presentation Atlantis Handelshuis, delivers to Hospitals and Nursing houses (Mike Venekamp). Food&Health <http://www.atlantishandelshuis.nl/>

13.00-15.00 hour

- Lunch in Fenix Food Factory (Foodhall Rotterdam) <http://www.fenixfoodfactory.nl/index.html>
- Presentation Rechtstreeks, Local Food for Rotterdam <http://www.rechtstreeks.nl>
- Role of the government (Amelia Oei, City of Rotterdam & Rosanne Metaal, Ministry of Economic Affairs)

15.00-18.00 hour

- Boat trip through Rotterdam
- Excursion to Rotterzwam (Mushrooms growing on coffee-waste in an old Tropical Swimming pool) <http://www.rotterzwam.com>
- Walk through the Markthal (a residential and office building with a [market hall](#) underneath, opened in 2014. Pricewinning Architecture)

18.00 hour

- Networking diner in Hotspot Hutspot (social restaurant, where teenagers cook with food from their own gardens).

Day 3 (with Mark Frederiks)

9.00 hour Depart from hotel. Travel to Fort 't Hemeltje, Fortweg 9, 3992 LX Houten

9.30 hour Workshop Community engagement about different subjects:

- Marketing and communication
- ICT
- Financing tools
- Big Data

10.30 uur Willem&Drees en Beebox (Drees Peter van den Bosch). Fresh from the farmer. <https://willemendrees.nl/welkom>

11.30 uur Second part workshop

13.00 hour Lunch and networking

13.45 hour Project Herenboeren in Boxtel. A group of consumers hires a farmer to produce all the products they need. <http://www.herenboeren.nl/>

14.45 hour Wrapping up, what did we learn, possible actions

15.30 hour Travel to Amsterdam.

Tilläggsuppgifter/Lisätietoja: Susann Rännäri, susann.rannari@slf.fi, puh: 0438248705

Arrangör: Svenska Lantbrukssällskapens Förbund i samarbete med Nylands Svenska Lantbrukssällskapet och Svenska lantbruksproducenternas centralförbund – Plan B projektet - i samarbete med Landsbygdsnätverket i Holland.

Järjestäjä: Svenska Lantbrukssällskapens Förbund yhteistyössä Nylands Svenska Lantbrukssällskapet ja Svenska lantbruksproducenternas centralförbund – Plan B hanke yhteistyössä Hollannin maaseutuverkoston kanssa.



Europeiska jordbruksfonden för landsbygdsutveckling: Europa investerar i landsbygdsområden