

### Headline

De Streekboer (The Regional Farmer)

**Summary** (a concise description of your case, easy to understand, that includes the purpose, the goal/results and the activities done/planned)

A business model for an intermediary between regional food related SMEs and urban consumers. With De Streekboer customers can order online fresh products from regional farmers and producers. Every Thursday the delivery takes place at a fixed location.

**In depth description** (What did you do? Which partners did you involve? What was the results? What did you learn? Success factors? Etc. )

#### **Support measures by the local government**

The Municipality of Groningen has helped De Streekboer with developing their business case, delivery model and quality controls. As a local government, we helped De Streekboer in finding a suitable location for the weekly issue point, where customers can pick up their orders directly from the producers. Also we have helped De Streekboer with public attention and connections with other partners/ food related SMEs. Key element in this approach was the invitation for De Streekboer to become member of the network organization the Ketentafel Voedsel. Also the Municipality of Groningen De Streekboer gained access to knowledge about quality assurance and food safety regulations.

#### **Results**

Through the support of the Municipality of Groningen and Reframe De Streekboer was able to connect with partners Toentje (urban farming) and Bie de Buuf (social restaurant). The result is the realisation of a first issue point at Bie de Buuf. Also De Streekboer was able to adjust its business model and introduce measures for quality control and food safety.

**Local network: Ketentafel Voedsel**

The Ketentafel Voedsel is a joint initiative of the local government, food related SMEs, large scale consumers and business support organizations to foster short food supply chains.

**Local partner: Toentje**

Toentje is an initiative of concerned citizens who are growing vegetables for poor people who are dependent on food from the foodbank. Growing food can provide fresh food for them. More than 50 volunteers work in Toentje. The two project managers have paid jobs for 20 hours a week. The municipality provided start-up grants. Toentje is still financed by gifts and sponsoring but is looking for ways to become a financially independent social enterprise. In that way we hope to learn from other countries. One way to find income is by setting up a hops nursery as a result of a working visit to Bremen in the framework of the annual trade meeting in 2016. The hop is sold to a local brewery. Also by collecting local honey for sale (brandname is Groning) Toentje tries to acquire income.

**Local partner: Bie de Buuf**

Bie de Buuf is the social restaurant which is set up by Toentje and Resto van Harte (a national coordinated concept of social restaurants with the aim of combating loneliness). In the social restaurant inhabitants can twice a week have diner for very reasonable prices. Resto van Harte has a lot of restaurants in the greater cities and is financed by donations, sponsoring and retailers.

**Quality assurance and food safety**

Thanks to the support of the local government Streekboer -as en startup social enterprise) learned that laws and regulations as ordered in HACCP rules on social hygiene, demand extra investigations in cooling technics, transport and storage.

**Adjustment of business model**

Streekboer discovered that the successful concept -as introduced in the province Friesland- does not work the same way in Groningen. Adjustments to the concept of sales are still made. It would be worthfull to exchange experiences with other initiatives.

**Regional differences**

Streekboer has at the moment 2 regions with 4 city's with several points of delivery. Each region has his own manager. 17% of the sales price goes to the Streekboer. There are now more than 300 customers. In Groningen is is more difficult to get customers than in region in the province Friesland.

**Lessons learned**

We learned that for low profile start-ups (SME's) it is difficult to find a appropriate business model. For the first start up crowdfunding helps a lot. But after that it is difficult to find a way to scale up.

We learned that there are strict requirements for accessibility of the issue point, as well for the delivering producers as for the customers. The number of customers keeps stuck on 30, that is not enough to be profitable.

**Next steps (Plans / Ambitions / Challenges to be met)**

Searching more locations as issue points in the city of Groningen.

Researching for new business models and locations in the city of Groningen.

Share the knowledge we gained in this project with other SME's.

**Number of SMEs involved**

18 SME's are involved in the Streekboer project, have co-developed this smart specialization strategy and chain arrangement. The Streekboer itself, Toenje and Bie de Buuf are SMEs. Together they do business and cooperate with 15 regional food producing SMEs.

**Links to websites where we can learn more about your case**

[www.destreekboer.nl/groningen](http://www.destreekboer.nl/groningen)

Facebook @DeStreekboerGroningen

<https://twitter.com/destreekboer>

<https://crowdaboutnow.nl> – de streekboer

<https://www.bakkerijpeters.nl/de-streekboer/>

**Enclosed material (write below if you enclose any photos, reports, education materials etc)****Contact information:**

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#### Identified issues in wp 4

Please mark below which of the 12 identified issues in the application your report connects to. You are welcome to mark more than one issue.

<b>Demand side</b>	<input type="checkbox"/> Food policies X <input type="checkbox"/> Public Procurement <input type="checkbox"/> Loyalty X
<b>General</b>	<input type="checkbox"/> Data <input type="checkbox"/> ICT X <input type="checkbox"/> Laws and regulations X
<b>Supply side</b>	<input type="checkbox"/> Smart specialisation & Business innovation X <input type="checkbox"/> Technologies <input type="checkbox"/> Logistics X <input type="checkbox"/> Finance
<b>Market</b>	<input type="checkbox"/> Cooperation structures X <input type="checkbox"/> Communication X