

Headline

Pilot “proeftuin Zwart Mosterdzaad”, experimenting with growing black Musterdseed

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

The Municipality of Groningen helped to develop a model for the regional sourcing of black mustard seed for the production of a regional mustard brand.

In Groningen two mustard producers, a factory in the city of Groningen, Marne’s mosterd, and Abrahams mosterdfabriek, a small producer, asked us to support the experiment to introduce the growing of mustard seed in the area. At the moment only on a very small scale mustardseed is being produced in the area. The mustard producers are thus forced to procure their musterdseed from Ukraine and Canada. Distance and political situation drive the producers to try the production of mustard seed on a larger scale at home.

In depth description (What has been done? Partners involved? Results? What did you learn? Success factors? Etc.)

The pilot has started spring 2017. The first crops have been harvested with diverse results. A short film has been made to inform other parties. They have had some exposure in the media. The municipality of Groningen facilitates this initiative with a small amount of money, to realize this pilot. Together with the economic board we asked the initiators to publish and promote their project as an example for other producers, to switch to another crop and produce more for the local industry. In this project a seedproducer/developer, two farmers and two mustard producers are involved. To communicate the process and the results a short film is made. Ketentafel and other networks are being used to communicate this project.

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

The idea is to grow more mustard seed in the region to be able to make genuine Groninger Mosterd again, which is a well known concept, not only in the region. Develop communication plan and join different networks to communicate opportunities.

Number of SMEs involved

5 regional food related SMEs are involved in the regional mustard strategy, have co-developed this smart specialization strategy and chain arrangement. These SMEs are two farmers, a seed-trader and two producers.

Links to websites where we can learn more about your case**Enclosed material** (write below if you enclose any photos, reports, education materials etc)**Achtergrondinformatie**

- Link naar RTV noord over mosterd. <http://www.rtvnoord.nl/media/59343/Marnemosterd-opzoek-naar-Gronings-mosterdzaad>
- www.landgoud.nl
- www.marnemosterd.nl
- www.abrahamsmosterdmakerij.nl

Contact information:

Name of organisation:	Landgoud		
Name contact person:	Hero Havenga de Poel	Phone:	
E-mail:	info@landgoud.nl	Web:	http://www.landgoud.nl/contact/

Identified issues in wp 4

Please mark below which of the 13 identified issues in the application your report connects to. You are welcome to mark more than one issue.

Demand side☐ Food policies☐ Public Procurement

	<input type="checkbox"/> Loyalty
General	<input type="checkbox"/> Data <input type="checkbox"/> ICT <input type="checkbox"/> Laws and regulations
Supply side	x <input type="checkbox"/> Smart specialisation & Business innovation <input type="checkbox"/> Technologies x <input type="checkbox"/> Logistics <input type="checkbox"/> Finance
Market	<input type="checkbox"/> Cooperation structures x <input type="checkbox"/> Communication