

‘Landwinkel’

The development of professional
farm shops in the Netherlands

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Introduction

- SPN, foundation for regional products the Netherlands
- Aims
 - Supporting production and marketing of local products
 - Sustainable rural development
 - Strengthen regional identity
- Regional clusters of producers and supporting organisations
- Certify regional products (privat system)

Groene Hart Landwinkels professional farm shops

- Green Hart of Holland
- Started in 1999 with 4 shops (dairy farms)
- Collective brand, collective promotional activities
- Certified regional product
- Individual farmers responsible for their shop
- Farmers themselves founded a cooperative in 2000, 15 members in 2004
- Benefit from consumer trends 'taste, trust and traceability'







Effects



- Growth annual turnover 5%
- Reduction of promotional and distribution costs
- Increase of investments on farm level
- Public acceptance of farm shops
- Combinations with rural tourism
- Inspiration for similar initiatives in other regions



Sustainability at long term?

- Regional initiatives too small to develop real market power
- Difficult to sustain management of small initiatives (coöperatives)
- Limits to regional product ranges

Cooperation at national level

- Process started in 2004
- Development of an organisation and formula at national level
- Solving problems on organisational level and logistics
- Landwinkel Cooperative started in 2006 with 40 members
- Developing own distribution system with deliveries at farm level

landwīnkel®



Costs and benefits

- Annual costs 750 euro per member
- Price reduction promotional materials
- Economies of scale
- Exclusive products



Some figures

- Shops have 100 to 1000 costumers per week
- Annual turnover from 50.000 to 500.000 Euro's per shop
- 30 to 70% of sales are home produced products

Perspectives

- Independent retail organisation, professional staff
- Professionalisation and training of members
- Growth from 75 members (end 2008) to 100 members in 2010



Challenges

- Guarantee added value for producers, balance the interest of retailers, consumers and producers
- Guarantee local sourcing
- Improve regional identity of shops and product ranges
- Improve connection between local food&tourism