



Appendix: Local food production in the Netherlands, the case of the municipality Deventer

Introduction:

This contribution consists of three parts:

- Combining results of interviews, visits and desk study local food-producers Deventer, 21 February 2015
- Matrix with the summary of the results of the twenty local food producers in the municipality Deventer, 28 February 2015
- Standard cards of the twenty local farmers in the municipality of Deventer, 28 February 2015

An extended survey of the original research results is stored in the standard cards. This information is summarized and put in a clear matrix. The clear matrix is the base for the direct input into the article by another summarizing and combining results in small schemes.

Appendix, part 1

Combining results of interviews, visits and desk study local food-producers Deventer, 21 February 2015

Vision/ideology

Biodynamic	3
Organic	11
Conventional	6

It is not clear how many of the biologic/ecologic farmers do have a certificate. One indicates that he is usually organic, but that there are exceptions. One biodynamic and one organic farmer are also nature (and water management) farmers.

Main local activity

Vegetables	10
Dairy	4
Meat	2
Asparagus	2

Type of communication and public relation

Web-site	18
No web site	2
Active on Facebook or Twitter	2 or more
A kind of newsletter or blog	8
A reception area and/or a part of a representative building	5
A shop in the village	1

Additional research has to be done to know the actual situation about activity on new media.

Year of start of the local food activity and year of the start of the current entrepreneur with local food activity.

Before 1970	2
70 < 75	
75 < 80	3
80 < 85	
85 < 90	2
90 < 95	1
95 < 00	2
00 < 05	4
05 < 10	3
10 < 15	3

The sale of regional products from the region Salland in other regions is not popular. There is not a unique selling point in the name Salland. The two meat producers sell outside the region. The mutton producer says that he sells only 1% in Deventer. One biodynamic vegetable producer takes part in a

sale and distribution organization in het adjacent region De Achterhoek. Another organic vegetable grower sells to prestigious restaurant outside the region Salland.

The legal and economic ownership

Own property	10
Lease of Foundation IJssellandschap	4
Lease of the municipality	2
Specific foundation	1
Lease of an insurance company	1
Ownership of a care organization	1
A combination of lease and ownership	1

Two farmers make use of crowdfunding for the investment in a new building

Origination local farm and background farmers

Traditional succession		6
A varied background and new in the local food section	Tropical agricultural school and/or development	3
	Remainder	3
A varied background and an existing farm (succession)	Man marries farmers daughter	2
	Remainder	1
Idealistic young farmers without land		3
Former job in care (activiteitenbegeleider)		2

Explanation of what is meant by 'a varied background': when there are of were professions outside the agriculture or when there is specific knowledge from outside the agriculture involved.

Manner of sale in the municipality and/or region Salland.

Home sale Friday and/or saterdag	9
Home sale more than two days	4
'Meenthe concept'	1
Pick your own vegetables	1
Abonnement systems (baskets)	3
Cooperative sale organization	1
Own shop in the village	1
Markets and events	2
Season home sale	2
Direct sale to restaurants	2
Direct sale to an eco-shop	1
Sale to intermediate organization	2
Not yet	3

Size in fte

Less than 0,5	5
0,5 less than 1,5	9
1,5 less than 2,5	1
2,5 less than 3,5	3
3,5 less than 4,5	

Size in ha

Less than 1,5	4
0,5 less than 5	5
5 less than 10	1
10 less than 20	5
20 less than 30	2
More than 30	2 (100 en 150 ha)

Stimulating role government and Foundation IJssellandschap

Lease of Foudation IJssellandschap	4
Lease of the Municipality	2
Salland Aspergeland cooperation	3
The failed project De Oorsprong	1
Nature and water management contracts	2
LEADER arrangement	No one

Additional research is necessary

Other activity related to the farm

Knowledge center and education institute	2
Art	1
R & T	3
Care	2
Non food	2
Other local food	2
Nature and water management	1
Dairy factory	0 (2012: 1)
Making of jam and ice-cream	2
Conference room	2
World market dairy production	4

Sale for other local producers

For at least three home sellers is that half or more of the sales comes from other local and regional producers (sometimes from another region). One bio-dynamic and one biologic farm make good use of the wholesale organizations in their sectors. One bio-dynamic farmer takes care in a sale and distribution organization in the region Achterhoek

Network: Three farmers can be considered as real networkers.

Accessibility

Bad	3
Moderate	1

Moderate/ reasonable	1
Reasonable	1
Good	3
Shop is in a good position in the village, though the village has to do with drain of shops.	1

Appendix part 2

Matrix with the summary of the results of the twenty local food producers in the municipality Deventer, February 28 2015

Name	Vision/ ideology	Main local activity	Communi- cation	Year of start local food produc- tion	Legal and economic construc- tion	Origination of the farm and background of the farmer(-s)	Manner of sale and openings- hours	Size: Fte, number of members (long time commit- ment) , ha's	Stimulating role of govern- ment or other societal organiza- tion.	Other local economic activities	Sale of other local producers and vice versa, working together	Accessibili- ty, qualita- tive judgment based on distance, attractive- ness of the route and degree of view location
1 Hof van Twello	Organic when possible. Explicit local	Farmer shop	Website Digital News letter 'unique story', book, meenthe concept, events	2003	Rent of Foundation Ijsselland- schap, Crowd funding	New, develop- ment worker in third world countries	Farmer shop and Meenthe concept, 5 days or more.	3 fte 60 members in the vegetable Meenthe, 18 ha	Role of Foundation in renting	Research, education, recreation	Yes, more than half	Reason- able.

2	Ooster- waarde	Biodynamic certified, Community Supported Agriculture (CSA)	Vegeta- bles	Web-site, digital newsletter	1994 2012 nieuwe boeren	Rent of a specific foundation which is founded for this farm and there is crowd- funding for the building of a shed.	New in 1994 and external succession in 2012 First two farmers and successors had their education at a special BD agricultural school	Subscription system, Friday	3 fte 200 subscribers, 14 ha	Friends originate a foudation		Yes, limited, Demeter procure- ment and sale organiza- tion, Dutch and Begium Pergola (CSA) organizati on	Reaso- nable.
3	De Heihoeve	Organic, meaning in care, community supported agricultural (CSA)	Vegeta- bles	Web-site	1986	It is a part of a big care institution	New, activity supervisor in care	Subscrip- tion system, Friday and Saturday	1 fte 120 subscribers 20 ha	A grant from the national restoration fund	Care	Yes, limited, plans for sale in the Oor- sprong	Reaso- nable.
4	Tuinderij Haverkamp	Biodynamic	Vegeta- bles	Web-site, newsletter	1998	Private owned	New, a develop- ment worker in third world countries	Cooperative sale organi- zation, farm shop four days a week.	2 fte,18 ha			Yes, Via the coope- ration and otherwise	Modest/ Reaso- nable.

5	Sterrenland	Organic, community supported agriculture (CSA)	Vegetables	Web-site	1979	Private owned	External take over, attended a few years the tropical agricultural school	Subscription system and farm shop Wednesday and Friday	1 fte, 100 subscribers, 1 a2 ha		Care	Embedded in organic circuit for procurement, only.	Modest
6	Tuinderij Veldink	Conventional (hardly use of pesticides)	Vegetables	Web-site via facebook	1990	Private owned	Successor, first the farm was a side activity of a non-farmer, later it got the main activity	Farm shop, Friday and Saturday	0,6 fte, 4,5 ha		Grain cultivation and non food (Christmas trees)	Yes, limited, Member of Salland Aspergeland	Good
7	Permacultuur De Oorsprong,	Organic, permaculture Concept, including social aspects (local)	Vegetables	Web-site	2013	(indirect) rent of the municipality	New, grew up in Turkey. Went to the Netherlands and had a successful career as a programmer. Tried to set up a permaculture project in	Shop in a bigger farm shop, Friday and Saturday	1 ha	A complicated history related to the project the Oorsprong. Now there is the renting under favorable conditions.	Local education center for permaculture	Together with other local food firms in a farm shop. Working together with a permaculture organization	Reasonable

			complex			Turkey. Followed a course perma culture						
8 De Nieuwe Akker	Organic, kind of Community Supported Agriculture (CSA), pick your own	Vegetables	Web-site, news letter	2010	Rent of the municipality	New, activity supervisor in care	Pick your own vegetables.	1 fte, 1,3 ha, 60 subscribers	An arrangement with the municipality under favorable conditions.		No	Reasonable.
9 Geertjan de Groenteman	Organic	Vegetables	none	1968 the couple started farming and in 1976 they started organic farming	Rent of Insurance company	Succession, new in local, Man marries daughter of the farmer. Following courses while having a farm. Very open minded.	Farm shop, Friday and Saturday.	1 fte, 16 ha (1 ha vegetables)	Non	Grain cultivation, making of jam and growing wild boars	Embedded in BD-circuit	Isolation

10 Het Nieuwe Veld	Organic, farming and care in a balance	Vegetables	web-site and newsletter	2005???	Rent of the foundation ijssellandschap	New, farmer comes from else-where.	Farm shop during the season, Friday and Saturday	1 ha Sale of vegetables starts in 2015	Foundation ijssellandschap.	Beekeeping, floriculture, garden shop, herbs		Reasonable
11 Keizersrande	Biodynamic, nature farming	Dairy	Web-site, reception room, public pathways	2013	Rent of the foundation ijssellandschap	New, specific education	No local sale, yet	150 ha, 1,5 fte	Foudnation ijssellandschap made the conditions for cooperation with the national waterboard and the province.	Nature, watermanagement, recreation, education	A sounding board of 'old' farmers. Member of a regional nature organization	Reasonable
12 'n Aanvang	Conventional, local as an explicit vision	Dairy	Web-site, a blog during the 2005-2012, reception room, 'cow promenade', events	2003	Private owned	Man marries daughter of the farmer. New in local. Open minded. Much experience in other jobs. Internships and	Farm shop, Friday and Saturday	At the top there was local processing of 70.000 kg milk. This means about 4 ha grass land was in use for local.	A grant for solar energy	Local processing of dairy in the period 2010-2012. Except from cheese the full range. Develiverty to shops, Recreation, , conference room, cooking	Very active in local (political) and regional organizations Takes part in the recreational Rustpunt	Isolation

						courses.				workshops, 'recreational restspot' .	concept	
13 Grutterink	Conventional	Dairy	Web-site	Parents started with the farm shop around 1965 succession in 1999.	Private owned	Traditional succession	Farm shop, Six days a week. Also sale on events with an ice-cream cart	1 fte, less than 0,5 ha grass land for local production		Preparing icecream (and conventional dairy)	More than half is from other local farms. Takes part in the Rustpunt concept	Good
14 Klein Swormink	Nature farm, organic	Beef	Web-site, newsletter	2003 started organic farming	Private owned and rent of the municipality and the foundation Ijssellandschap at an irregular base.	Traditional succession, after that there was the transformation to local. Farmer is also a agricultural journalist.	Farm shop, Friday and Saturday, direct sale to restaurants, delivery at home and sale via organic production chain.	1 fte, 32 ha off which 20 ha is owned and 12 ha is rented, There is a contract for the maintenance of 65 ha nature	Long term relations with the municipality and the Foudation Ijssellandschap concerning grazing	Accommodation recreation (and working as a journalist)	Very active in local and regional organizations. Was one of the members of the failed project De Oorsprong	Reasonable
15 Schapenhoud erij Lombok	Organic	Mutton	Websites with informa-	2002 continued the farm in	Rent of the foundation ijsselland-	New, continues farm from	Farm shop quitted recently	1 fte, 8,5 ha	Foundation Ijssellandschap		Structural cooperation with a beef	Isolation

			tional films	Deventer		else-where. Agricultural education. Wants to be an organic farmer. Starts with one sheep in another province.	(2014) Marketsale on markets in A'dam and Zutphen and direct sale to restaurants. Hardly sale to town-dwellers from Deventer (1%)				farmer in Drenthe, idem with a slaughter (Jansen in Lieren)	
16 Asparagus farm Boerkamp	Conventional	Asparagus	Web-site, is part of the organization Salland Aspergeland , events during the season	Family tradition of home sale. They started asparagus in 1984	Private owned	Traditional succession	Farm shop, during season five days	1,5 ha, 0,5 fte	Working together in the arrangement Salland Aspergeland with the regional tourism office, other farmers and restaurateurs		Salland aspergeland	Good

17 Asparagus farm Koks	Conventional	Asparagus	Web-site	2005 start as a hobby and since 2014 there is a registration with the Chambre of Commerce.	Private owned	Division legacy of a farm results in house with 1 ha. Non-farmer formerly helped others with harvest asparagus	Farm shop, during season five days	Less than 0,5 fte, 1 ha	Working together in the arrangement Salland Aspergeland with the regional tourism office, other farmers and restaurateurs		No member of Salland Aspergeland. Sale of local products connected with consuming asparagus	Reasonable
18 Kloas in 't Hof	Conventional	Making cheese	Web-site Face-book, kept irregularly	1985 start making cheese and in 1989 they started a shop in the village.	Private owned, farm of brother is also private owned	Succession: one brother took over the farm and the other could start as a cheese-maker	A shop in the village Bathmen, Five days a week	3 fte, 15 ha of the grass land of the brother is used for local cheese. The work of the brother is not included in the figures.			Half of total sale is of other regional producers	Shop has a good location in a village, but the shopping center is in decline.

19 Linderveld	Organic	Vegetables	none	1978	Private owned	Succession and division legacy. Farm run by brothers as non farmers with side-activities	Shop, Five days a week	Estimation 0,5 fte			Yes	Isolation
20 Bouwhuis	Organic	Vegetables	Web-site, newsletter	2014, farming will start in 2015	Private owned	New from else-where	Not yet	1,5 ha		Art gallery	Not yet	Reasonable

Appendix part 3

Standard cards of the twenty local farmers in the municipality of Deventer, 28 February 2015

1
Name of the farm and name of the farmer: Hof van Twello, Gert Jan Jansen
Address data: www.hofvantwello.nl Rijksstraatweg 17 Twello
Education and background of farmers, originaton of the farm, including year of start: Raised on a vegetable farm near Deventer. Education: Wageningen Agricultural University. After 30 years back in the neighborhood where the farmer is raised. In the meantime, worked in third world countries as development worker. When he came back in the Netherlands he set up re-socializing projects in the western part of the Netherlands for youth of non-Dutch origin in relation to food production (facilitator and director). Gert-jan returned in 2003 back to his hometown. Where he worked as a tutor at the Higher Agricultural School in Deventer. In addition, he started with two friends in 2003 a permaculture and exotic vegetables farm. After a few years the farmer made a dramatic choice to say goodbye to his friends. From that time he only wanted to cooperate with final users (of for example vegetables). He introduced the Meenthe concept. People are allowed to use an allotment and pay in kind (sale under favourable conditions half of the yield to the farmer shop, so prices can stay low in the farmer shop). The other part can be used for consumption by the member of the Meenthe.
Ownership and financing: Rent of land and buildings of the Foundation IJssellandschap. For a new building the farmer uses crowdfunding.
Main local activity (-ies): Farmer shop and growing vegetables
Other local activities: Cooking workshops, parties, recreation / education (barefoot path), center for local economy (different discussion groups around themes), entrepreneur wrote a book about his Meenthe Concept, organizing events.
Other activities not local:

<p>Vision:</p> <p>'If possible' organic or biodynamic, besides organic and biodynamic inspiration based on permaculture, the principles of local economy and social inclusion</p>
<p>Manner of sale and communication:</p> <p>Farmer shop, resale of products of regional farmers. Meenthe concept, see above.</p>
<p>Local market relation, names:</p>
<p>On-line activities:</p> <p>web site, digital newsletter (a few times a year)</p>
<p>Structural cooperation:</p>
<p>Geographic identification/sale of regional products outside the region:</p> <p>Hardly</p>
<p>Size of local activity in euro's/ha/fte/number of clients:</p> <p>18 ha, 440.000 euro turnover of which 37.000 euro in the de shop, 60 members in the vegetable Meenthe, 3 fte, 60 members in other meenthes.</p>
<p>Development in the customer base (composition and motives):</p>
<p>Geographic spread of clients:</p>
<p>Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety):</p> <p>Conspicuous location on the road from Twello to Deventer. Easily visible from the road and from the train. Distance to the over the river suburb of Deventer less than 1 km, distance to the center of the town is about 2 km.</p> <p>Overall appreciation: reasonable</p>
<p>Specific developments related to or on the occasion of this case:</p>
<p>Future, succession etc.</p>
<p>Date of contact: mail, telephone or visit.</p> <p>The researcher visited the farm several times over the last 7 years. There has been made use of the book written by Gert Janssen, 'Kleinschaligheid als alternatief, January 2014. Besides this two students (Koen de Jong and Gerlof van Ittersum) there has been use of information of two students (Planning school of Saxion, final year) who did research on consumer behaviour related to the Hof van Twello, fall 2014.</p>

2

Name of farm and name of farmer: Oosterwaarde, names Samuel Lentink and Mees van Schravendijk

Address data: www.oosterwaarde.nl

Sallandseweg 6

Diepenveen

Education and background of farmers, originaton of the farm, including year of start:pleiding en achtergrond van ondernemers, ontstaan van het bedrijf, inclusief jaartal:

Two enthusiastic biodynamic farmers started the farm, 18 January 1994, with the aim to introduce the Community Supported Agriculture System (Pergola system) in the Netherlands (a subscription system). These two farmers: Tineke Bakker and Irene Kuyters. Tineke and Irene are educated at a special school for biodynamic agriculture (Warmonderhof, based on anthroposopy). The name 'Pergola Systeem' is a Dutch word for CSA in introduced by Tineke. Tineke had contact with an American farmer. When the second farmer also left the farm, a special foundation was founded for the continuation of the farm. Two new farmers (a couple) took over in 2011. The two farmers have introduced the CSA in the Netherlands by subscription system.

Ownership and financing:

The farm was originally owned by the farmers, but the ownership is transformed into a construction with a foundation when the first two (after each other) left the farm. For building a new shed is made use of crowdfunding.

Main local activity (-ies):

Growing and selling vegetables (subscription system). The plans for milking cows are postponed all the time.

Other local activities: There is also growing and sale of flowers (until now of minor importance).

Other none local activities:

Vision: Biodynamic

Manner of sale and communication: subscription system and a farmer shop at Friday afternoon. Occasionally they are on markets. There is a web-site and from the start of the farm there is newsletter (in earlier years on paper added to the vegetable basket).

Local market relations, names:

On-line activities: web-site

Structural cooperation: A group of people organized around the free school (anthroposophy) is responsible for a steady group of customers. Furthermore, there is no structural information

<p>available regarding their customers. The 50 people that participate in crowdfunding are mainly from this steady group of customers. Each person funded for an amount of 500 to 2500 euro for the new shed.</p>
<p>Geographic identification/sale of local or regional products outside the region:</p>
<p>Size of activity in euros/ha/fte/number of customers: 14 ha. The number of subscriptions in 2000 is between 150 and 200 in 2011, 220 in 2012, which falls back to 140/150 (turbulent year), now in 2014 there are 225 to 250 subscriptions. There can be chosen by the subscribers for small or large packages. Annual total turnover of 125,000 of which 110.000 euro per year is related to the subscription system (purchase of harvest shares), other sales is 12 to 13,000 euro (farm sales and direct sales to other farm shops and to the biodynamic/organic shop in town (Ecoplaza in Deventer, incidentally). 10% of the product sold is re-sale.</p> <p>There is a farmer and his wife (administration), also volunteers, a trainee from the BD-school Warmonderhof and hiring incidentally additional forces.</p>
<p>Development in the customer base in time (composition and motives): In winter there is always some 10% of customers who stop the subscription. Furthermore, there is not anything known about customer turnover. Also there is no insight to changes in motives (meaning) of customers.</p>
<p>Geographic spread of customers: Region has been expanded to Heerde (there is an outlet to come in Heerde). Distribution outlets: Olst 1, Heerde 1, Deventer 15 to 20, Diepenveen, farm itself</p>
<p>Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety):</p> <p>Attractive routes from the city. The village Diepenveen is 2 km. The edge of the city of Deventer is 3 km. The center 5 km.</p>
<p>Specific developments related to or on the occasion of this case:</p>
<p>Future, succession etc. Succession and the founding of foundation by friends of the farm which made it possible for the new farmers to take over the farm.</p>
<p>Date of contact: mail, telephone or visit.</p> <p>Interview with Mr Wellens, treasurer of the foundation on November 4th 2014 in the village Diepenveen.</p>
<p>Remarks: Until 2015 it seemed not possible to start milking cows.</p>
<p>Innovations: crowdfunding in an early stage</p>

3

Name of the farm and name of the farmer: De Heihoeve, Care organization Dimence

Address data: De Heihoeve, www.dacdeheihoeve.nl, Spanjaardsdijk 86 Lettele

Heihoeve86@kpnmail.nl, Tel: 0570-551570

Education and background of farmers, originaton of the farm, including year of start:

The origins of this oldest care farm in the Netherlands goes back to the year 1908. The Elizabeth Foundation started a farm in original nature area to make agricultural land by active involvement of patients. This lasted until the second world war. After the war, the company has been leased. In 1986, an employee of the care institute, Ben Effing (activity supervisor), took the initiative to re-use the farm again for care activity. Of the first batch of clients there still working two on the farm in 2015. Ben's care philosophy is a systematic at rehabilitation driven, based on the strength of the patients. It is thus clear that it was emphatically the initiative of Ben. Currently, de Heihoeve counts as a kind of calling card Dimence.

Ownership and financing: It is the ownership of a psychiatric institution, called Dimence

Main local activity (-ies): Day care for psychiatric patients is the main spending. Vegetable production, sale and distribution is the most important with respect to food. Animals are a supporting factor for both care activities and having a closed mineral cycle on the farm. Packages are brought around by a bus by clients.

Other local activities: Firewood is sold, ditto honey. There are also animals in the yard. Cows, chickens, sheep, horses and pigs. Very important function for the clients. Every now and then a few animals are slaughtered by a regional slaughter. Meat is frozen and packaged sold to existing customers

Other non local activities:

Vision: Organic

Manner of sale and communication: there is a web-site. The products are delivered at home.

Local market relations, names:

On-line activities:

Structural cooperation:

Geographic identification/sale of local or regional products outside the region: no

Size of activity in euros/ha/fte/number of customers: The company has about 20 hectares of which a large part is forest area. Two hectares are used for the vegetables. 120 customers a week, most customers have a two person package (there are 1, 3, 4 and 5 persons package).

Development in the customer base in time (composition and motives): Gerrit indicates the importance of confidence in the food, but Gerrit also indicates that the recession has had a negative impact. Gerrit believes that commerce is increasingly focusing on the group of principal consumers. 11 years ago there were 200 clients. It does not fit the organization to deliver to wholesalers. Sometimes the baskets are completed by vegetables of thirds (among others there is Haverkamp, as they have some available). There are according to Gerrit subtle adjustments in the motivation of the customers. He says this based on feeling. More emphasis on health and perhaps less emphasis on environment (interpretation by G.L). 10 to 15% of the customer base changes every year. Psychiatrists and other people with an affinity to the psychiatry become over time all anthroposophic, organic and / or vegetarian, according to Gerrit.

Geographic spread of customers: The customers are in Twello, Wilp, Olst, Rijssen and Wierden and 75% of the sale is in Deventer.

Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): 'The town is getting nearer', because of expansion of the city. Distance to the new residential is 3 km, distance to the center is 8 km.

Specific developments related to or on the occasion of this case:

-Hygiene requirements in healthcare hinder local consumption.

-How someone transforms from a activity supervisor in care to a a local organic farmer (in 2015 the first farmer has become a self-employed local baker using local meal on his is a farmer) .

Future, succession etc. According to Gerrit is the farm Heihoeve a 'calling card' for the care institute.

Date of contact: mail, telephone or visit. Datum contact: mail, telefoon of bezoek. Interview on location with Gerrit (client of the Heihoeve) takes place at February 6th.

Gerrit Wilbrink (43 years old) is client of the Heihoeve, for already 11 years. For Gerrit means the Heihoeve everything.

Ben Effing started 7 years ago (2008) his own business (on a new local economy center De Oorsprong), baking organic bread. It is according to Gerrit well with that company.

The crazy thing is that hygiene requirements lead to (and the costs that have to be made for) the situation that De Heihoeve may not deliver to the institution itself. Now, 2015, the care institute uses conventional products, although they like consume local and organic.

4 Name of the farm and name of the farmer: Tuinderij Haverkamp, Jopie Duinhouwer and Heleen Hennink
Address data: Tuinderij Haverkamp, Rodijksweg 5, www.tuinderijhaverkamp.nl
Education and background of farmers, originaton of the farm, including year of start:Opleiding en achtergrond van ondernemers, ontstaan van het bedrijf, inclusief jaartal: Jopie studied Tropical Botany (vegetables and crops) in Wageningen. Heleen studied in Deventer at the Higher Agricultural School with a specializing in Soil Science. For 1998, they worked as development workers in third world countries. They bought the farm in 1998 and took over the house selling of potatoes from the predecessors. In the first two years, the potatoes were mostly sold to "old customers" usually per bag (17.5 kg). This has gradually disappeared and there are other bio customers come in its place. Except from a period they both, man and woman, worked on the farm
Ownership and financing: private owned farm
Main local activity (-ies): growing vegetables and the farmer shop
Other local activities: grain cultivation
Other non local activities: no
Vision: biodynamic
Manner of sale and communication: farmer shop, and participates in regional collection and distribution organization in the Achterhoek region (Organic Producers Association Achterhoek, BPA). An organization called Distreko is part of BPA. Distreko existed since 2000. Distreko provides an additional outlet. Distreko is an organization for sales and distribution towards the final consumer operating in a part of the Achterhoek. There can be ordered by mail and telephone. This is done very little. From the more than 100 order lists that are sent weekly, only five are returned. Delivery is not possible, but they work together with a company that offers this possibility. Besides this, there is the sale through the whole-sale, more than half of the sale. Citation: ' I have over 10 years sent a weekly newsletter to our regular customers and have stopped it now (Nov. 2014 by e-mail)'. The farmer takes part in an internet community, called Foodlog.
Local market relations: there is sale to other local farmer shops, for example the Oosterwaarden and De Heihoeve.
On-line activiteiten: a web-site and there is the participation in the digital community Foodlog
Structural cooperation: They are member of the Organic Producers Association Achterhoek (BPA), which is a cooperative procurement, sale and distribution organization. They work very closely together with individual producers in the region in various fields. Deliver wheat and spelled to a bakery, they sell the bread at the store. Knowledge exchange is done primarily through the knowledge network of an education organization (former public organization, now a days a commercial organization).

<p>Geographic identification/sale of local or regionale products outside the region: Besides to local they sell at the regional level.</p>
<p>Size of activity in euro's/ha/fte/number of clients:</p> <p>18 ha of land. Sales performance: has steadily increased to over € 200,000. Sales of the store has stabilized after 5 years and remains incredibly stable over the years, about € 50,000 per year. Due to rising total sales, the percentage decreases. Sales BPA (regional organization) is somewhat variable, but is around € 15-25.000 per year and does not reflect a clear trend. Again, the proportion drops in the total of increasing sales. Sales through the wholesale organizations rises and exceeds half of sales, share increase in turnover.</p>
<p>Development in the customer base in time (composition and motives):</p> <ol style="list-style-type: none"> 1. there is no good insight in the composition of the customer base, but an impression: white, highly educated, green view of life, all ages, with a large group of elderly people and young families. Rich and poor. 2. The customer base is regularly refreshed, but the farmer sees no significant developments 3. The reasons to buy from The Haverkamp according to Jopie are not subject to change.
<p>Geographic spread of customers</p> <p>No good insight where the customers come from, but the farmer thinks that many come from the nearby residentials (Essener Veld and de Vijfhoek).</p>
<p>Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): Half come by bike and half by car. The farm is 2 km from the edge of the town. The centre is on 7 km. There is an attractive route, but they are far out of sight and backward.</p>
<p>Specific developments related to or on the occasion of this case:</p>
<p>Future, succession etc. Citation: 'Future is for the future, the future is the expertise of the future, we do not know.'</p>
<p>Date of contact: mail, telephone or visit. Mail respons by the farmer at November 5 th. 2014</p>
<p>Innovation: The farmer says that there are no new techniques and competences, but the farmer is well known in the region because he turned an innovative demand among students in need of an environmentally friendly weed machine (regional project Clean Tech).</p>

5
Name farm and name of farmer: Sterrenland, Tom Margry (1953) and Toos Rubbens (1956)
Address data: Sterrenland, Meemuidense 19b, Twello www.sterrenland.com , 0571-273212, info@sterrenland.com
Education and background of farmers, originaton of the farm, including year of start: Tom and Toos started in 1979, first sale to a organic distribution centre. The name of the farm in that time was Ecological Vegetable Nursery (Tuinderij) Tom Magry, later in 1993 farmer shop. Tom did the tropical agricultural school in Deventer, which he did not finish. At a certain moment there is the possibility to take over a biodynamic farm in the neighbourhood where he lived. The biodynamic farmer was truly a pioneer who had started just about a decade earlier (around 1970). In 1979, when the takeover took place there was an explicit choice for organic and not biodynamic. Tom was involved involved in formulating eco guidelines for organic agriculture. Toos had/has a private clientele in sign therapy. The explicit choice for organic had to with the aversion of Tom to use prep combs Tom supplied the eco-distribution centre Brummen. The growers had united in the Green Band, in the area between Nijmegen and Zwolle. The retailers told what they thought they would need. There were 9 organic produce farmers. Distribution centre indicates the quantity and the prices.. The fixed prices have been of short duration due to competition from producers outside the area. Green Band no longer exists. The work of the Green Band was taken over by ODIN. The farmer stopped supplying organic distribution centres.The choice to sell to final consumers only is caused by a three time bankruptcy of distribution centres. Tom still procures at a distribution centre sometime. The choice for care has to do with the affinity / experience that Toos has with care.
Ownership and financing: private owned
Main local activity: Care and produce farming. The farmer earns with produce, sale and distribution vegetables and fruit only a legal minimum income (Dutch standards). Income from care is substantial.
Other local activity (-ies): day care, daily on average 6 clients present and in total there are 12 clients.
Other activities non local: no
Vision: organic
Manner of sale and communication: farmer shop, subscription system, there is a web-site,
Local market relations names:
On-line activities: web-site

Structural cooperation:
Geographic identification/sale of local or regional products outside the region: no
Size of activity in euros/ha/fte/number of clients: The share of sales in the store is a quarter of the total turnover. It is about 20 to 25 people a week. Four types of subscriptions: 8 euros, 10 and 12 euros, and also there is a kind of order subscriptions (free choice of composition). Altogether about 100 subscriptions. Only Dutch vegetables (no tomatoes and peppers). Total 100 customers and the number is increasing, despite the crisis. Land: 1 a 2 ha.
Development in the customer base in time (composition and motives): The customers have become more volatile, less loyal. There are about 20 customers of the first hour. New customers are young people or older people. But perhaps also in terms of underlying motivations and desires there are changes going on. Hype as Montignac provides additional customers. The effect of 'super food' is not known to Tom.
Geographic spread of customers 10 takeaway addresses (including the farmer shop): 4 time Deventer and 1 time a part of Twello very near to Deventer, about 50 customers in Deventer.
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): Distance to the centre: 2,5 km and 1,5 km from the residential of Deventer which is on the western side of the river.
Specific developments related to or on the occasion of this case: The story of the hey days of local economy in the 80s
Future and succession etc.
Date of contact: mail, telephone or visit. 22 January 2015 there is an interview at location.
Tom elaborates on the small-scale economy which existed in the early 80s in Deventer. There was a nature shop, a woodwork business, a stove technology, a restaurant, a peel, a structural small scale fair/market and at that time the environmental school in Deventer (first in the Netherlands) had many students.

6
Name farm and name farmer: Tuinderij Veldink, Veldink
Address data: Tuinderij Veldink, Wetermansweg 10B Diepenveen https://www.facebook.com/tuinderijveldink
Education and background of farmers, originaton of the farm, including year of start: Father had a mixed farm which was too small for full time farming. There was always a tradition of home sale, specially potatoes. Son continued the farm for partially local production, while having a job elsewhere. In 1990 the son decided to quit with the other job and to focus on local production, though the farmer himself says it a 60% job.
Ownership and financing: private owned
Main local activity: produce farm, including potatoes and also farmer shop, where he sells product like eggs, strawberries, fruit, fruit juice and vegetable plants (source material) from others. Produce farming includes also asparagus and pumpkins.
Other local activity (-ies): growing and selling to final users of Christmas trees and also growing spring barley.
Other non local activity: non
Vision: conventional, according to the farmer there is hardly use of pesticides.
Manner of sale and communication: farmer shop. Face-book and films on the web-site
Local market relations:
On-line activities: face-book
Structural cooperation: With another four asparagus growers in Salland (a larger region than the three municipalities), restaurants and the regional organization for tourism united in the organization Salland Aspergeland to promote the sale of regional asparagus.
Geographic identification/sale of local or regionale products outside the region: There is harly sale of asparagus outside the region and the share of tourist buying asparagus is modest, according to farmer.
Size of activity in euros/ha/fte/number of clients: Total 4,5 ha, Asparagus 1,25 a 1,5 ha
Development in the customer base in time (composition and motives): Old and young clients, the middle aged group is under represented. The sale of pumpkins is increasing, potatoes are decreasing. Spring barley is used to fill up.
Geographic spread of customers

Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety):

Customers come mainly by bike from Diepenveen or Deventer. 500 m from Diepenveen and 2 km from Deventer. The farm is afterwards, but is easy to see from the train.

Specific developments related to or on the occasion of this case:

The farmer showed the historic perspective of local production around Deventer.

Future and succession etc.

Date of contact: mail, telephone or visit. There was a visit and interview at January 3.

Labour productivity in asparagus greatly increased, no third-party deployment. However deployment of sons during the champagne. Historical perspective: All farmers in the vicinity of Veldink previously sold potatoes to townspeople.

7

Name of the farm and name of the farmer: Permacultuur De Oorsprong, Tulay Tanaydin

Address data: Permacultuur De Oorsprong, Spanjaardsdijk 68-b Schalkhaar,
www.permacultuurdeorsprong.nl

Education and background of farmers, originaton of the farm, including year of start: Farmer (woman) grew up in Turkey. At the age of 8 the family emigrated to the Netherlands. Young woman built a career on as a programmer. After the woman did a course in permaculture a strong desire came up to do a permaculture project in Turkey. In 2011 she went back to Turkey to start, with the support of her perma-culture teacher, a perma-culture project in cooperation with a prison in the eastern part of Turkey. Prisoners worked on the farm. In the second year the Turkish authorities were not cooperative anymore. She had to quit to the dismay of the prisoners. In 2013 she had the possibility to start a project in the urban fringe of Deventer at the location of the local food centre De Oorsprong (at that time a failed project to give local food production a boost). Now she grows vegetables, keep sheep and run a shop in a farmer shop. She also organizes lessons in permaculture.

Ownership and financing: land is rented from the municipality via a private entrepreneur who is now the owner of the centre for local economy (difficult construction). The farmer makes use of the farmer shop of the private entrepreneur.

Main local activity: she just started. It is now mainly growing vegetables and organizing the courses permaculture.

Other local activity (-ies): Education concerning permaculture (she has an own interpretation of permaculture, which in her eyes is in her opiniopn a social concept)
Other nonlocal activities: her husband has a job as a cook.
Vision: Organic, but also the broad permaculture concept (including the social aspect)
Manner of sale and communication: shop in farmer shop, there is a web-site and a newsletter.
Local market relatons:
On-line activities: there is a web-site
Structural cooperation: a shop in the farmer shop, which means that there is some kind of cooperation with the other suppliers.
Geographic identification/sale of local or regional products outside the region: no
Size of activity in euros/ha/fte/number of customers. Overall there is 1,3 ha for vegetables and sheep
Development in the customer base in time (composition and motives): it is just started
Geographic spread of customers: it is just started
Date of contact: mail, telephone or visit.
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): The town gets nearer because of a new residential at the eastern part of Deventer. Distance to the new residential is 2 km and the distance to the centre of Deventer is 7 km.
Specific developments related to or on the occasion of this case: The Turkish background of the woman does not automatic mean that there is are many clients with these Turkish-Dutch background. And there is much more to say about this special case. A proper business model is not there, yet.
Future and succession etc.
Date of contact, e-mail, telephone or visit: In February 2015 there were two visits and interviews on February 20 th and 26 th 2015 .

8
Name of the farm and name of the farmer: De Nieuwe Akker, Jan Jaap Scholten
Address data: De Nieuwe Akker, Lobbertsweg 1a Schalkhaar, www.nieuweakker.nl
Education and background of farmers, origination of the farm, including year of start: The farmer is a former activity supervisor in care (somewhere else in the province Overijssel), where there was work to be done in a vegetable garden. In 2010 he started a pick your own vegetables garden in Deventer. The land is rented from the municipality of the housing association.
Ownership and financing: make use of green grounds for building houses. Because of the economic crisis these grounds are temporarily not used and most likely are never going to be used as expansion area for the town.
Main local activity: Running the pick your vegetables garden.
Other local activities: non
Other non local activities: non
Vision: organic and a kind of community supported agriculture
Manner of sale and communication: A subscription system for weekly picking your own vegetables. There is an intensive communication via an electronic news-letters about how and what vegetables 'to pick' and there is a web-site.
Local market relations, names:
On-line activities: There is an intensive communication via an electronic news-letter about how and what vegetables 'to pick' and there is a web-site.
Structural cooperation:
Geographic identification/sale of local or regional products outside the region: no
Size of activities in euros/ha/fte/number of customers: 1,3 ha (is no used fully) 60 subscriptions.
Development in the customer base in time (composition and motives):
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): The town gets nearer because of a new residential at the eastern part of Deventer. Distance to the new residential is 1,5 km and the distance to the centre of Deventer is 6,5 km.

Specific developments related to or on the occasion of this case: pick your vegetables in combination with a subscription system is unique for Deventer. Are there examples elsewhere??.
Future, succession etc.
Date of contact: mail, telephone or visit. There was an interview on the Christmas market on the Oorsprong, 21 December 2015.
The concept depends on intensive communication via electronic media

9
Name of farm and name of farmer: Geertjan de Groenteman, family Den Olden
Address data: Geertjan de Groenteman, Holterweg 136, Lettele
<p>Education and background of farmers, originaton of the farm, including year of start:</p> <p>Man with a gardeners training married with daughter of a farmer (a renter). It is a small farm located near a nature area, only 16 ha. In 1968 they started farming and in 1976 the choose was made for organic farming. The landlord is an insurance company. Man and wife are still active farmers, although they are at age. The man is 73 years old (born in 1941).</p> <p>Besides a clientele of final consumers in the neighbourhood they supply top restaurants in the eastern part of the Netherlands (Winterswijk , De Gulle Waard and in Holten, Zwarte Ruiter) and since 2012 there is also sale to Eco Twente, bio-shop and web-shop in easten part of the province (Hengelvelede). Once they edible flowers (avant-garde). In the beginning the man was also a gardener.</p> <p>Attended courses at the organic education institute Kleine Aarde (Little Earth) while they were already farming. Kleine Aarde gave a lot of inspiration. It is a big step when you have a farm and you are also doing a job as a gardener to make the choice to go to another part of the country to follow courses.</p> <p>In 1989 they started (and quitted in 2014) with asparagus, also started in the 80s with free-range pigs. Then there was dissatisfaction with the important purchaser the big retail organization Albert Hein. Therefore they switched in 1998 to organic pigs. Since 2014 they changed again and now they have wild boars (since 2014). Asparagus (5 species) and vegetables are delivered to top restaurants.</p>
Ownership and financing: rent of an insurance company.
Main local activity: Potatoes, vegetables, fruit and also asparagus and wild boar meat (boars in a big open shed).
Other local activities:

<p>Grain cultivation, 30 boars, slaughtered at age of two, boars get a little concentrated food and for what is left the boars are feed with waste. There is one had for produce farming, including nuts. They make jam of their own fruit to sell in the farmer shop. Own apples are used for juice. Boars are slaughtered elsewhere. There is re-sale of wine and other fruit juice, which is procured at the organic whole sale organization (ODIN). In the winter there is re-sale of vegetables from other countries. Frozen boar meat is sold at the farm.</p>
<p>Other non local activities: In the beginning the man was also gardener.</p>
<p>Vision: Organic</p>
<p>Manner of sale and communication: Farmer shop, no web-site</p>
<p>Local market relations, names: There are strong relations with top-restaurants from outside the region. There is re-re-sale from the organic whole-saler ODIN and there is also an important supplier called 'Gelders eiland (Island from the province Gelderland) for fruit'. The honey is from a local beekeeper.</p>
<p>On-line activities: no</p>
<p>Structural cooperation: with the top restaurants (it is long term commitment)</p>
<p>Geographic identification/sale of local or regional products outside the region:</p> <p>Exclusive relations with restaurants outside the region. The specialities changed in time, but it is about edible flowers, different kind and colours of asparagus and boar meat.</p>
<p>Size of activities in euros/ha/fte/number of customers: 16 ha, 20 a 30 customers at Saturday and at appointment during the week</p>
<p>Development in the customer base in time (composition and motives): many loyal clients (long term commitment)</p>
<p>Geographic spread of customers:</p> <p>Customers come from the region, which is bigger than Salland. Villages where they come from Rijssen, Colmschate (part of Deventer) and Bathmen.</p>
<p>Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): 3 km from the village Bathmen, 8 km from the edge of the edge of Deventer and 13 km from the centre. Rather isolated and the road from Deventer is not very attractive.</p>
<p>Specific developments related to or on the occasion of this case: It is very interesting how these real entrepreneurs created their own way (although when asked people in the neighbourhood they emphasizes the messy situation).</p>
<p>Future, succession etc. they recently quitted with asparagus</p>
<p>Date of contact: mail, telephone or visit. Visited at 3 january 2015</p>

10
Name of the farm en name of the farmer: Het Nieuwe Veld, Hanna Struik
Address data: Het Nieuwe Veld, Boxbergerweg 46, Diepenveen, www.kwekerijhetnieuweveld.nl
Education and background of farmers, originaton of the farm, including year of start: The farmer comes from outside the region
Ownership and financing: rent of the foundation IJssellandschap
Main local activity: Organic care nursery. Floriculture and care. Organic plants and herbs (for tea) and honey.
Other local activities: Beekeeper, garden shop, tea garden, the farmer just started with vegetables.
Other non local activity:
Vision: organic
Manner of sale and communication: a garden shop and a web-site and a newsletter.
Local market relations, names:
On-line activities: web-stie and the electronic news letter
Structural cooperation:
Geographic identification/sale of local or regionale products outside the region: no
Size of the ativities in euros/ha/fte/number of customers: 7500 m2, Hanna works full time as gardener and as care supervisor.
Development in the customer base in time (composition and motives):
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety:
Specific developments related to or on the occasion of this case:
Future and succession etc.
Date of contact: mail, telephone or visit. There was a short visit in May 2014.

11

Name of farm and name of the farmer: Keizersrande, Annet Harbrink

Address data: Keizersrande, Ijsseldijk 35, www.keizerslande.nl

Education and background of farmers, origination of the farm, including year of start:

In November 2013 the farm started. The origination of the farm was a very special project of many parties working together under the lead of the Foundation Ijssellandschap. A project in which there was a merging of agricultural, nature, water and recreation values. The national waterboard and the municipality were two important partners, because there had to be given permission to build at a location where normally no one is allowed to build. The location is in the floodplain area of the river The IJssel. There is made use of the need for the national water-board to carry out work for improving the capacity of the Ijssel. On the one hand there is a deepening and widening of the rivier and the flood plain area and on the other hand there is made a mound to locate the farm. There is external money. The farmer rent a hull (casco) shed. The farmer had to invest in the facilities necessary for dairy farming inside the shed. Altogether, there originates an architectural masterpiece in terms of beauty and experience/meaning. Five year before the farm started the young woman with a little money but with a great ambition to be an organic farmer got in touch with the director of the Foundation Ijssellandschap Jaap Starckenburg. Now she is running the farm.

Ownership and financing: With partial external money from governments it is possible for the foundation to invest in this farm at this particular location. The foundation is owns the mound, the land and the hull of the buildings (at this moment I do not know the legal construction about this ownership). Farmer rents from the Foundation ijssellandschap. The farmer herself invested in machinery (milking machine etc.) and other facilities to run a dairy farm and work on the land etc. enz.). There is a part-time employee.

Main activity: dairy, 2/3 of the income

Other local activities: water management and nature management, facilitating recreaton and education by showing the holding (public entrance) and having a conference room.

Other non local activities:

Vision: biodynamic and nature farmer

Manner of sale and communication: Important to notice that at this moment (January 2015) the farmer does not supply locally, yet. There is sale to a multinational that has special processing and sale for organic (not biodynamic) dairy products. There is a web-site with a very informative film. There is a conference room for education and spreading knowledge about the farm and related to the farm. The farmer often gives presentations.

Local market relations, names:

On-line activities: web-site with the informative film.
Structural cooperation: The farmer is a member of the association of nature farmers. There is a group of six former farmers in the neighbourhood that can be asked for advice if needed.
Geographic identification/sale of local or regional products outside the region: no
Size of activities in euros/ha/fte/number of clients: 150 ha and 80 cows.
Development in the customer base in time (composition and motives):
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): 1,5 km from the edge of Deventer and 4 km from the centre, view location and an attractive road.
Specific developments related to or on the occasion of this case: Striking is the rational approach within the limits of biodynamic farming and the many societal objectives which are involved in the origination and the exploitation of this farm. A part of this societal goals also lead to revenue. 2/3 of the income from dairy and 1/3 of nature and water. Other societal activities are still not substantial used in terms of earning money
Future and succession etc. She just started, but she wanted to supply local and the farmer thinks off growing barley and brewing local beer.
Date of contact: mail, telephone or visit. There was an attendance at the official opening day in November 2013 and there was the tour on the farm in November 2014, organized by 'Salland café'.

12
Naam farm en name farmer: 'n Aanvang, Liesbeth Grijssen
Address data: 'n Aanvang, Aanvangsweg 2, Lettele, www.aanvangzuivel.nl
Education and background of farmers, originaton of the farm, including year of start: In 1998, Liesbeth and William became together farmer on the farm of the parents of Liesbeth. The acquisition was made based on business conditions, which means that they had to work very hard the first years to survive. Liesbeth (education: Higher Agricultural School) in 1998 had a 7 years work experience as a

software engineer in business related to agriculture and food security. During the first period they lived and worked on the farm Liesbeth continued working outside the farm. In 1998 Liesbeth became a strategic advisor to farms on behalf of an accounting firm (1998-2003).

William (1986-1998) (education: agricultural vocational school) worked 12 years as a product developer in a meat processing plant (Meester). A product called asparagus-ham is an invention of William.

In 2002, after they had survived the heavy begin period, they wondered how to continue. The purchase of milk quota had been considered, but Liesbeth calculated that there wouldn't be enough return on investment. They had to do something else.

A combination of a knowledge of trends and developments in society and an attitude to do that way led to the strategic choice to be a local farmer as much as possible and to be a part of the locally society, including the town Deventer. The farm opened up for urban dwellers by a web log, shop at home, cows promenade (tourists could go easily in the shed to watch and to feel and hug the cows) and later on there was the conference room (a kind of sky box in the shed). Liesbeth did an internship in 2003 at a farm in the south of the Netherlands that included local dairy processing.

In 2010, they started processing milk themselves. It took a lot of time and much specific knowledge to do this. Knowledge from education in earlier days, knowledge from former jobs and new acquired knowledge were combined to do the job. After a year there was contact with a care organization (Parabool) to involve clients of a care institution in the processing. This turned out to be successful. In addition to the sale of dairy products in their own farmer shop, there originated a unique collaboration with various parties to start a small local dairy shop in Deventer. For running the shop there was also made use of people disadvantaged for the labor market (Cambio). It turned out to be a proper business case, but then there was a period of mismanagement (personal communication with Hans Scholten, who was involved in the project from the beginning, January 2015). The mismanagement resulted in a closure of the shop.

In 2013, the male farmer died after an illness of a year. This was the reason to quit with the milk processing and also to stop with working together with the care institution Parabool (2012). The farmer shop persisted through this difficult period. In 2014 the female farmer became alderman of the municipality Deventer. Despite this alderman function the farm shop continued. Now, they employed an external person to support the farmer.

Ownership and financing: Private owned. They took over the farm of the parents of the female farmer.

Main local activity: The local farm being a part of the local community and the sale of local products. During a small period there was the local dairy processing with a broad range of products. In short: local and openness as added value.

Other local activity (-ies): recreation and tourism. Exposing the farm and being a 'Rustpunt' (a concept of help yourself for tourists).

Other non local activities: conventional dairy farming
Vision: conventional, but pointed at a strong relation with the local community (localism).
Manner of sale and communication: farmer shop, sale via shops and at a certain time sale via a special shop with a strong involvement of the farmer (Melk en Meer, in Deventer). There is a website. In 2005 there is made the start of a weblog. The weblog hold on until 2010. There is not made use of Facebook, yet. According to Liesbeth, there would be a lot possible with Twitter.
Local market relations, names: There is now a re-sale agreement with inter alia Kloas in 't Hof and another regional producer from another region for the dairy products. And so there are many others.
On-line activities: web-site and there is the weblog from 2005-2011
Structural cooperation: There was a structural cooperation during the time of the dairy shop 'Melk en Meer' in Deventer. The partners were Cambio ('work firm' for people who lost the connection with normal work, Ieder1 (a housing association), Foundation Recreation Deventer Outside (a volunteer organization promoting the peri-urban of Deventer). There is the membership of the regional organization for local food producers Sallands Best. They used to be a member of a Dutch organization for regional producers.
Geographic identification/sale of local or regional products outside the region: no
Size of activities in euros/ha/fte/number of customers: Liesbeth say that during the heydays there was a use of 70.000 kg milk of the total of 600.000 kg yearly production.
Development in the customer base in time (composition and motives):
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): The distance to the small village Lettele is 2,5 km. The distance to the edge of Deventer is nearly 8 km and to the centre it 12 km. The location is isolated. The fact that adjacent to this farm there is another local farm is not very beneficial because the neighbour is getting very small.
Specific developments related to or on the occasion of this case: A closer look (I visited this farm a few times from 2008 to 2012) showed the enormous specific knowledge on different subjects which is needed to run a local dairy factory, for example: labelling concerning food safety.
Future and succession etc. Three young children
Date of contact: mail, telephone or visit. 22 October there was an extensive telephone contact with Liesbeth Grijssen. Before this there were about five other contacts during the year 2008-2012.

The small dairy factory was housed in containers. The equipment was mainly bought second hand. The introduction of the clients of the care institution was a relief in relation to the work load. This is rather peculiar, because the kind of work in the milk-factory had to be done very precise and the clients involved are of a low intellectual level.

The prices for the local farm part of the farm were in the period 2008-2009 much higher than for the conventional part of the farm: 60 eurocent milk yield and 65 cent buttermilk yield instead of 33 cents from the factory.

Liesbeth thinks there are on the long run possibilities for local or regional local dairy processing, but the scale should be greater.

In 2012, serious illness is diagnosed with William. In 2013, William deceased. In the early stage of the discovery of the disease, it was decided to terminate the local processing. William was especially the man of the new developments. Liesbeth inhibited sometimes a little off. There was in the beginning hardly the possibility to set prices, while Liesbeth had expected she could do that.

13

Name of the farm and name of the farmer: Grutterink, Family Harmelink

Address data: Grutterink (Harmelink), Schapenzandweg 2, Diepenveen

www.rustpunt.nu/poi/?P_id=154

Education and background of farmers, origination of the farm, including year of start: 1999, although the parents started fifty years ago home sale. Man took over the farm of the parents. There was bought a second farm (one with traditional milking equipment and the other with a milk robot). Female farmer does the farmer shop. Female farmer says that it is a full time job to run the farmer shop.

Ownership and financing: private owned.

Main local activity: the farmer shop, mainly re-sale: potatoes, fruit, eggs, fruit juices , honey and mustard and more.

Other local activities: making of ice and jam, ice-cream cart for sale on events and sometimes a shed is used for parties.

Other nog local activities: conventional dairy factory, two sites.

Vision: conventional

Manner of sale and communication: farmer shop and there is a web-site

Local market relations, names: Huisman from Welsum (region Salland) is the supplier of fruit and

Huisman is also the intermediair for the delilvery of fruit juices, eggs from Raalte (region Salland) ,dairy from Kloas in 't Hoff in Bathmen, mustard from Deventer and more.
On-line activities: website
Structural cooperation:
Geographic identification/sale of local or regionale products outside the region: no
Size of activity in euros/ha/fte/number of clients: Two dairy farms with a total of 120 cows, but there is hardly anything local. About the turnover and other commercial data of the shop the female farmer cannot say very much. She doesn't know. The milk needed for making the ice-cream is nearly negligible, less than the yearly production of one cow. By the way, much ice is prepared on the base of fruit. It is a full time business for the female farmer.
Development in the customer base in time (composition and motives): The female farmer says that she doesn't know her clients.
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety: For the village Diepenveen the location adjacent to the built environment is perfect. The distance to the edge of the city is two kilometre and to the centre it is 5 km.
Specific developments related to or on the occasion of this case: One would expect the female farmer knows her clients.
Future and succession etc.
Date of contact: mail, telephone or visit. 3 January 2015 there was a visit and an interview.
When the female farmer is on the run with the ice-cream cart to events, her sons do the work in the farmer shop.

14
Name of the farm and name of the farmer: Klein Swormink, Berry Klein Swormink
Address data: Klein Swormink, Assinksteeg 1, Lettele, www.kleinswormink.nl
Education and background of farmers, origination of the farm, including year of start: Until 2004,there was a dairy farm. In 2003, the farmer concluded that it was difficult, given the allotment situation, to grow into a bigger dairy company that could provide a full family income in the future. This led to the decision to stop milking, and continue with beef. And to make a

<p>combination with the agricultural journalistic activities, which were already there.</p> <p>'Fire Red cattle' (deep red braun color) was already on the farm here on a very small scale since 2000. The choice to expand the cattle was more or less accidental. Municipality of Deventer wanted the land along the river IJssel which was rented by the farmer until then for grazing by young cattle turn into a nature area. So, the grazing had to be adopted. The farmer wanted to be a part in this new nature maintenance.</p> <p>A now retired official of the municipality (Jaap van der Waarde) came up with the idea to have a Fire Red cattle graze there. They started in 2000 with three cows and a bull. When the milking cows disappeared from the company in 2004, there was room for growth of the Fire Red cattle pile.</p>
<p>Ownership and financing: private owned, nature land rented from the municipality and sometimes there is rented land from other organizations like Foundation IJsselandschap.</p>
<p>Main local activity: beef production</p>
<p>Other local activity (-ies): accommodation recreation</p>
<p>Other non local activities: agricultural journalist</p>
<p>Vision: organic, nature farming</p>
<p>Manner of sale and communication</p> <p>Farmer shop, direct sale to restaurant, at appointment and delivery at home.</p> <p>First years from 2004, the beef was mainly ended in the organic bulk circuit (quote originating from Berry Klein Swormink via e-mail, Oktober 2014). Since 2010 there are better outlets. Berry currently sells about 10 cows per year through home sales (farmer shop and in custom made packets). About 25 'cows' (mainly oxen) go to the special slaughter for restaurants Hanos /Vander Zee who sells the beef as Fire Red IJsselvallei beef. 5 to 10 animals are set off through the marketing chain Old Dutch beef, which is a part of the Foundation for Natuur Boer (Nature farmer). 5 to 10 animals are sold for breeding or for the slaughtering in the organic bulk circuit (very old cows and bulls/sires).</p> <p>Marketing chain Nature farmer beef marketing is growing. Berries focuses on direct sale to final consumers. Then all the links of the chain are in the hand of the farmer, so margin can be bigger, according to Berry.</p>
<p>Local market relations names:</p>
<p>On-line activities: Except the web-site, there is hardly any use of new media (Berry). Berry wants to do more with Twitter. Berry sends four times a year an electronic news letters to the clients of the farmer shop.</p>

Structural cooperation:

The farmer was involved with the joined action linked to the project De Oorsprong. The idea behind the project was good. Unfortunately, the realisation failed. Berry does not know what currently is happening in the former Oorsprong accommodation. About his current sales, Berry is not dissatisfied. So there is no reason to find alternative ways.

The farmer is a member of the Slow Food Presidium. The Presidium is at this moment a organizations that helps Berry to tell a good story about beef and about the special beef he produces. Possibly the Presidium develops further and leads to new sales channels.

The farmer has also joined the initiative Nature Farmers. Nature Farmers is for Berry an important club (official name: Foundation Nature farmers in the neighbourhood). This organization gives Berry an identity. Therefore, the Nature Farmers contribute significantly to the story that Berry has to tell to his customers. Together with other Nature Farmers Berry wants to strengthen the story of the Nature Farmers. On the one hand by developing themselves to professional Nature Farmers (gaining knowledge and experience in management of nature), through cooperation with environmental organizations and by developing new market initiatives. (for example: dairy production).

Farmer Berry is also active in the Professional Association Nature Farmers. The targets of this organization are in line with those of The Foundation of Nature Farmers in the neighbourhood.

Cattle for home sales and also those for the marketing of the Nature Farmers is slaughtered by Ter Weele in Oene. Cattle for Hanos/Van der Zee is slaughtered at Kosse in Ommen.

Geographic identification/sale of local or regional products outside the region

Size of activity in euros/ha/fte/number of customers: From 2004, the herd of cows grew in ten years from three cows to its current size of 150 animals (large and small). Annually 50 cows have a calf and also 50 cows get slaughtered. The turnover is 50 animals a 1200 euro makes 60,000 euro. Because consumers appreciate (perception and taste) this special beef, there is an additional price at average of 20 to 50 cents per kg compared with delivering cattle to the biological bulk circuit.

In an additional e-mail contact at 24 February 2015 Berry states the following about size: 32 hectares of agricultural land (of which 20 ha and 12 ha property leases), 65 ha of nature area (ranging from reasonable productive floodplain land to poor sandy soil where almost nothing grows)

Development in the customer base in time (composition and motives): According to the farmer he has insufficient insight into the composition of the customers. Customers from the home sale circuit Berry knows best. They come from the neighbourhood (often from the city Deventer) and appreciate tasty meat from animals that have had a good life. They are both older people and families with very young children.

Geographic spread of customers

Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety):

1 km from the edge of the city and 8 km from the centre of Deventer. Though the farm is not at a

view location. Many citizens of Deventer know the fire red cows in the floodplain areas.
Specific developments related to or on the occasion of this case: It is interesting to know if there are differences in practices of selling vegetables and selling (frozen) beef.
Future and succession etc. Berry hopes that there is within five years more nature area available, than the livestock can grow. Further Berry is exploring the possibilities of milking fire red cows.
Date of contact: mail, telephone or visit. E-mail of the farmer at 31 October 2014
In the normal working routine there is hardly use of new techniques or new materials.

15
Name of farm and name of farmer: Schapenhouderij Lombok, Arno Voorbij en Leonie Burrekes
Address data: Schapenhouderij Lombok, Beerninkstraat 2, Schalkhaar, www.bslobok.nl , 0570-530117 and 06-54761431
Education and background of farmers, origination of the farm, including year of start: Started In 1982 in the province Noord Brabant with only one sheep. Farmer did not grow up at a farm, but followed an agricultural education. Did not know what to do when he finished school and thought he would do good for the society to be an organic sheep farmer. His wife only comes into play from the year 2000 and she has an own carrier outside the farm
Ownership and financing: land is rented from the Foundation IJssellandschap
Main local activity: sheep farmer (mutton and pelts) and sale on markets. On the markets they beef of an organic farmer from the province Drenthe. Home is sale is not important. Therefore they stopped home-sale in 2014 after a period of health problems of the farmer.
Other local activity (-ies):
Other non local activity:
Vision: organic
Manner of sale and communication: The farmer stopped home sales in 2014 after health problems. The main part of sales is on markets in Amsterdam Noord (northern part of Amsterdam) and Zutphen, and since 1990 he is also stands on other markets in Salland (occasionally). Sales to the restaurants Nunu and Geb and Gaia in Salland, but he does not sale anymore to the restaurant Arsenal in Deventer. Deventer restaurants are only interested in cheap and the possibility to deliver immediately, according to the farmer.

<p>99% of sales are outside the municipality Deventer. Active on Facebook (Lombok bioschapenhouderij). The farmer also stopped with open days for the public. Interesting development: young man, called Erik, collects products from local producers and sells these products in Deventer. He calls himself the Golden Pumpkin and also he uses the name Raddraaier (rioter).</p>
<p>Local market relations: Slaughter Jansen in Lieren</p>
<p>On-line activities: website with films</p>
<p>Structural cooperation: There is a structural cooperation with the beef farmer in south west Drenthe</p>
<p>Geographic identification/sale of local or regional products outside the region: slightly on the market in Amsterdam</p>
<p>Size of activity in euros/ha/fte/number of customers: At this moment 85 sheep and 150 lams, 8,5 ha meadow.</p>
<p>Development in the customer base in time (composition and motives):</p>
<p>Geographic spread of customers: 99% of the sale is from outside the municipality Deventer</p>
<p>Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety):</p> <p>Isolated, 6 km from the edge and 8 km from the. Is is not a view location.</p>
<p>Specific developments related to or on the occasion of this case: The relation between isolated and not selling in Deventer is very clear.</p>
<p>Future and succession etc.</p>
<p>Date of contact: mail, telephone or visit.</p> <p>An interview by telephone at 24 February 2015.</p>

16
Name of farm and name of farmer: Asparagus Boerkamp, Family Nieuwenhuis
Address data: Aspergebedrijf Boerkamp, Oranjelaan 19, Diepenveen, www.deboerkamp.nl 0570-591420
Education and background of farmers, origination of the farm, including year of start: Dairy farm enclosed between town and village. There is a tradition of home-sale during generations. Started with asparagus when the market asked for it, in 1984. Now they only have the growing of asparagus and a farmer shop in the asparagus season.
Ownership and financing: private owned during generations.
Main activity: growing of asparagus and farmer shop during the season
Other local activity (-ies): potatoes
Other non local activities: dairy farm
Vision: conventional
Manner of sale and communication: farmer during asparagus season and some sale during asparagus events. Is member of the Foundation Salland Aspergeland (Salland the land of the Asparagus).
Local market relations, names:
On-line activities: there is a web-site
Structural cooperation: Foundation Salland Aspergeland: 5 asparagus growers in a region which is somewhat bigger than the three municipalities that call themselves region Salland, restaurants and Salland Marketing Bureau (Tourism Office)
Geographic identification/sale of local or regional products outside the region: Share of sale outside the region, including sale to tourists is small, according to farmer Veldink
Size of activities in euros/ha/fte/number of customers: 1,5 ha, make use of seasonal work.
Development in the customer base in time (composition and motives):
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): perfect location between town and village.
Specific developments related to or on the occasion of this case:
Future and succession etc.

Date of contact: mail, telephone or visit. A telephone call at 24 February 2015. There was an interview with the female farmer. A few years ago there was a visit to this farm.

17

Name of farm and name of farmer: Asparagus Koks, Family Koks

Address data: Asperge Koks, Oostermaatsdijk 10a, Lettele, www.aspergekoks.nl, 0570-540222

Education and background of farmers, originaton of the farm, including year of start:

Son of a farmer, mixed farm. After the distribution of the heritage there is 1 ha available for this son. Son always liked to contribute others with the harvesting of the asparagus. Son has a full time job outside growing asparagus. In 2005 he started at a hobby base growing and selling at home asparagus. Since 2014 there is an official registration at the Chamber of commerce. This has to do with the employment of a seasonal worker. Furthermore there did not change so much in 2014. There is sale in the farmer shop during the two months the campaign takes every year.

Ownership and financing: private owned

Main local activity: growing asparagus and selling asparagus in the farmer shop during the season

Other local activities:

Other non local activities : a full time job outside the farm by the male farmer

Vision: conventional

Manner of sale and communication: farmer shop during the asparagus season, sells also food from other farmers which is related to consuming asparagus. There is a web-site

Local market relations, names: sells products of other local producers

On-line activities: there is a web-site

Structural cooperation: (The farmer is not a member of the Foundation Salland Aspergeland)

Geographic identification/sale of local or regionale products outside the region:

Share of sale outside the region, including sale to tourists is small, according to farmer Veldink

Size of activity in euros/ha/fte/number of customers: 1 ha. The farmer has a full time job outside the farm, but there is also an external seasonal worker.

Development in the customer base in time (composition and motives):
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): 3 km from the village Bathmen and the village Lettele, 8 km from the edge of the edge of Deventer and 13 km from the centre. Rather isolated.
Specific developments related to or on the occasion of this case: It is an example of an important side activity at a non-farmer.
Future and succession etc.
Date of contact: mail, telephone or visit. . A telephone call at 17 February 2015. There was an interview with the 'female farmer.

18
Name of the farm and name of the farmer: Kloas in 't Hof, Kloas and Jeanette in 't Hof
Address data: Kloas in 't Hof Brink 6, 7437 AM Bathmen, Tel. 0570 543 139 kaas@kloasinhof.nl , www.kloasinhof.nl , Kloas in 't Hof, Boersenk 4, Zuidloo
Education and background of farmers, origination of the farm, including year of start: Brother took over the family farm. Kloas did not want to be a farmer. He did not like milking every day. He wanted to do something else. A rational considering process brought him to the idea to become a local cheese-maker based on milk of his brother. He followed courses cheese-making. After a few year they started shops first in Bathmen and later in Holten, They stopped with the shop Holten (they run this shop for 7 years). The business is run by the male-entrepreneur, his wife and an employee who works there from the start. They started cheese making in 1985 and they started the first shop in 1989. Whit Monday 2015 there is an anniversary celebration (30 years cheese making). The location of cheese-making is on the farm of the brother.
Ownership and financing: Private owned both the dairy farm of the brother, the location for cheese making and the shop in the village.
Main local activity: The milk production by the brother to deliver to the cheese-maker is in fact the local agricultural activity, but making cheese and sale and re-sale of cheese and many other local and regional products are the main activities of the cheese-maker. Besides there is the production of other dairy products which are related to cheese.
Other local activity (-ies): In the summer there are excursions on the farm
Other non local activities:

Vision: conventional
Manner of sale and communication: shop in the village. Face-book, is kept irregularly and there is a web-site
Local market relations, names: Kloas in t Hof sells to 'n Aanvang and Grutterink, two farm shops in Salland (they are in this inventory). Suppliers to the 'cheese-shop' in Bathmen are: mustard from Harfsen and Deventer, Deventer beer (only label), sausages Pasman Harfsen (Harfsen is in the region Salland).
On-line activities: Face-book, is kept irregularly and there is a web-site
Structural cooperation:
Geographic identification/sale of local or regional products outside the region: no
Size of activity in euros/ha/fte/number of clients: 5000 kg milk per week, yearly base 250.000 kg corresponds to 30 cows. Half of the sale in the shop is of their own products. Total employment in making and selling cheese: 3 fte
Development in the customer base in time (composition and motives):
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): the shop is at a perfect location in the village Bathmen. Although there is some decline in the shops of the village.
Specific developments related to or on the occasion of this case: They managed to get a shop in the village
Future and succession etc.
Date of contact: mail, telephone or visit. There was a visit to the shop at 4 January, there was an interview with the wife of the cheese-maker. A few weeks later there was a telephone call to get some clarification

19
Name of farm and name of farmer: Fruitbedrijf Linderveld
Address data: Fruit-bedrijf Linderveld, 0570-551353, Bathmenseweg 57, 7434 PX, Lettele
Education and background of farmers, origination of the farm, including year of start: Big family and a mixed farm. The farm is split up in the heritage distribution. Together with another brother the farmer takes the initiative to start produce farming and run a farmer shop. This was in the year 1978. There were also jobs outside the farm. <i>The farmer is not cooperative in telling his story. He specially wants to speak about abuses in the society.</i>
Ownership and financing: private owned
Main local activity: produce farming which fruit and vegetables and the farm shop.
Other local activity (-ies):
Other non local activities: there was a job outside the farm (a lack of information)
Vision: organic
Manner of sale and communication: farmer shop
Local market relations, names: There is much re-sale in the farmer shop. There is also the sale of oranges and non-food without relation to the farm.
On-line activities: no
Structural cooperation: no
Geographic identification/sale of local or regional products outside the region: no
Size of activity in euros/ha/fte/number of clients: about 2 ha
Development in the customer base in time (composition and motives):
Development in the customer base in time (composition and motives):
Geographic spread of customers
Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): The distance to the small village Lettele is 2,5 km. The distance to the edge of Deventer is nearly 8 km and to the centre is 12 km. The location is isolated. The fact that adjacent to this farm there is another local farm is under-utilized.
Specific developments related to or on the occasion of this case: bitterness does not sell

Toekomst, opvolging etc.
Date of contact: mail, telephone or visit.
There was a visit at 20 /February 2015. The farmer did not allow an interview, but kept on talking for an hour. In between the monolog he answered only a few questions. So there is some lack of information. I will not try to get the results autographed.

20 Name of the farm and name of the farmer: Het Bouwhuis, Harm Janssens, Henriëtte Hogewind.
Address data: Het Bouwhuis, Croddendijk 8, 7434 PN Lettele, 06-51463812 of 06-12624418 info@hetbouwhuis.net , www.HetBouwhuis.net
Education and background of farmers, origination of the farm, including year of start: In the province of Groningen the man and woman run an organic dairy farm. There was already a place for art. They sold the farm in Groningen and bought a much smaller authentic farm in Salland. They continued the combination farming and art. There is an art gallery and there is the production of vegetables and potatoes (14 species of potatoes).
Ownership and financing: private owned
Main local activity: the art gallery (the first exhibition was in march 2015)
Other local activity (-ies): growing of and sale of vegetables and potatoes (the harvesting and the sale has to start for the first time, yet)
Other non local activities:
Vision: organic
Manner of sale and communication: home-sale, a real farmer shop??
Local market relations, names:
On-line activities: there is a web-site and there is intensive communication by newsletters
Structural cooperation:
Geographic identification/sale of local or regionale products outside the region:
Size of activities in euro's/ha/fte/aantal klanten: 1,3 ha
Development in the customer base in time (composition and motives):

Geographic spread of customers

Accessibility from the viewpoint of the city: distance and attractiveness (recreational value and road and social safety): It is two kilometres from a new residential of the city Deventer, but it is 8 km from the centre of Deventer. Overall score: reasonable.

Specific developments related to or on the occasion of this case: It is interesting to see that there is a promoting web-site because the real activities start.

Future and succession etc.

Date of contact: mail, telephone or visit. There was a very short not announced visit at 20 February 2015. There was a short conversation with the male farmer.