



STUURGROEP
LANDBOUW INNOVATIE
BRABANT

Agriculture Innovation Brabant (LIB), Netherlands

Partnership since 1995, of:

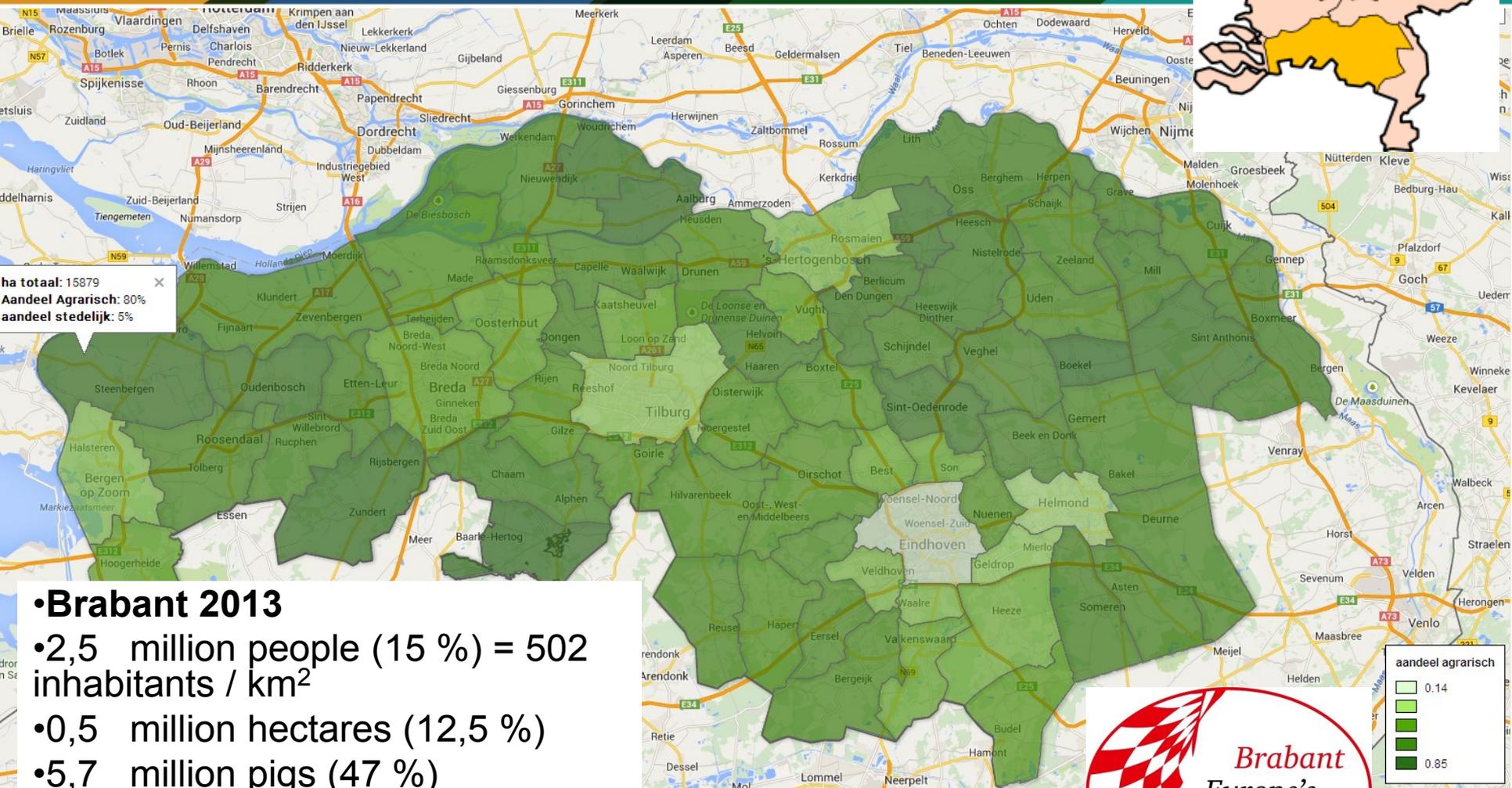
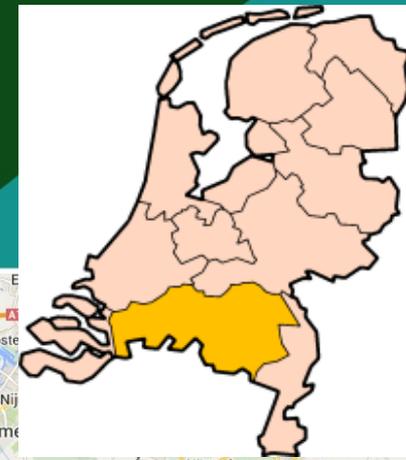
Province North-Brabant and
Farmers Organisation ZLTO

Geert Wilms,

August 26th 2015 - Brighton

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Province of Brabant



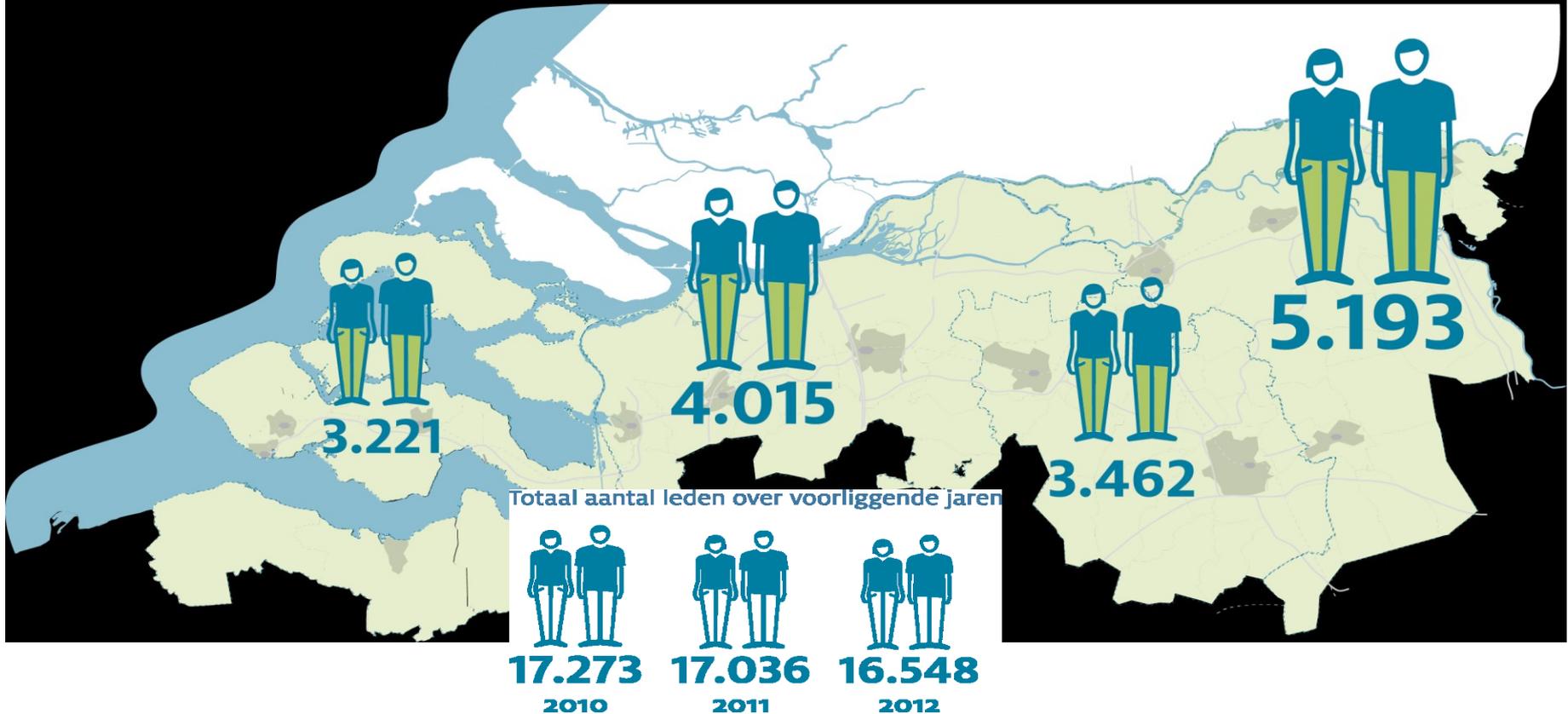
ha totaal: 15879
Aandeel Agrarisch: 80%
aandeel stedelijk: 5%

•Brabant 2013

- 2,5 million people (15 %) = 502 inhabitants / km²
- 0,5 million hectares (12,5 %)
- 5,7 million pigs (47 %)
- 26,6 million chickens (28 %)
- 0,4 million cows (15 %)



Onze ondernemersvereniging telt ultimo 2013 **15.891 leden**
De optelsom is uitgesplitst naar onze regio's.



Farmers organisation

Industrialisation of Farming, Netherlands

YEAR	1950	1965	1980	1995	2010
Farms (x 1 000)	410	264	145	113	72
Potatoes (billion kg)	2.8	2.0	3.9	4.8	5.0
Milk (billion kg)	5.7	7.1	11.8	11.2	11.9
Pork (billion kg)	0.2	0.5	1.1	1.6	1.2

1950: 3 million households (10 million people)– 2010: 7.5 million households (16 million people)



Agriculture Development, since 1980

Large Scale Intensification, e.g.:
Industrialisation of farming

Number of Pigs in The Netherlands
(45% in N-Brabant). Manure problems.

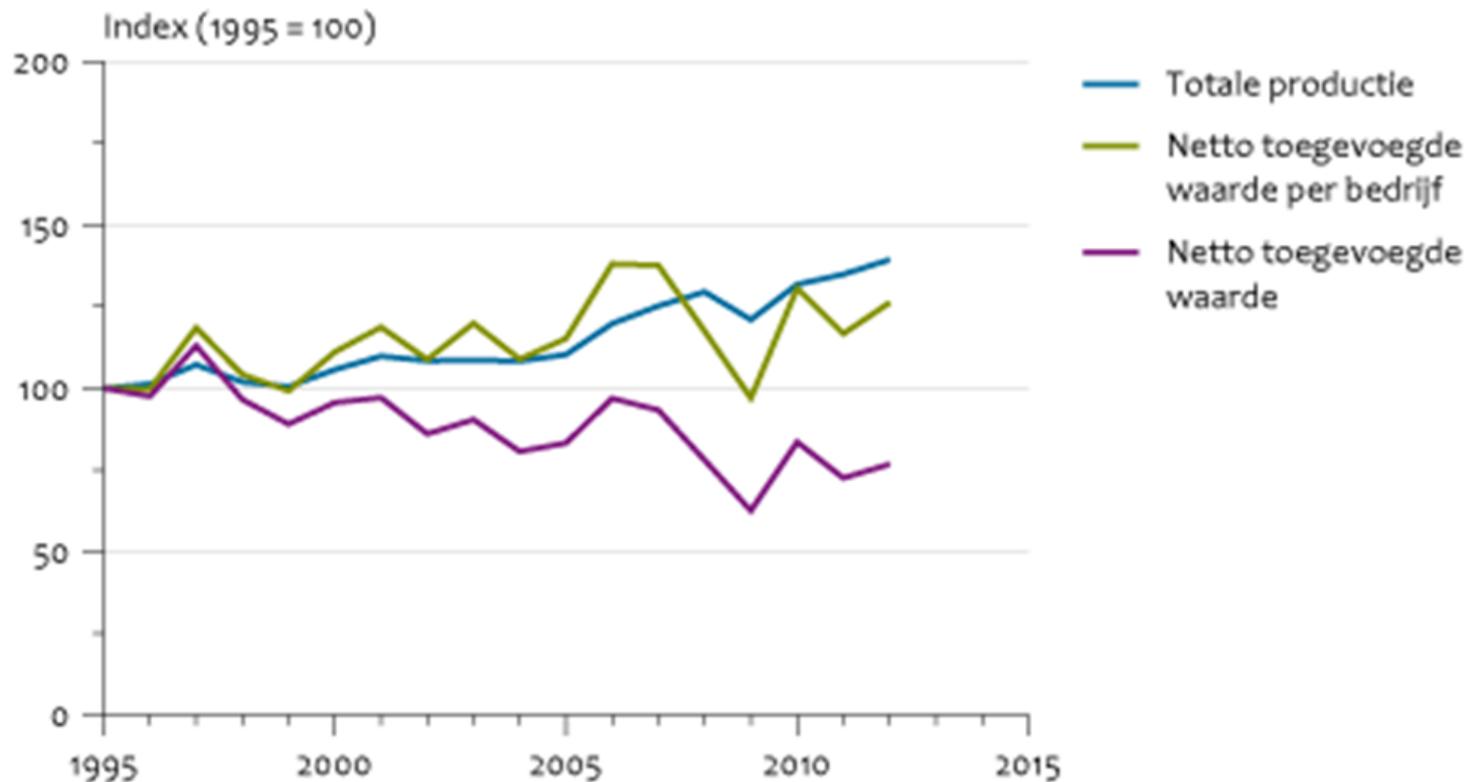
1980: 10 million

1995: 15 million

2010: 12 million

Revenue (sector) and Added Value (sector/farm)

Productiewaarde land- en tuinbouw





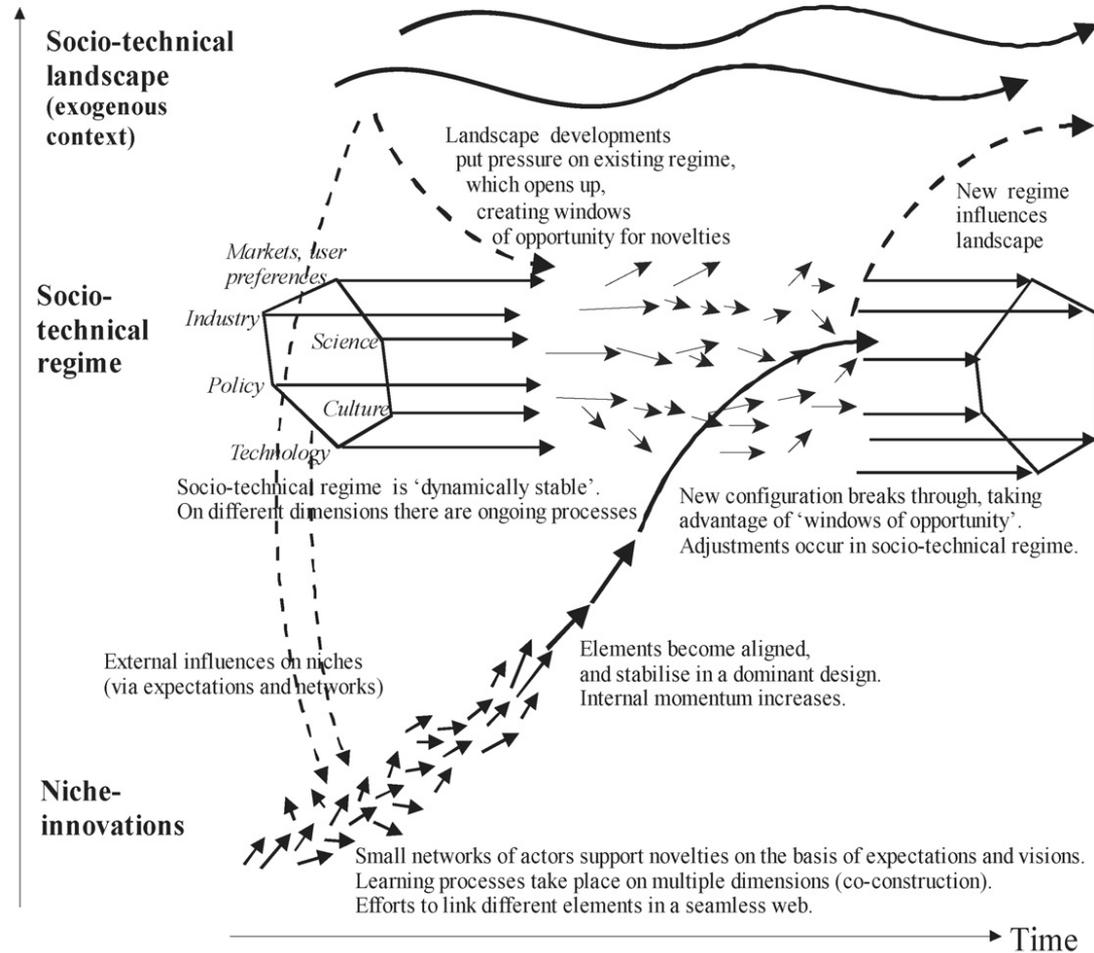
Dutch Agriculture in Transition, turning point mid nineties

These economic, social and environmental problems/decline led to 'readyness' for transition/change in the Agriculture system. With the turning point in the mid nineties. This became clear to everyone with the outbreak of Swine fever in village Venhorst N-Brabant, 10 million pigs involved (feb 1997).

Different Policy: Not more, but better: Quality in stead of Quantity

The Multilevel II Perspective on transitions, LIB = Active in Niche innovations

Increasing structuration
of activities in local practices



LIB-Approach

Developing Niche formation by Facilitating innovations of (game changing) entrepreneurs:

1. Euros, small amounts (500.000 euro/Y, 30 projects/Y)
2. Knowledge
3. Network, Platform/Contacts (LIB-board = Regional minister and chairman of ZLTO)
4. Moral support (2% = innovative-farmers)

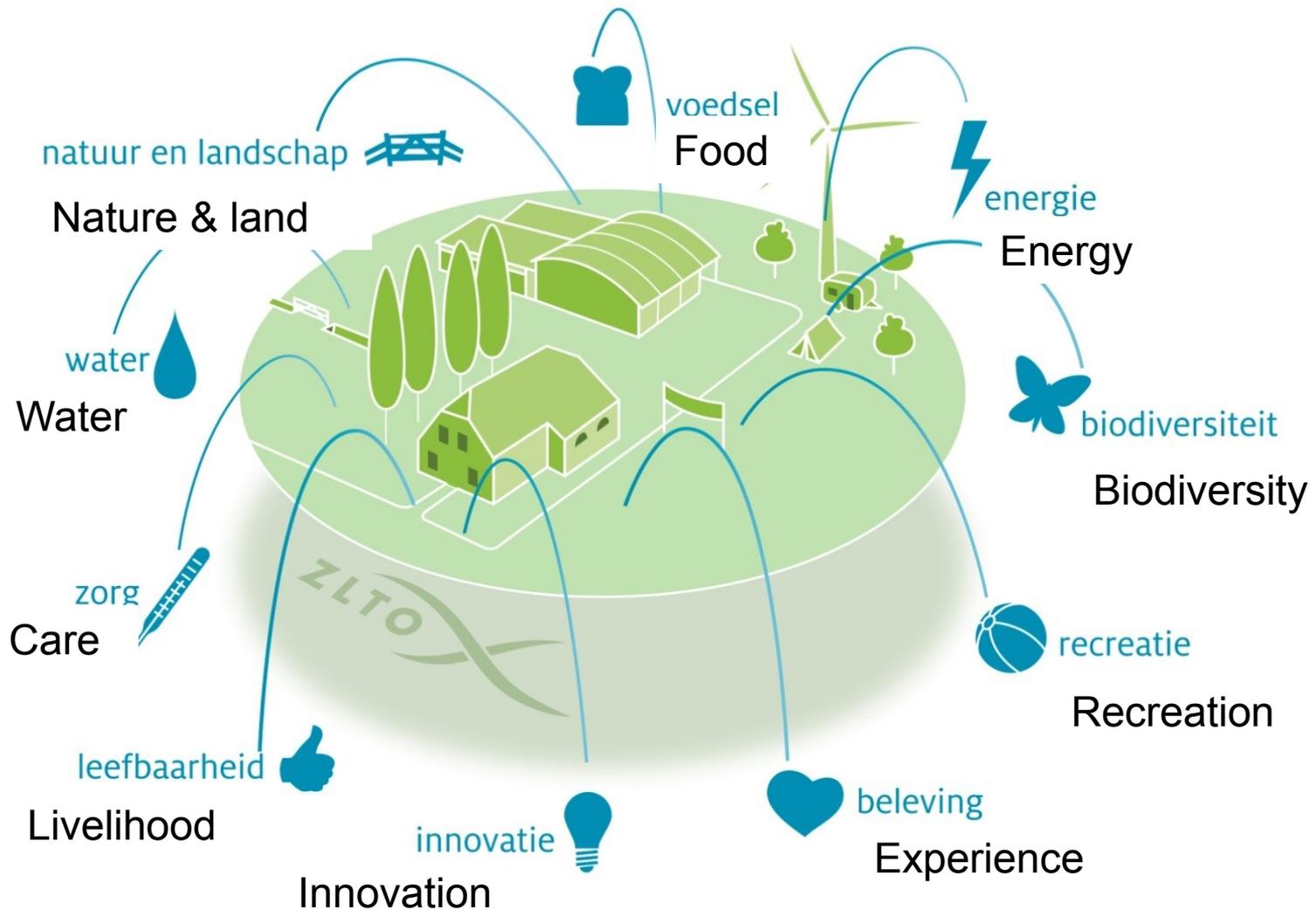
During a long time, because innovations take about 10 years before they are viable

LIB-Approach

Combination of incremental and radical innovations. Total of 600 projects in 20 years. Focus points in projects:

- More sustainable agriculture (eco efficient): less use of energy, minerals, pesticides and water.
- Surprising new connections, Cross-over with other sectors (Art-Design).
- Value Added (Economic, Social; shared values)

A new perspective and role for farmers and their farms in society, not just food production



Farm services

Example 1: De Hoeve pork supply chain, *1997

- Hans Verhoeven, pig producer (family farm), starts in 1997 with incorporating environmental and welfare issues/solutions in his farm.
- In 2008 a group of 20 associated pig producers produce under the 'De Hoeve label'.
- 2015: > 300 associated pig producers (10% of Dutch total).
- 2015: > 500 outlets (supermarket, Quality butchers, catering, restaurants).
- <http://duurzaamvarkensvlees.nl/onze-boeren/>
- 2014: Energy neutral production facilities in own pilot farm.
- 2014: Dutch Agro Entrepreneur of the year
- Partnership: Dutch Organisation of Animal Welfare and NGO Nature and Environment
- Ambition: Producer of pork and energy and minerals.
- www.youtube.com/watch?v=rFwFpqlrCyQ



Example 2: Fruitfarm Eindhoven connecting city and countryside, *1996

Fruitfarm: Carlos Faes and his wife Anneke started in 1996 with offering more than just apples and pears, but an experience.

- Grew from 2 to 12 persons employed.
- Started: Shop, Pancake-restaurant, Information centre, In 2014 > 100.000 visitors/Year.
- Initiated the start of a 'FoodHall' (3.000 m²) in the city of Eindhoven, with local produce.
- Inspired the start of EU project PURE HUBS
<http://www.purehubs.eu/The-project>
- Good example and inspiration for others active in Multifunctional Agriculture: 300 million => 500 million revenue last 6 years.
- Carlos Faes was listed first 'top man' in 2014 in Eindhoven chosen by the public (www.philipsfruittuin.nl). (Peter Wennink CEO ASML first in list chosen by expert panel)
- www.youtube.com/watch?v=bKsYs3g9xQE



Example 3: Vegetarian Butcher, *2007

www.independent.co.uk/life-style/food-and-drink/features/is-this-the-end-of-meat-7765871.html

Jaap Korteweg, Innovative farmer with arable crops in North-Brabant. I met him around 2000, first project: Controlled traffic farming (CTF) in Organic Farming.

Last project: Added Value with Plant Proteins, pilot: Lupine bean.

Started business in 2007, now: revenue of 5 million euros and making profit, goal = 50 million in 2020, and ambition: become the biggest butcher in the world.

Dutch entrepreneur of the year 2015.

www.devegetarischelager.nl

www.youtube.com/watch?v=HMI6DaJ4Um0







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