



# REFRAME

Interreg North Sea Region  
Programme Area  
2014-2020

Regions within the  
NSR programme area



For more information please visit our project website at  
[northsearegion.eu/reframe/](http://northsearegion.eu/reframe/)

**Interreg**  
North Sea Region  
**REFRAME**  
European Regional Development Fund

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# Reframe

Towards a regional food frame





# Why is the REFRAME approach important...

## Challenges

- Increasing dependence on global food economy
- Limited or unilateral innovation
- Loss of regional employment
- Pressure on landscape and biodiversity
- Negative influence of processed food to our health

## SUSTAINABLE DEVELOPMENT GOALS



# Economic and social perspective

## Challenges

- Focus on production & yield
- Little influence in the food chain
  - Power of purchasing offices/ large chains
- Industrialisation
  - More production, less farms
- Short term tensions between environment & production
- Finding space for innovation



Figure 3 Source: Planbureau voor de Leefomgeving

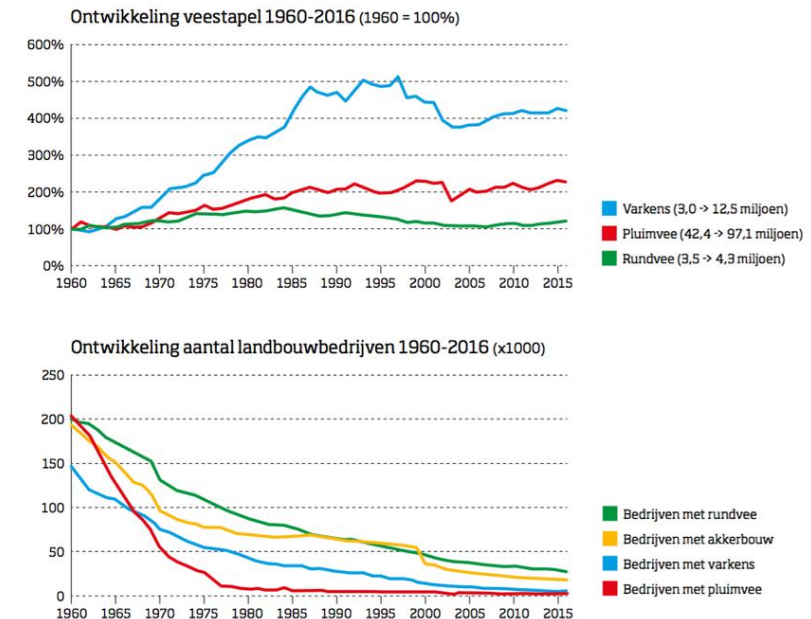


Figure 4 Development livestock and number of farms in the Netherlands (Source: Natuur & Milieu Nederland, Voedselvisie. Naar een gezond en duurzaam ecosysteem)

# REFRAME objectives

## Focus on short supply chain

### Detailed project objectives

New skills for food  
related SMEs and  
other stakeholders  
within a RFF

Regional  
organisation in a  
cooperative  
structure

Policy decision  
taking on urban  
food policies and  
intentions.

Business  
innovation through  
smart  
specialisation

Create data and  
understanding of  
current supply and  
demand

# New solutions

## Chances

- Different optimum in food chain
  - A fair price (for a farmer) is both a condition and a result
- Shared responsibility
  - 'Coalition of the willing' versus consensus
  - Local and regional government
    - Enabling change
    - Making knowledge available
    - Organizing coalitions
    - Facilitating necessary investments

## Chances

- Working towards Access
  - Access to high quality food, meeting places and 'alternative' employment
- Contribution to sustainability
  - Organizing waste flows
  - Not just CO2 emissions
  - Biodiversity
  - Land use
  - Phosphor & nitrogen cycles
  - Fresh water use

## Five Innovation Tracks

1	Process innovation	Food Hub Processing in the region
2	Product innovation	Insight in demand leads to innovation
3	Combining process & product innovation	Producing, processing and retail
4	Marketing	Supporting visibility and access
5	Training & Education	Stimulate and educate 21st century entrepreneurs

## Challenges

- Finding innovative entrepreneurs
  - Giving them effective support
- Forms of cooperation
  - What works for entrepreneurs?
  - Flexibility vs trust
- Logistics and retail
  - New forms for SMEs

## Strategy

- Think Big, Act Small, Scale Fast
  - How do we scale?
- Think Big
  - Learning from other fields
  - 'Theory'
- Act Small
  - Effective support of change
- Scale Fast
  - .....



# Guidelines for a mapping process

- 1) Define the geographical area for the study and develop a schedule for the work process. Are there big cities in the immediate area that should be included because they have a high purchasing power?
- 2) Define your target groups (for example producers, distributors, large purchasers).
- 3) Contact associations, institutions and experts in the area which have established networks you can access for your study. For example farmer associations.
- 4) Do internet-based research to find SMEs and get useful information about them.
- 5) Contact appropriate SMEs directly through phone calls and in-person interviews. Communication via newsletters and emails are not as effective, due to lack of responses.
- 6) The survey should be short and well prepared due to the limited time of the SMEs. It is important to be open, listen carefully and let the respondents tell their stories to get valuable information in addition to the survey.

# How to increase the assortment of local food in supermarkets?



## Expectations The Netherlands:

- Small assortment of local products
- Little demand of customers for local products



## Expectations Sweden:

- Larger assortment of local food products
  - → this market is more developed
- Swedish consumers are willing to pay more for local products



# Inspiration....



## Regional food chain table

- Many different stakeholders throughout the foodchain
- We need them all to make a change
- Building a 'local network' is important.....

## Raising awareness

### *The Story About Food*

- Explaining the foodchain
- For everybody: directors to consumers
- Short and clear from every point of view

# regional food chain table



”Ketentafel”, is a local network

- With many different parties throughout the foodchain
- Sharing thoughts, ideas, plans together
- Inspiring each other
- Working together
- Starting new projects
- Between different sectors
- Education becomes more important in a changing field
- Etc.





NIEUWS  
AGENDA  
AANBIEDERS  
CONTACT

- Over voedsel
- Gezondheid
- Armoede
- Economie
- Milieu
- Klimaat
- Veiligheid
- Leefomgeving
- Kom in actie

Gemeente Groningen Interreg North Sea Region

Bekijk de hele film:

Production: Strawberry Fields

## Groningen neemt initiatief

Voedsel speelt een hoofdrol in ons dagelijks leven. Het vormt een vijfde deel van onze wereld economie bijvoorbeeld. Het bepaalt onze gezondheid, onze leefbaarheid en ons milieu om er maar even een paar te noemen. We staan voor uitdagingen. Hoe produceren we genoeg voor iedereen? Hoe doen we dat op een niet vervuulende manier? Hoe veilig is ons voedsel?

Het levert kansen op. Voor onze regio kan het veel werkgelegenheid bieden. Een andere inrichting van ons milieu, het ontstaan van nieuwe voedselketens...

We nodigen je uit om mee te doen, gewoon op je eigen terrein. Dat kan zijn in je wijk, je school, je werk of gewoon thuis. Er gebeurt heel veel met voedsel, kijk maar om je heen. Hier kun je ontdekken waar anderen al mee bezig zijn en zelf ook aanhaken in de ontwikkeling die niet te sluiten is. Waar veel verbetering kan plaatsvinden en waar je vooral veel plezier aan kunt beleven. Bon appetit!



**Graan Republiek**  
Buitenlokalen zou je ze kunnen noemen. Leren beperkt zich niet tot een klaslokaal, een digibord of een boek. Midden in de natuur zijn veel vaardigheden te leren en ligt kennis vaak letterlijk voor het oprapen!

[Bezoek de website](#)



**De wilde slager**  
Buitenlokalen zou je ze kunnen noemen. Leren beperkt zich niet tot een klaslokaal, een digibord of een boek. Midden in de natuur zijn veel vaardigheden te leren en ligt kennis vaak letterlijk voor het oprapen!

[Bezoek de website](#)

Nederlands | English

## Wat gebeurt er nu



De Smeekboer bezorgt de Voedselboos in coronatijd.

20 maart

De Smeekboer bezorgt de Voedselboos in coronatijd.

19 maart

De Smeekboer bezorgt de Voedselboos in coronatijd.

18 maart

De Smeekboer bezorgt de Voedselboos in coronatijd.

17 maart

De Smeekboer bezorgt de Voedselboos in coronatijd.

16 maart

De Smeekboer bezorgt de Voedselboos in coronatijd.

15 maart

[Lees meer nieuws](#)

## Initiatieven in Groningen



**Jong leren eten op school**

Kinderen alles leren over eten. Over groenten, fruit en vlees. En over de herkomst en smaak van voedsel. Ze bewustmaken van gezonde, duurzame en lekkere keuzes, en ze die leren maken. Daarom ondersteunt het programma Jong leren eten kinderopvang en onderwijs.

[Bezoek de website](#)



**Schooltuintjes**

Buitenlokalen zou je ze kunnen noemen. Leren beperkt zich niet tot een klaslokaal, een digibord of een boek. Midden in de natuur zijn veel vaardigheden te leren en ligt kennis vaak letterlijk voor het oprapen!

[Bezoek de website](#)

# The story of Food

## 'The Story of Food' as a website

- To inform consumers about (local) food
- Local food events
- Where to buy
- A place for producers and other actors throughout the foodchain to connect
- Health, sustainability, foodwaste and other issues

Your name  
or logo here



# Food agreement Westerkwartier

The food chain is an important part of the economy (from farmer to consumer); food provides pleasure, connection and fraternity; food is therefore a building block for living together

That is why the municipality of Westerkwartier wants to talk to people with a passion for food in order to draw up a food agreement together. A food agreement for the Westerkwartier in which they determine the spearheads together and then implement them together.

During the process they pick up the challenges, urgencies, learning points and bottlenecks within the food domain. It can concern a variety of topics: nutritional care, transport, sustainability, education, revenue models, cultivation methods, vegetable gardens and neighbourhood supermarkets.



# REKO-rings - a new way of reaching the consumer

The REKO concept has in a short time become a popular way for the producer and consumer to meet and at the same time creating a network and logistical system for locally produced food. Trade is managed through closed Facebook groups and the delivery of goods is for one hour at a given place where the producer and consumer can meet.

For the producer it means free marketing and creates a timesaving sales channel. Here they meet consumers with a specific interest for their products. The REKO-ring is furthermore a suitable arena to test new products. For the consumer it makes the small and locally produced products more accessible and creates an increased interest.





# B2B taste market

Belgium partners joined forces to investigate how local farmers and farm companies can strengthen their own sales and how they can jointly deliver local products to institutional kitchens and retail.

More than 100 local exhibitors participated in the 1st taste market. Tastings were provided for all visitors. The visitors come from institutional kitchens, retail and restaurants. The exhibitors with the same range of products were grouped at the fair.



# This year an online promotion of producers

VIVES visited 100 local producers, who introduced themselves in 100 short video's.

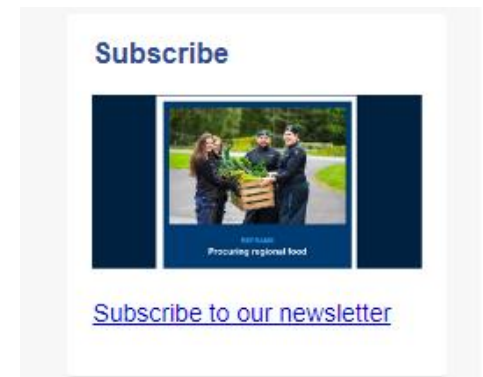
- [https://www.youtube.com/watch?v=BS2ZJXQUsrl&feature=share&fbclid=IwAR38SKfX2uLmtNnwHhu72QIRc8Lko0ObTN2\\_7RXHUdkiIAXXK3gqCKOUIIM](https://www.youtube.com/watch?v=BS2ZJXQUsrl&feature=share&fbclid=IwAR38SKfX2uLmtNnwHhu72QIRc8Lko0ObTN2_7RXHUdkiIAXXK3gqCKOUIIM)

# More results?

- Join us (online) during our final conference on February 9 2021 in Groningen, Netherlands
- <https://northsearegion.eu/reframe/>
- <https://www.facebook.com/reframefood/>

Or write us!

- [galjaard@pau.nl](mailto:galjaard@pau.nl) / [hiltje.van.der.wal@Groningen.nl](mailto:hiltje.van.der.wal@Groningen.nl)







**REFRAME**

**Thank you!**