

Think Globally - Procure Food Locally

In the industrialized food production, large amounts of uniform raw materials are produced and usually sent to processing at distant destinations which involves transport over very long distances, often between several countries. Along the way, the sense of identity and knowledge of where the raw materials originate from is lost.

This is exactly what a group of project partners in parts of Belgium, Denmark, Germany, the Netherlands and Sweden are trying to break away from. Instead they are working towards creating a vibrant regional food economy, a good match between urban demand and regional supply, innovative SMEs and engaging urban consumers – in other words they are thinking global and acting local. The project they are working on is called Reframe and is supported by the North Sea Region.

Reframe does not only create greater diversity in the supply of food, it promotes innovation and sustainability, creates local employment and thereby strengthens the local communities.

Insight in and Access to Regional Demand

Every six months Reframe reports to the North Sea Region on its progress and the latest report shows that great results have been achieved. More specifically, Reframe has helped regional suppliers to gain insight in and access to regional demand. In many places, these insights enabled the development of new solutions and smart specializations. Through these SMEs are able to cater to regional and urban demand. Thus, for instance SMEs were helped with participation in a procurement procedure, were helped with their own regional sourcing and were stimulated to cooperate with other related SMEs.

On the demand side, Reframe focused on creating a stronger and more sustainable demand for food produced by regional SMEs. Also, here, new possibilities were made available to (large scale) consumers. Awareness with stakeholders and policy makers was raised through a position paper. And consumers were stimulated in their interest in and demand for regionally produced food.

New Project Partner

In Germany a new beneficiary, the Rural District Wesermarsch, joined Reframe. The district of Wesermarsch belongs to the government agency Oldenburg. It is 822 square kilometers and has about 90,000 inhabitants. The Wesermarsch is characterized by 60 kilometers of Wadden Sea coast and 90 kilometers of river banks on the Weser and Hunte.

For further information please contact

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Facts about REFRAME:

- REFRAME is co-funded by the North Sea Region Programme 2014 - 2020.
- The project has a total budget of 5.190.008 €