

CORENET Good SFSC Practice No 4:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	 
Short title in English	Kaas Baas (Cheese Boss)
Choose relevant advertising categories below* and provide	
a Business planning and strategy:	The mobile cheese maker participated in the Masterclass Short Supply Chains 2020, organised by Region Deal
b Distribution and logistics:	Cheese making is done at the farm in a mobile facility, which is moving from one farm to the other.
c Regulatory compliance:	The cheese making facility complies with prevailing hygiene standards
d Better partnering:	Regular dairy farmers have access now to cheese made of milk from their own cows, even if they don't have the
e Technology:	Mobile facility to make cheese, maturing is done at the farm or at the cheese warehouse.
f Production & processing:	Milk is being turned into cheese in one day at the farm.
g Packaging:	The cheese is made from raw milk and packaged as such
h Branding and marketing:	The farmer is allowed to brand the cheese according to his or her own needs and wants
Basic information on knowledge and advice provided: e.g.	The mobile cheese maker participated in the Masterclass Short Supply Chains 2020, organised by Region Deal
<i>*See The CORENET SFSC Charter 1 4. C SFSC ADVISING.</i>	

Short summary for practitioners in <u>English</u> on the <u>(final or expected) outcomes</u> (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	The mobile cheese maker participated in the Masterclass Short Supply Chains 2020, organised by Region Deal Food Valley. This is a series of 7 meetings for 15 participants in a group discussing how to complete for each participant the Business Model Canvas. KaasBaas also participated in a follow up series of meetings to deepen our knowledge of certain aspects of the short food supply chain (data collection, marketing, finance, horizontal and vertical cooperation, etc.). In addition KaasBaas participated in a related initiative where farmers and food processors learn how to improve their presence on internet. In order to help the mobile cheese making initiative to further professionalise their business operation, a team of consultants (Jan Willem van der Schans, Gerdien Kleijer and Jacob Haanstra) organised a meeting with the KaasBaas client dairy farmers to discuss a necessary restructuring of the business operation. The money for all this advice was coming from regional development funds (Region Deal Food Valley).
	Main results/outcomes of the activity (expected or final)
	KaasBaas is a b2b type of arrangement. Consumer relations do play a role but this is handled by the dairy farmers who are part of the model of cooperation. It is supposed that these dairy farmers are indeed developing more b2c relations as the range of products they sell directly at the farm is expanded by raw milk cheese.
	The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?

	The KaasBaas SFSC combines the expertise of dairy farmers to focus on their cow herd with the expertise of the cheese maker to focus on cheese making. This indicates a growing importance of providing services rather than products and a focus on shared facilities in SFSC. Masterclass SFSC fits to a large extent in the learning network approach. In the Masterclass context advisors can be engaged as experts, rather than just process facilitators. Knowledge can be provided by experts (in business modelling (BMC), data management, marketing, health claims, horizontal and vertical cooperation etc.). But at the same time participants share experiences and learn from each other (peer-to-peer). Hence a more process orientated approach is also needed.
	Further information/references:
Actors, stakeholders	Mobile cheese maker, dairy farmer, consumers, informal investors, Taskforce Short Supply Chains (TKK), Netherlands
Region, Country	Ede, Province of Gelderland, The Netherlands
Media attachment (e.g. video) or other attachment (e.g.	https://www.facebook.com/mobielekaasmakerij/
Short title in <u>native language</u>	Kaas Baas, mobiele kaasmakerij
Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	De KaasBaas levert de expertise en faciliteiten van kaasmaken zodat melkveehouders zich kunnen richten op hun veestapel. De mobiele kaasmaker deed mee aan de Masteclass korte voedselketen 2020, georganiseerd door Regio Deal Food Valley. Dit is een serie van 7 bijeenkomsten in een groep waarin wordt besproken hoe voor elke deelnemer het Business Model Canvas kan worden ingevuld. KaasBaas nam ook deel aan een vervolgreeks bijeenkomsten om hun kennis van bepaalde aspecten van de korte voedselvoorzieningsketen (dataverzameling, marketing, financiën, horizontale en verticale samenwerking, etc.) te verdiepen. Daarnaast nam KaasBaas deel aan een gerelateerd initiatief, waarbij boeren en voedselverwerkers leren hoe ze hun aanwezigheid op internet kunnen verbeteren. Om het mobiele kaasinitiatief te helpen de bedrijfsvoering verder te professionaliseren, heeft een team van adviseurs (Jan Willem van der Schans, Gerdien Kleijer en Jacob Haanstra) een bijeenkomst georganiseerd met de KaasBaas-klantmelkveehouders om een noodzakelijke herstructurering van het bedrijf te bespreken.