

CORENET Good SFSC Practice No 19:	
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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	Farm Maltery & Brewery - long term advisory
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	yearly meeting on planning & revision of LT business planning & strategy
b Distribution and logistics:	Beer is a product with lots of logistic planning depending on customers base (B2B and/or B2C). Heavy weight versus low cost product.
c Regulatory compliance:	Malting and brewing are not seen as primary farming , which makes it difficult getting rural permissions.
d Better partnering:	Working together with local tourist services provides opportunities. Splitting the malting & brewery to 2 different farms provides new opportunities with extra services, recreation and catering possibilities.
e Technology:	
f Production & processing:	Advise to the first circular farmbrewery starting from own barn and hops, malting, brewing and bottling. Untill using the beer mash as annimal feed. Selling 'beer' ox-meat & chicken in the future.
g Packaging:	Developing attractive label
h Branding and marketing:	Working on social media & online webshop
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	Advise provided by Boerenbond Projects into a peer-to-peer long term relationship with Patrick Pasgang. Formal advise organisation.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	

Short summary for practitioners in <u>English</u> on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). Do not complete if the summary below is completed in English 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 case of Hof Ten Dormaal shows the advisory Journey starting in 2010, where after some personal & professional setbacks and financial challenges there was decided to work on a strategic business plan which is revised and discussed on a yearly basis. Sowing that 1 central advisor / advisory service who is willing to take the lead and able to connect to others when needed can help to reach the final goal and be able to inspire / bringing new ideas during the process. In this case our goal was a multi-functional farm over 2 different locations would become economical sustainable, providing a unique USP and providing income to the all family (father & 2 sons). Helping in finding financial solutions & subsidies.
	Main results/outcomes of the activity (expected or final) A unique farm brewing and malting company on 2 farm locations, with are compliment to eachother providing a USP. 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? This advisory journey shows how one central advisory service with long term trust, will take the lead and connects with others and make sure that the final goal of the farmer can be reached.No single advisor has all the knwoledge needed available, but he can help finding it and can be the time and/or result keeper working on the long term strategic goals. Further inormation/references:
Actors, stakeholders	Hof Ter Dormaal, Boerenbond Projects, Toerisme Vlaanderen, Agentschap Landbouw & Visserij, Steunpunt Korte Keten.
Region, Country	Falnders, Belgium
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.kraneveld.be/#over-ons
Short title in <u>native language</u>	Hoeve brouwerij en mouterij - lange termijn adviesverlening
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).	Het traject van Hof Ten Dormaal toont het adviesproces dat in 2010 van start ging, waarbij na enkele persoonlijke & professionele tegenslagen en financiële uitdagingen werd besloten om te werken aan een strategisch businessplan dat jaarlijks wordt herzien en besproken. Het aantrekken van één centrale adviseur/adviesdienst die bereid is het voortouw te nemen en indien nodig contacten kan leggen met anderen, kan helpen om het einddoel te bereiken en tijdens het proces nieuwe ideeën te inspireren/aan te dragen. In dit geval was ons doel om een multifunctionele boerderij op twee verschillende locaties economisch duurzaam te maken, een uniek USP te bieden en inkomsten te genereren voor het hele gezin (vader en twee zonen). Hulp bij het vinden van financiële oplossingen en subsidies.