

CORENET Good SFSC Practice No 25:	
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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	Cooperative Green Heart Regional Products
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	The board is formed by the members of the cooperative (farmers and craft producers). The members share the profits. There is a business relationship with the customers (b2b). For example in case supermarket Hoogvliet decides to cancel a product, they will pay the irreversible costs of this product. Of course everything is done in consultation as much as possible.
b Distribution and logistics:	The farmers-cooperation takes care of the logistics (rents a business and cold storage space and has access to two trucks from Duivenvoorde Transport)
c Regulatory compliance:	In addition to complying with standard regulations, there is a <u>foundation</u> for the certification of the products in accordance with the conditions of 'Regional Products The Netherlands'.
d Better partnering:	34 farmers and food producers working together in the cooperative who has business relationships with other parties.
e Technology:	The online ordering and payment system is used by all members of the cooperative for all customers. The administration system keeps accurately and structurally track of the numbers of products sold, volumes and financial amounts.
f Production & processing:	The members take individual care of the production and processing (cheese, icecream, milk yogurt and so on, eggs, potatoes, vegetables, fruit, fruit juice, meat)
g Packaging:	In 2020 a joint label (name and logo) is developed in consultation with the biggest customer (a supermarket). This brand 'STREEK' (= 'REGION') is owned by the cooperative and is only used for collective sales. The label always states which farmer/gardener/craftsman the product comes from.
h Branding and marketing:	Acquiring of new b2b-customers (with a sales-employee)
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The knowledge from the members was mainly used in the start-up and follow-up. For logistics they have a supplier. An external party developed the ordering and invoicing system, as the existing system was not good (and safe) enough. A publicity agency developed a new label. Recently someone was involved to analyze the corporate liability and insurance in case of recall and so on. Company regulations had also been drawn up. The cooperative is exploring the installation of collective vending machines. An advisor writes a business case and looks for financing/subsidy.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	

Short summary for practitioners in English on the <u>(final or expected) outcomes</u> (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 cooperation was founded in 2010 and delivers b2b: -supermarket (70 shops and online sales) Hoogvliet → main thing -approximately 70 other channels like caterer companies (lunch and meals including boxes), restaurants, farm shops, market traders, festival managers, bakers, butchers and delivery services. 2023 3,2 million sales (was € 2,5 million in 2019). It is estimated that the cooperative generates approximately € 100.000 in turnover per member/company. The coöperation members realize mostly 30% to 50% (sometimes until 100%) of their own sales through this collective chain channel. They achieve the remaining turnover through their own sales, mostly by their farm shop and other smaller sales channels.
	Main results/outcomes of the activity (expected or final) Developed a logistic system. Developed an (new) IT system to process orders and administration Developed a new contemporary joint label. Acquiring new b2b customers. 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? Collaboration to reach other customers with existing products. Hold farmers/producers accountable and share the profits. Keeping the organization simple but professional with own expertise and specific external partners. Further information/references:
Actors, stakeholders	Farmers/producers, certification foundation, transport company, customers, advisors (ad hoc)
Region, Country	Zoeterwoude, province Zuid-Holland (region between The Hague, Amsterdam and Utrecht). The Netherlands
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	www.groenehartstreekproducten.nl www.hoogvliet.com/streek (supermarket cooperation) Supermarket Hoogvliet webshop https://www.levensmiddelenkrant.nl/hoogvliet-en-groene-hart-verstevigen-samenwerking https://www.facebook.com/streekproductengroenehart https://www.instagram.com/groenehartstreekproducten/ https://reprovinci.nl/ons-werk/streek-producten-uit-het-groene-hart
Short title in native language	Groene Hart Streekproducten
Short summary for practitioners in native language (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	De coöperatie is opgericht in 2010 en levert aan B2B-klanten: - supermarkt Hoogvliet (70 winkels en online verkoop) --> hoofdactiviteit - circa 70 andere kanalen, zoals cateringbedrijven (lunch en maaltijden, inclusief boxen), restaurants, boerderijwinkels, marktkramen, festivalorganisatoren, bakkers, slaggers en bezorgdiensten. In 2023 bedroeg de omzet €3,2 miljoen (tegenover €2,5 miljoen in 20219). De coöperatie genereert naar schatting circa € 100.000 inzet per lid/bedrijf. Coöperatielieden genereren meestal 30% tot 50% (soms zelfs 100%) van hun eigen omzet via het collectief. De resterende omzet genereren zij via hun eigen verkoopkanalen, voornamelijk via hun boerderijwinkel en andere kleinere verkooppunten.