BOEREN BOND

From Fresh Produce to Added Value

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Webinar



Meet Hoeve Van Elven

- Family business established early 1980's by Stefaan's parents
- Today Stefaan & Nele + children
- Focusing on 3 main crops : potatoes, carrots, onions
- Cultivation (350 ha) in Haspengouw
- Sorting, packing, distribution and commercial activities from Veerle-Laakdal
- Combine professional agricultural production with direct marketing, B2B and B2C sales
- Own solar energy production: 1000 solar panels, 220kWp
- Water management: reuse treated industrial wastewater for irrigation

USP transition

Traditional Agriculture

B2B Grocery market



Branding

B2C & Retail Market



SELF SERVICE FARMSHOP

2018 & 2024 –> 2x



CREATING CONVENIENCE

Processing, Added Value



Three Channels, multiple customers

- WHOLESALE



- RETAIL



- FARMSHOP



45%

25%

30%



Business Figures and Performance Shop

- Farm Shop Opening : 7 days, 6.00 – 21.00
- Number of references : 250
- Average Customers /day : 200 – 400
- Average ticket size /customer : 15€ – 35 €
- FTE shop : 1,5
- FTE convenience kitchen : 3
- Average production soup / week : 400l
- Average production ready meals /week : 600p

Lessons to learn



Create a recognisable product & **differentiate** yourself in the market

Diversify into different sales channels

Think beyond primary production , create **additional markets** through **convenience**.

Invest in **customer experience**. Self-service, easy payment & wide opening hours

Grow step by step, building on existing strengths.


Have a look into reality.