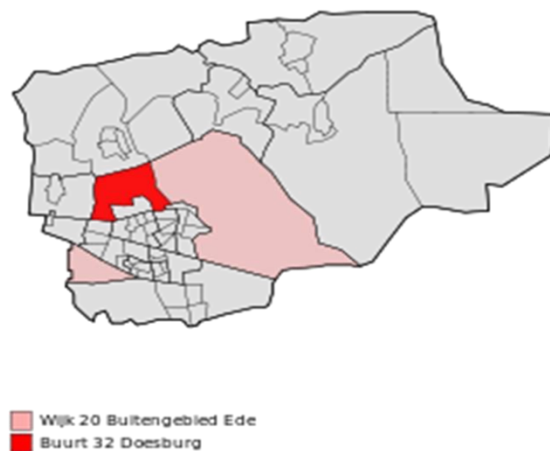


Business Case Doesburger Eng

Doesburger Eng is a rural community located between Ede and Lunteren, with the Doesburger Mill as the icon of the area. It has a well preserved historical agricultural landscape that is worth to preserve and to develop. The Foundation Buurtschap Doesburger Eng (SBDE) is a local organisation for strengthening social cohesion in the area and is responsible for restoration of original background and retain the regional identity. The change by farmers from traditional cereals to more profitable maize production has negatively changed the Doesburger Eng from its open and attractive landscape and loss of its unique cultural (historical) heritage. Furthermore, the entrepreneurs and the Foundation are looking for new business models which support the values of the Doesburger Eng.



Map of the city of Ede, showing the Doesburger Eng indicated in red (source: website of the city of Ede)

The Kenniswerkplaats Gelderse Vallei and Eemland intermediates in the commissioning of the studies of Van Hall Larenstein which support the Doesburger Eng. The studies are carried out within the Applied Professorship (lectoraat) Sustainable Agrobusiness in Metropolitan Areas.

Several studies are performed by students of Van Hall Larenstein:

- 17 international students of the Agri Production Chain Management Master programme of Van Hall Larenstein University in Wageningen explored the viable and sustainable possibilities for creating added value of locally cultivated and processed cereals (2012).
- 2nd year Bachelor students of Regional Development and Innovation programme carried out semi Structured Interviews among inhabitants of the DE, Ede and Wageningen (2013).
- 2nd year Bachelor students of Regional Development and Innovation designed business models for several product-market concepts: local beer production, Kernhem Estate Fair and multifunctional on-farm activities on a cheese farm (2013).

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