

# Regional Value Chain Development and International Education

## Case of Doesburger Eng



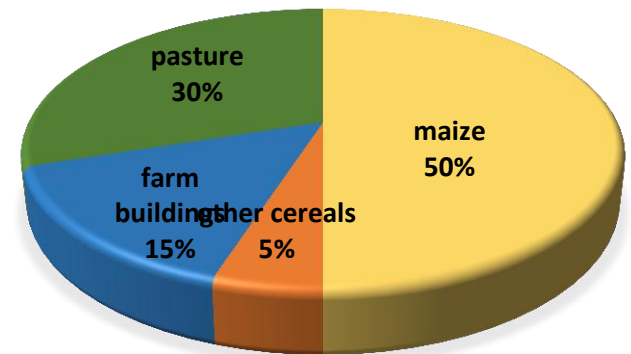
# Rural Community Doesburger Eng

- ‘Doesburger Eng’ is a rural area between the city of Ede and the village of Lunteren. It has a well preserved historical agricultural landscape that is worth to preserve and to develop.
- The ‘*Foundation Community Doesburger Eng*’ (SBDE) is a local organisation for strengthening social cohesion in the area and encouraging sustainable change by developing profitable solutions.



# Doesburger Eng

- Area : 140 ha, mostly sandy soils
- Farming systems: Intensive livestock farms or mixed livestock farms: dairy, layers and pigs
- Mostly conventional farmers; some organic layer farms
- Predominant crop: Maize



# Cereal project

- SBDE and farmers discussed options **opening the landscape** by cultivating cereals instead of maize.
- 5 farmers started to cultivate **traditional cereal crops** such as triticale, barley, rye and spelt.
- They are intending to **create added value** to these crops by processing them into **local products**.
- **Local produced and local processed products**, such as beer, bread, bakeries, animal feed (concentrate), cheese, eggs, meat, ..., where the whole community might be proud of.



**THINK  
GLOBALLY.  
SOURCE  
ETHICALLY.**

# Regional Value Chain Development

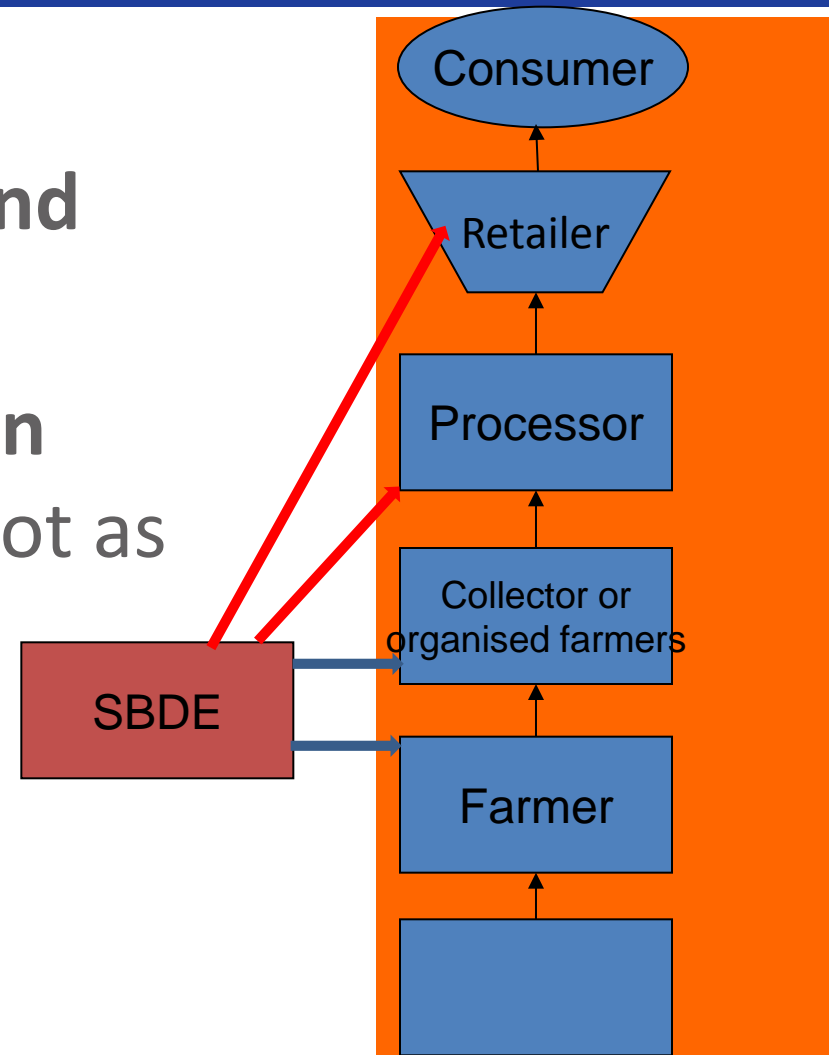
## Step 1

- **Chain Appraisal** held by 17 International Master students
- **Outcome:** Inventory of 17 business cases for regional products, combined with agro-tourism and regional branding (and a solution for manure surplus)



# Reg VCD: Step 2

- SBDE prioritised two main regional products: **Beer and Bakeries**
- SBDE will function as **chain supporter or facilitator**, not as chain actor

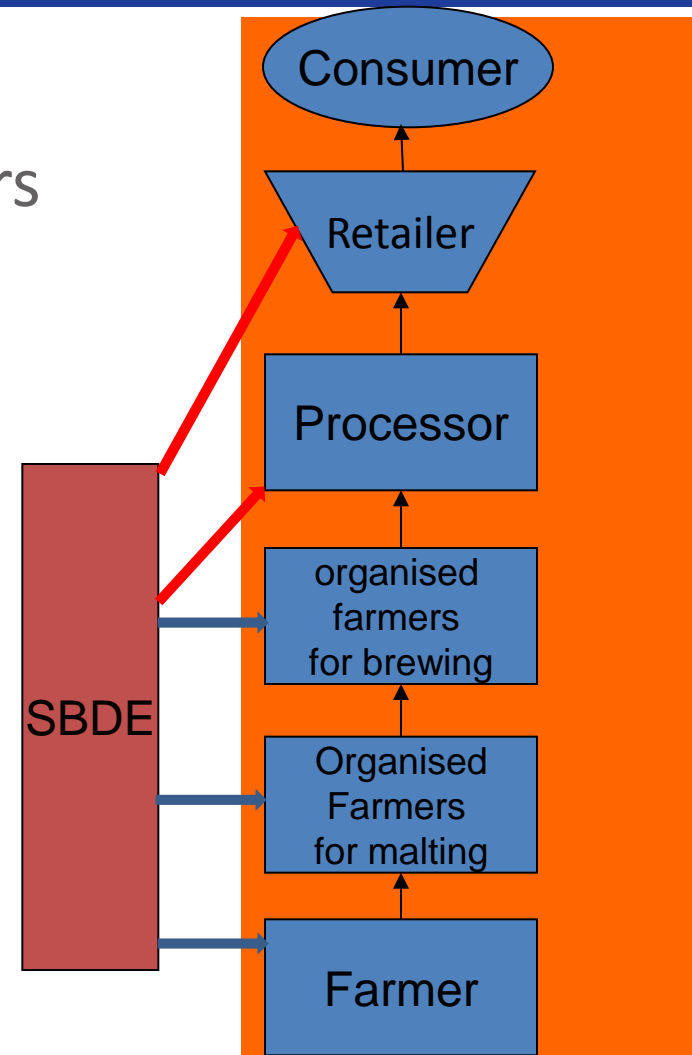


## Reg VCD: Step 3

- Community inventory in Doesburger Buurt and Kernhem by Bachelor students:
  - identification of demand for regional products
- Outcome:
  - **confirmation to continue** with the development of regional products

# Reg VCD: Step 4

- SBDE initiated the formation of a **group of farmers** to produce brewers barley in order to get it malted in Antwerp (the nearest opportunity)
- **Outcome:**
- 6 farmers producing ca. 12 ha of brewers barley, all with different intensions





# Reg VCD: Step 5 (Iteratively)

- Bachelor students developed a market concept for a local beer
- With SBDE and local brewer they made a barley/spelt test beer
- Outcome: **market concept, product logo and logo for regional brand**

**Engel Bier**

Dit zomers frisse bier is het product van vruchtbare samenwerking tussen bewoners van de Eng die lekkere streekproducten op de kaart willen zetten.

De Doesburger Eng is een oeroud cultuurlandschap in de achtertuin van Ede. Het open en agrarische karakter van het landschap ademt al vele jaren rust en nuchterheid uit. Het dreigende verlies van dit gebiedskarakter was de druppel die dit bier liet vloeien. In dit bier weerklinkt de trots op, en het plezier in een krachtig lokaal product.

**Engel**  
Bier  
Zomers Fris Speltbier

**Doesburger Eng**  
Streekproducten  
Inhoud: 0,30 Liter e  
5% alcohol

Gebrouwen door:  
De Veluwe Heidebrouwerij, Ede  
Gebrouwen in:  
Lente 2013  
Ingrediënten:  
Gerst, Spelt, Gist, Hop, Water  
Cat. I

# market concept for local beer

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- This summers fresh beer is a result of the fertile cooperation between farmers of the Eng who put tasteful local products on the map.
- The Doesburger Eng is an ancient man-made landscape in the backyard of Ede. For years, the open and agricultural character breaths rest and down-to-earthness. The imminent loss of the area character was the drop which draw this beer. In this resound the proud and the pleasure of a firm local product.

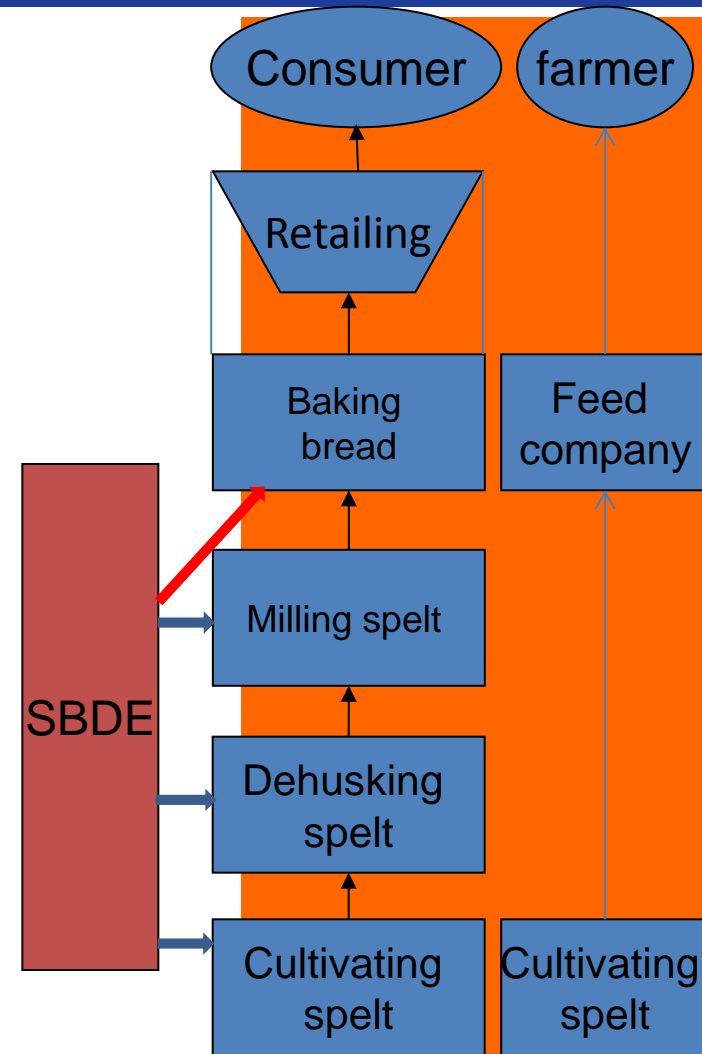
Compare: beer as  
beer is meant for

# Reg VCD: Step 6

9 Master students made an in-depth inventory for new local chains (product-market combinations)

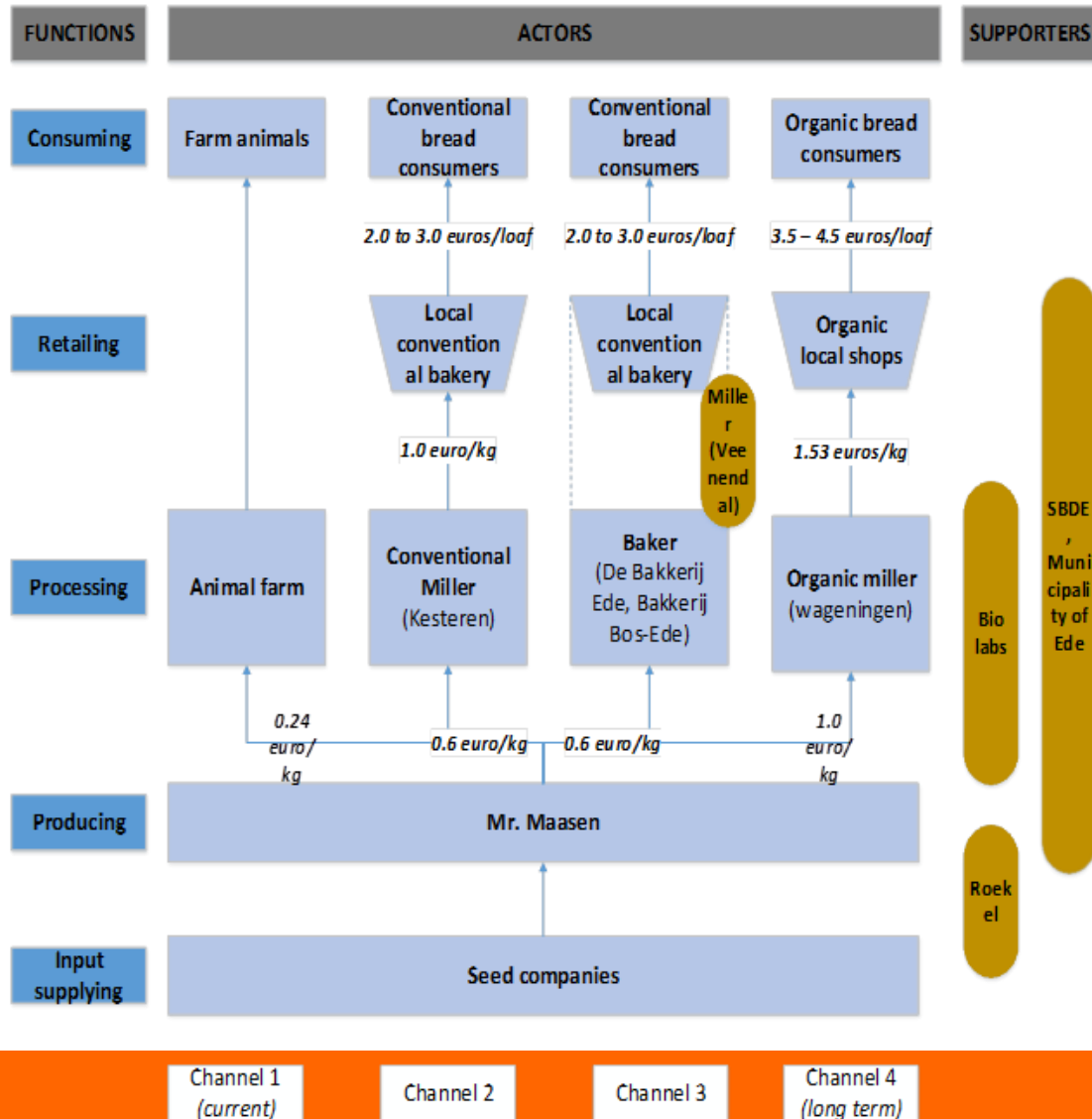
- **Spelt for local bread** (bakeries)
- Cereals for local egg
- Cereals for local beef

- **Outcome**
- advises for direct selling and regional branding





# Proposed spelt bread chain



# Spelt → bread Canvas model

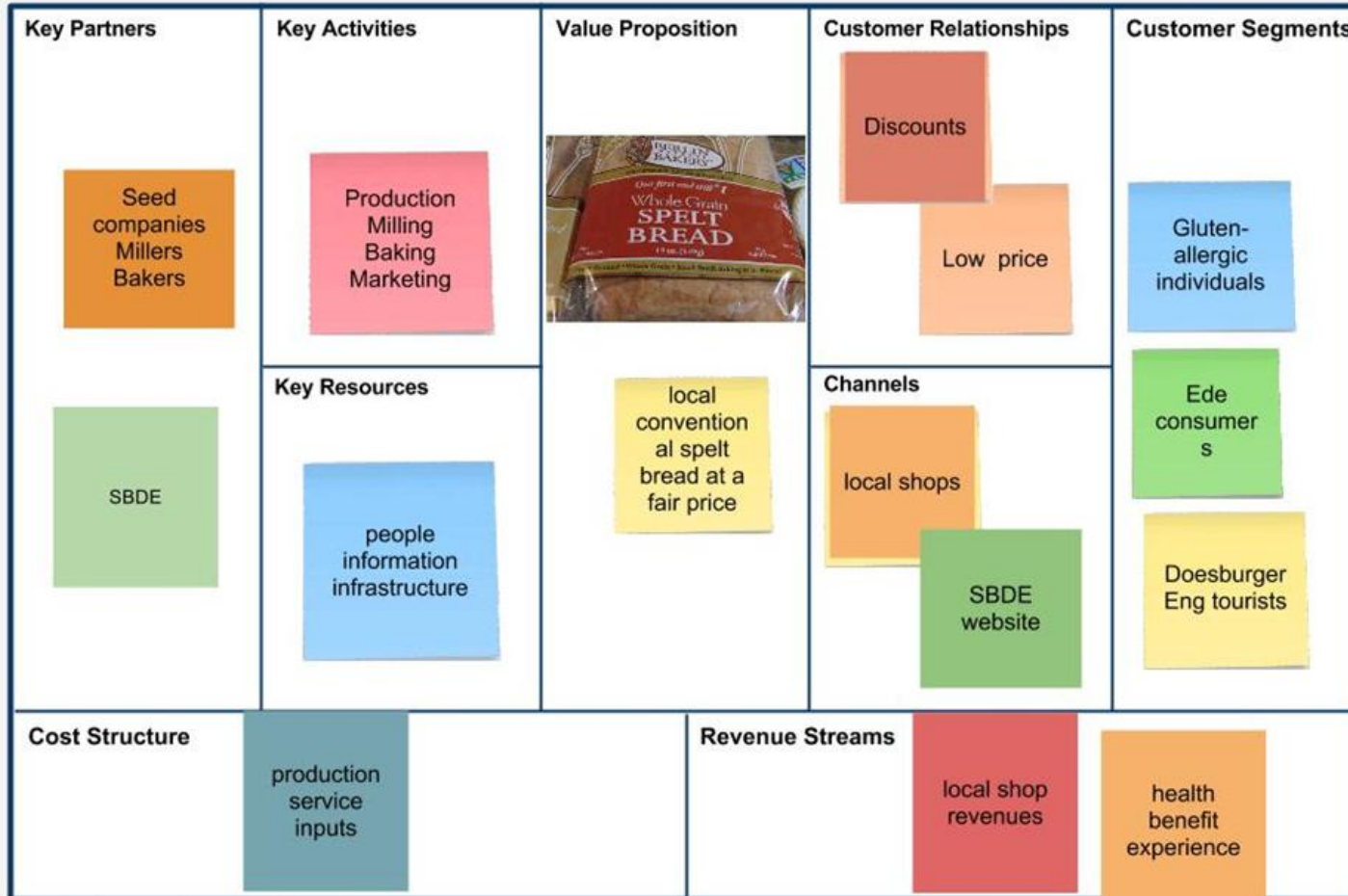
## The Business Model Canvas

Designed for:  
SDBE, VHL

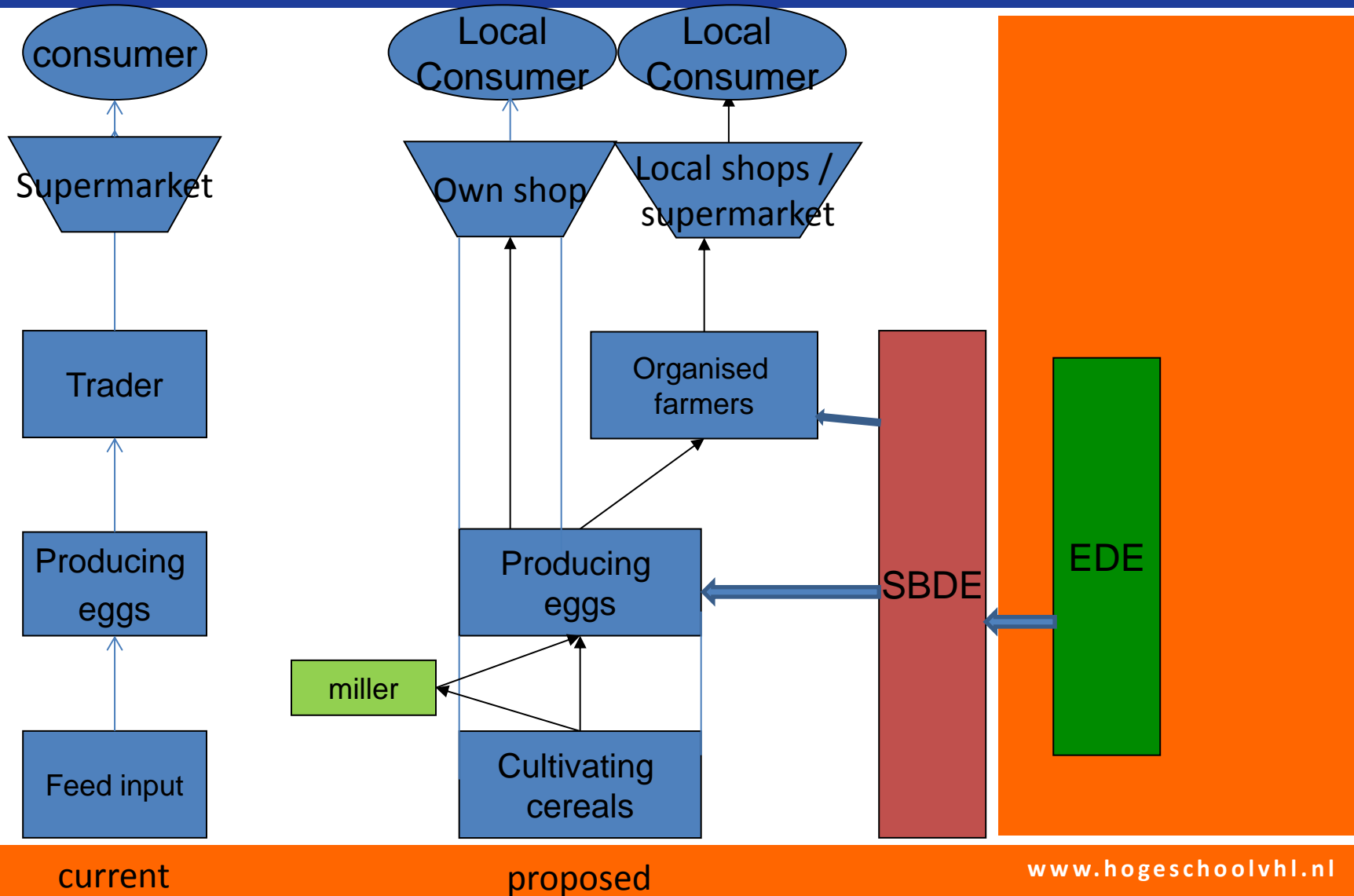
Designed by:  
M. Bumaya

On: dd/mm/yyyy

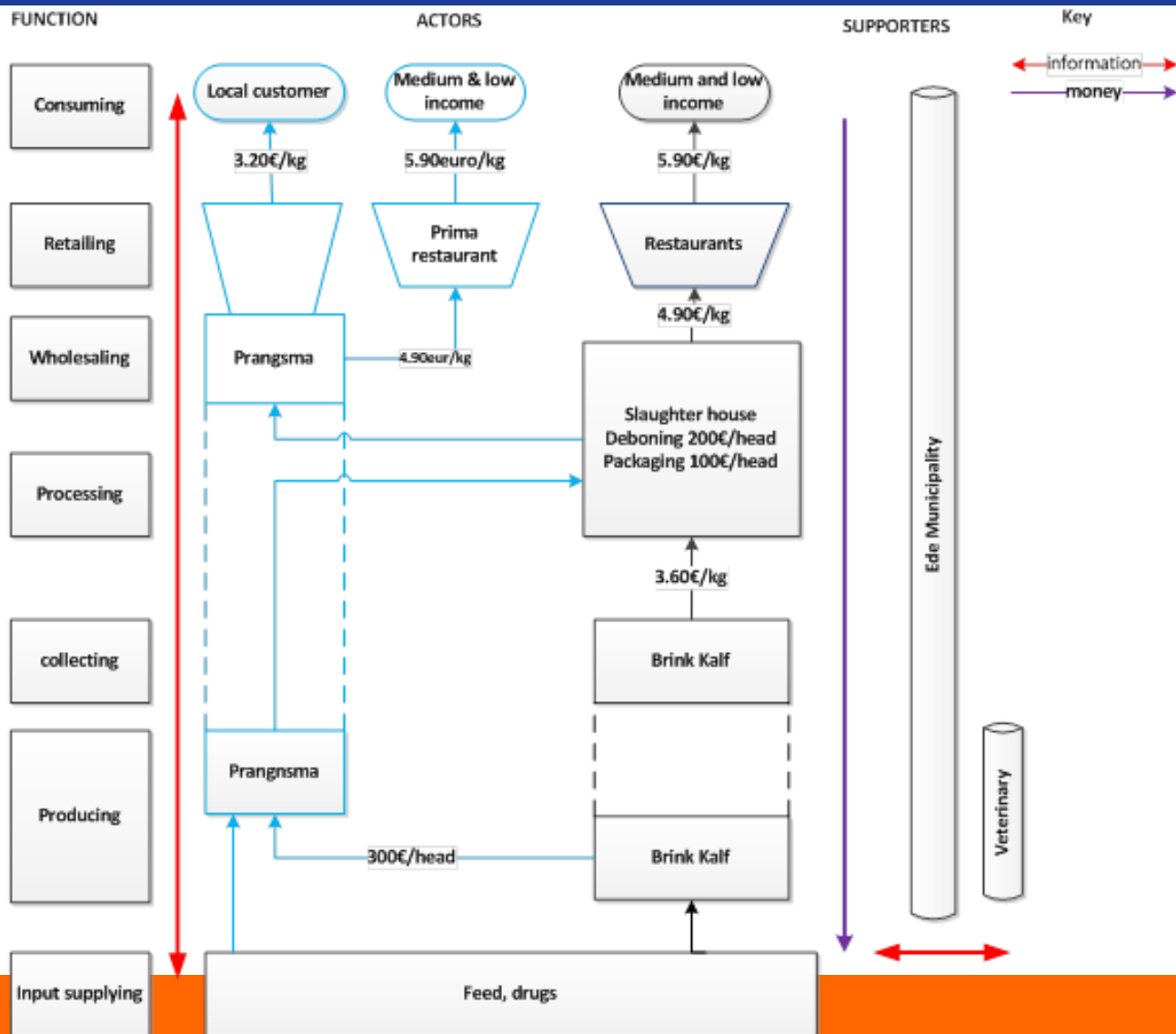
Iteration #



# Local egg chain



# Local beef chain





## Reg VCD: Step 7

- Showing that creating added value is **viable and feasible**
- Organising farmers for the different potential local chains in order to strengthen **social cohesion** in the area
- Set up a **neighbourhood collective or neighbourhood cluster collective**

# Statements

- Main purpose for regional value chain development: Linking farmers to local processors and retailers
- Regional value chain development equals the set up and strengthening of producers' collectives or neighbourhood associations
- Traditional traders do not have a stake in regional value chain development
- Without striving for social cohesion regional value chains development will not succeed

# Statements

- International students are totally outsiders, so do not give them a stake in Dutch regional chain development