

A Newton's cradle with five silver spheres hanging from a metal frame. The spheres are arranged in a horizontal line, and the background is a blurred image of a cityscape.

(New) business models in peri-urban areas to link the city and the countryside

**Education for urban agriculture
and urban green entrepreneurship**

March 30th, 2017, Almere (Netherlands)

Wolf Lorleberg, Bernd Pölling

Urban agriculture business models

Overview

Urban agriculture business models

Low cost / specialization

Differentiation

Diversification

Share Economy

Experience

Experimental



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Differentiation

„Hof Königshausen Bottrop“, Ruhr Metropolitan Area, Germany

- specific customer segment: Muslim immigrants
- Huge variety of crops oriented towards the demands of the customers
 - Turkish/Arab varieties of vegetables
 - Sheep/bulls for sacrifice feast “Kurban bayrami”
 - Farm shop
 - Pick-your-own of potatoes and vegetables



Urban agriculture business models

Differentiation

,Jardin de l'avenir', Angers, France

- Diverse pick-your-own
- Munich/Vienna: "Open Air Supermarkets" (Freiluft-Supermarkt)

The screenshot displays the URBAN GREEN TRAIN website interface. At the top, there's a navigation bar with links: PROJECT, PARTNERS, PILOT COURSE, INVENTORY, MAPPING, and OUTPUTS. Below this is a banner for 'UA ENTERPRISES'. The main content area features a video player titled 'Jardin de l'Avenir MASTER' with a play button and a progress bar. To the right of the video, there are social media icons (Twitter, Facebook, Google+) and a page indicator '16/27'. Below the video, a map shows the location of 'Route de la Roche, 49130 Sainte-Gemmes-sur-Loire' near Angers. To the right of the map, there's a section titled 'JARDIN DE L'AVENIR' with a 'SHORT DESCRIPTION' and 'KEY ACTIVITIES' section. The 'SHORT DESCRIPTION' mentions the farm was founded in 1974 by G. Petiteau and opened for pick-your-own activity in 1990. The 'KEY ACTIVITIES' section describes the farm's size (14 ha), production (mainly common vegetables, some herbs and cut flowers), and activities (agricultural production, product sale through a farm shop and pick-your-own, composting, and energy production through 150m² of solar cells on the farm shop roof). Below this, there are two numbered sections: '1. RELEVANT DIMENSION: Open field, direct marketing' and '2. BUSINESS MODELS: Product differentiation (niche markets)'. At the bottom, there's a download link for 'PDF JARDIN DE L'AVENIR_FULL CASE_ENG - 1.0 MB'.

URBAN GREEN TRAIN

PROJECT PARTNERS PILOT COURSE INVENTORY MAPPING OUTPUTS

UA ENTERPRISES

Jardin de l'Avenir MASTER

URBAN GREEN TRAIN

0:00 / 4:28

Route de la Roche, 49130 Sainte-Gemmes-sur-Loire

Angers

JARDIN DE L'AVENIR

SHORT DESCRIPTION: The organic farm was founded in 1974 by G. Petiteau with the name "Jardin de l'avenir" and opened for pick-your-own activity. In 1990, a shop was created in the farm building and opened 3 times a week. In 2004, with the arrival of 2 new partners, 2 linked SMEs were created based on their main activity: 1) Le "Potager Bio" (the Organic Vegetable Garden), in charge of the production, sells to; 2) Le "Jardin de l'avenir" (Garden of the future), in charge of the commercialisation.

1

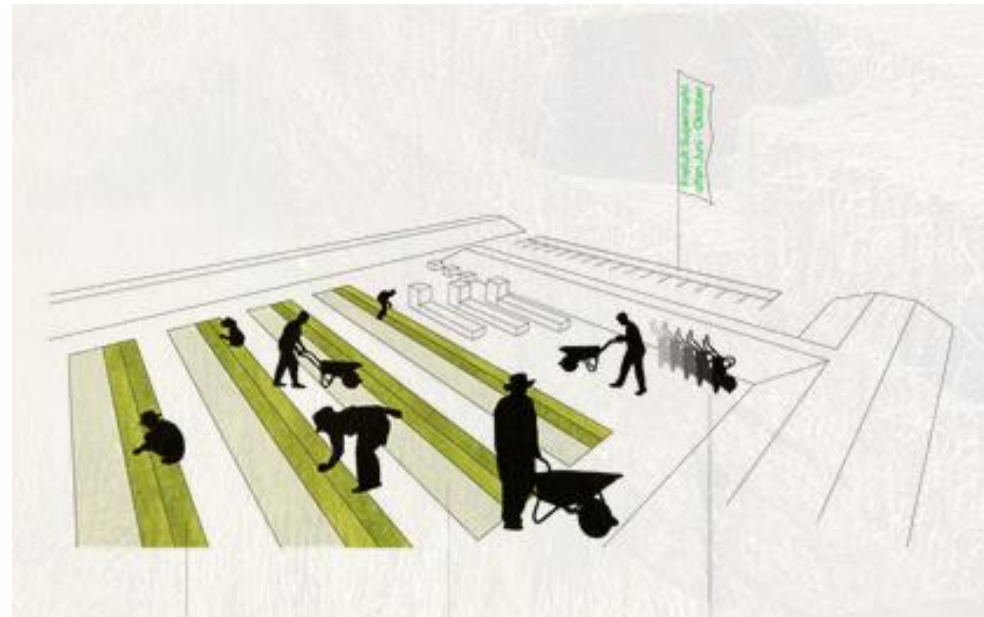
KEY ACTIVITIES: The size of the farm is 14 ha of which 9,5 ha of plastic tunnels, used to produce mainly common vegetables, some herbs and some cut flowers. All the production is certified organic. The main activity is agricultural production and product sale through a farm shop and pick-your-own. The farm welcomes about 25 visits per year from schools. The company does some technical innovation, especially self-construction of adapted equipment in cooperation with other organic growers. The other activities are composting and energy production through 150m² of solar cells on the farm shop roof. 80% of the production is sold on site.

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3 RELEVANT DIMENSION: Open field, direct marketing

4 BUSINESS MODELS: Product differentiation (niche markets)

PDF JARDIN DE L'AVENIR_FULL CASE_ENG - 1.0 MB



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Diversification

Agricultural Newcomer: Werkhof, Dortmund, Ruhr Area, Germany

- Supporting disadvantaged people
- young people facing problems on the first/regular labour market
- Social work
- Greenhouse vegetable & seedling production
- Certified organic production: Demeter
- Direct marketing
 - Farm shop
 - Delivery service: ca. 1,000 customers / week



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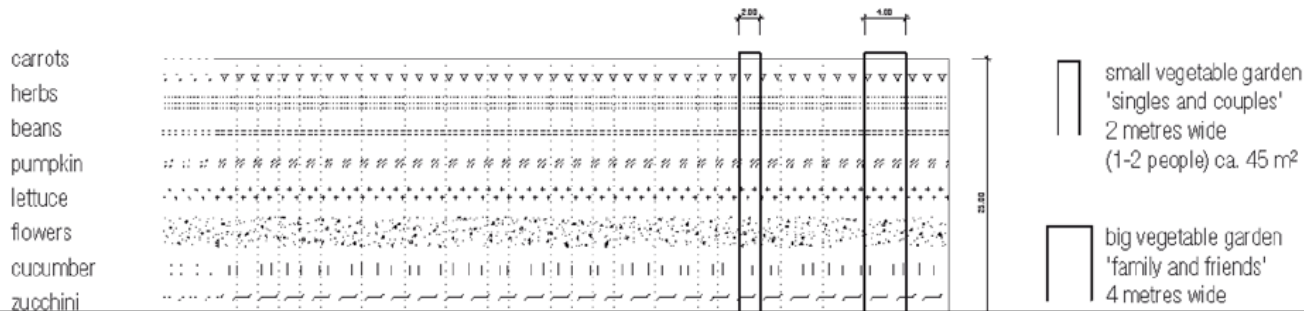
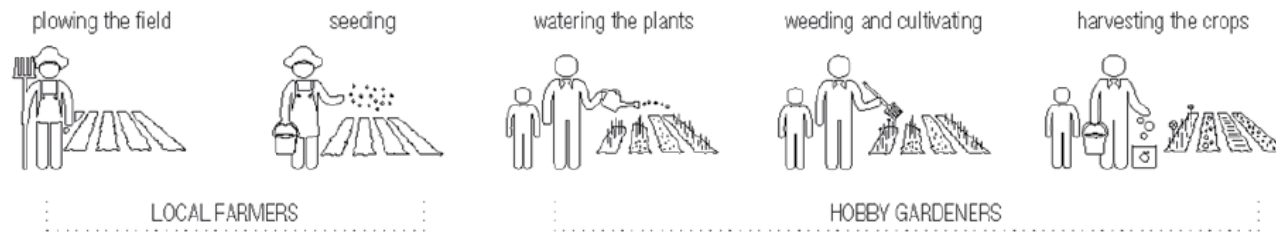
Share Economy

- ‚The Commons‘; part of the ‚New Economy‘
- Most outstanding business model of Urban Agriculture
- Does not fit into regular or other common business strategies
- Required demands are **jointly offered and used**, like land, labour, tools, machinery, knowledge, contacts, etc.
- Examples:
 - Community Supported Agriculture
 - Rent-a-field



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Experiences

- ‚Goes beyond service provision‘ (Diversification)
- Events along the value added chain (production, processing, consumption)
 - „Kill your own chicken“
 - Experience Food: Harvest, cook, and eat together



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The six strategies in short:

- If you plant wheat large scale to bring down your operation costs:
 - This is the cost reduction strategy.
- If you plant a specific variety of wheat, mill it and sell bread from it:
 - This is the differentiation strategy.
- If you plant wheat and offer cake from it in a farm gastronomy:
 - This is the diversification strategy.
- If you plant wheat jointly with partners and share the harvest:
 - This is the share economy strategy.
- If you plant wheat to organize an event to mill it and to bake clients' own bread:
 - This is the experience strategy.
- If you plant wheat on rooftops or in-house:
 - This is the experimental strategy.

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