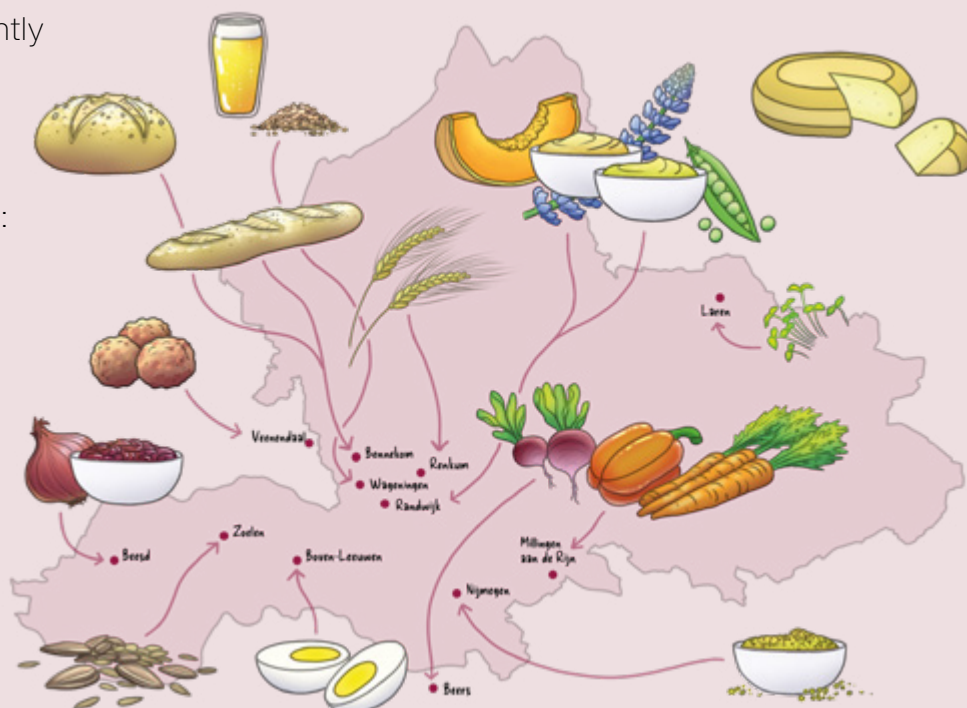


# Three Gelderse Valleï rolls

The Gelderse Valleï region recently got its own bread roll: the Gelderse Valleï roll. The roll is made from sustainable, locally produced ingredients and is available in three variants: with lupin, cheese or a meatball. The bread rolls went on sale in the WUR canteens at the start of October. The regional roll will also be used as an object of study in research and education.

Text Dominique Vrouwenvelder • Illustration Mathijs Megens/SeaBlueBird Studio



**A**groecosystems researcher Marjolein Elings says the bread roll is a good example of the kind of developments prompted by the projects she and her colleagues work on. 'We try to figure out the key factors that make such local initiatives a success and use that information to strengthen regional food systems. Examples are having a solid network with the right parties, or a clear message for consumers.' WUR students doing the Consumer Studies course will work on that message, looking at how consumers can be persuaded to buy such a product made entirely of regionally sourced ingredients.

## Regional

Incidentally, a broad definition of the 'Gelderse Valleï region' is used for the roll: the seasonal vegetables come from

near Nijmegen, the cress from the Achterhoek area and the onion chutney from the Betuwe village of Beesd. But the other ingredients come from closer by. 'One of the aims of the bread roll project is to shorten the supply chains,' explains WUR contract manager Marcha Sperna Weiland. 'The ingredients are procured from the producers by a single collective purchaser and go directly from there to the caterers. In future, we want to get more purchasers, producers and farmers involved. That will let us extend the assortment and raise the profile and accessibility of nature-friendly agriculture.' ■

For more info on the bread rolls and research, see [www.resource-online.nl](http://www.resource-online.nl)

### These are the three rolls

- Valleï roll with lupins: a crusty Veluwe Twister roll with curry-lupin spread, fermented seasonal vegetables, cress, and nut & seed mix.
- Valleï roll with cheese: a roll with organic Dutch cheese, organic boiled egg, mustard, and nut & seed mix.
- Valleï roll with meatball: a roll with mince, Mediterranean lupin spread and onion chutney.