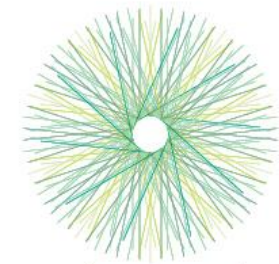


# EIP-AGRI Workshop Small is smart

29-30 October 2019– Bucharest, Romania



eip-agri  
AGRICULTURE & INNOVATION



#smallfarms #EIPagri

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# Programme

## DAY 1 - TUESDAY 29 OCTOBER

09:00 - 10:15

### Welcoming participants and setting the scene

- Welcome to Bucharest and short introduction about small farms innovation in Romania by the Romanian Ministry of Agriculture, [Dana Reberga](#), Deputy General Director of the [MoA](#)
- Opening words from the European Commission, [Inge Van Oost](#), DG AGRI
- Ice-breaker
- Presentations
  - Small smart farms: how can small farms benefit from digital innovations in agriculture? [Leanne Townsend](#), James Hutton Institute, UK
  - An overview of the CUMA: farm machinery cooperatives, [Stephane Diard](#), FN CUMA, France
  - Direct selling: an instrument to improve profitability in small-scale farming, [Bavo Verwilt](#), Organic farmer, Belgium
  - Combining innovation with tradition for economic viability of Romania's small-scale farms, [Razvan Popa](#), Adept Foundation, Romania
  - Small-scale Bioeconomy Opportunities for European Farmers, [James Gaffey](#), Biorefinery glass project, Ireland

10:15 - 11:00

Breakout session: **What steps could a small farmer take to introduce innovation or good practices?**

11:00 - 11:30

Coffee break

11:30 - 13:00

Continuation of breakout session: **What steps could a small farmer take to introduce innovation or good practices?**

13:00 - 13:50

**Lunch**

14:00 - 18:30

**Field trip to the Romanian Horticultural Institute**



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# Programme

## DAY 2 – WEDNESDAY 30 OCTOBER

08:30 - 09:00 **Registration**

09:00 - 09:45 A **welcome back** to participants

**Energiser** exercise

**What is the EIP-AGRI?** The importance of knowledge exchange (and the local AKIS in general) in successful EIP-AGRI implementation, **Inge Van Oost, DG AGRI**

An **introduction** to the rest of the day

09:45 - 10:45 Breakout session: **How can best practice sharing, collaboration, digitalisation and knowledge transfer best support innovation in small farms?**

- Which types of collaboration support small farmers to innovate and how?
- How can small farmers be encouraged and supported to utilise digitalisation as a means to innovate?
- Which methods of knowledge sharing work best for small farmers and how can these methods support innovation?

10:45 - 11:15 **Coffee break**

11:15 - 12:30 Breakout session: **How could the innovation support environment for small farmers be improved at a regional, national and European level?**

- What type of advisory services best support small farmers?
- What type of innovation support would help best?
- How can networking help small farmers?
- What areas of research are important for small farmers?

12:30 - 13:30 **Bringing participants together** and reflect on the workshop's outcomes

13:30 - 14:30 **Farewell & lunch**



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# Direct selling: an instrument to improve profitability in small scale farming

Bavo Verwimp

[www.dekijfelaar.be](http://www.dekijfelaar.be)

# De Kijfelaar

- Organic farm
- Mixed farm: horticulture, beef cattle, cereals
- 30 hectares, tenancy
- Direct selling: to consumers and to other farmers



# De Kijfelaar

- Family farm, since 1920 tenants from the same landowners
- 4<sup>th</sup> generation
- Took over the farm from my parents in 2008
- Between 1970- 2008 specialised, traditional dairy farm



## From traditional selling to short supply chains

- In 2008 the farm was too small to continue in the same way
- Increasing farm land wasn't possible because of difficult access to land
- The only way was to increase added value





From traditional  
selling to short  
supply chains

- Drastic measure
- **Changes the DNA of your farm!**
- Effective: added value/ kg doubled



producer price / kg  
long chain

price/ kg  
wholesale to retail

consumer price/ kg  
organic supermarket

consumer price / kg  
farm shop

FROM TRADITIONAL  
SELLING TO SHORT  
SUPPLY CHAINS

potato (organic)

0,35

0,99

1,74

1,5

leek (organic)

1,6

2,5

3,79

3,9



# Farming for the short chain:

⇒ Changes the structure of your farm

- Many products
- Small amounts, throughout the year
- Difficult for mechanisation, investments
- Good for risk management



# Farming for the short chain:

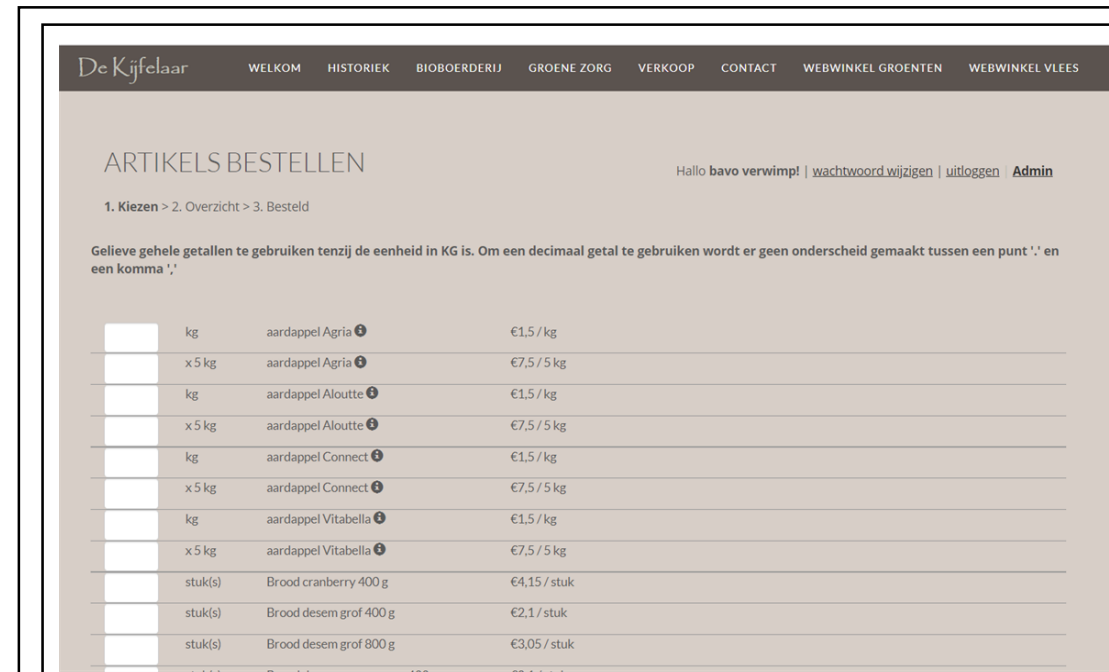
## → Necessary instruments

- Attractive farm shop
- Webshop

( [www.dekijfelaar.be](http://www.dekijfelaar.be) )

- Online platform with other farmers

( [www.voedselteams.be](http://www.voedselteams.be) )



The screenshot shows the 'De Kijfelaar' webshop interface. The header includes the logo and navigation links: WELKOM, HISTORIEK, BIOBOERDERIJ, GROENE ZORG, VERKOOP, CONTACT, WEBWINKEL GROENTEN, and WEBWINKEL VLEES. The main content area is titled 'ARTIKELS BESTELLEN' and includes a user greeting: 'Hallo bavo verwimp! | wachtwoord wijzigen | uitloggen | Admin'. Below this is a breadcrumb trail: '1. Kiezen > 2. Overzicht > 3. Besteld'. A note states: 'Gelieve gehele getallen te gebruiken tenzij de eenheid in KG is. Om een decimaal getal te gebruiken wordt er geen onderscheid gemaakt tussen een punt '.' en een komma ',''. The product list is as follows:

<input type="text"/>	kg	aardappel Agria	€1,5 / kg
<input type="text"/>	x 5 kg	aardappel Agria	€7,5 / 5 kg
<input type="text"/>	kg	aardappel Aloutte	€1,5 / kg
<input type="text"/>	x 5 kg	aardappel Aloutte	€7,5 / 5 kg
<input type="text"/>	kg	aardappel Connect	€1,5 / kg
<input type="text"/>	x 5 kg	aardappel Connect	€7,5 / 5 kg
<input type="text"/>	kg	aardappel Vitabella	€1,5 / kg
<input type="text"/>	x 5 kg	aardappel Vitabella	€7,5 / 5 kg
<input type="text"/>	stuk(s)	Brood cranberry 400 g	€4,15 / stuk
<input type="text"/>	stuk(s)	Brood desem grof 400 g	€2,1 / stuk
<input type="text"/>	stuk(s)	Brood desem grof 800 g	€3,05 / stuk



# Farming for the short chain:

⇒ Customer oriented

- Organic
- Nature conservation e.g. hedges, field edges
- Small satisfaction survey
- Clean farm
- ...

# Farming for the short chain:



Community supported

- Harvest party, open farm day
- Green care
- Good communication e.g. weekly news flash

**On a farm with direct selling, you never feel alone!**



Thank you for  
your  
attention!

- [www.dekijfelaar.be](http://www.dekijfelaar.be)