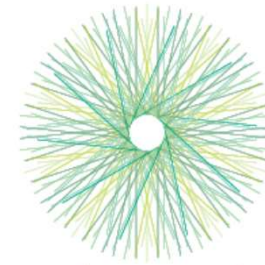


EIP-AGRI Workshop

Cities and Food

September 21 – 22, 2016 – Kraków, Poland



eip-agri
AGRICULTURE & INNOVATION



funded by





Programme 21 September

Sharing experiences in breakout sessions

11:00-12:30 Breakout sessions – Discussing cases in three groups

1.3 Infrastructure and logistics for efficient access to city markets

Good practices to fulfil the Right to Food of Turin citizens – Ms Maria Bottiglieri, Turin, Italy

Local distribution and smart joint logistics in the Kempen region in Flanders – Mr Patrick Pasgang - Innovation Support Centre for Agriculture, Flanders, Belgium

Local distribution and smart joint logistics.

CASE : DISTRIKEMPEN

Patrick Pasgang

Pick, Drive & Deliver

- Local Food Distribution Model
- Based on :
 - Interreg IV Program Fish & Chips
 - Market Study 2010-2013
 - Flemish Institute of Logistics Study
 - Distreko Model



Short overview

- The concept
- Achievements
- What's next ?
- Benefits & Threats
- Discussion



The concept



- Circle concept
 - Collecting & delivery at same round
 - No intermediate stocks, only orders
 - Working area = refrigerated truck (150%)
- 2 local rounds weekly
 - Fresh = really Fresh

The Concept

- Independant & commercial logistic partner
- B2B & FMCG driven
- No anonymous products
- Pricing by producer
- ICT – platform driven
- webshop

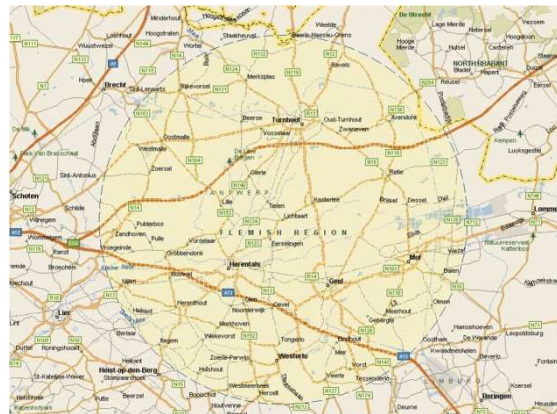


Achievements

**DISTR
KEMPEN**
VERS UIT EIGEN STREEK



Partnership of 5 producers



& 1 independant distributor



7 additional partners in 2015

- Claasse - Strawberries
- De Zwaluwhoeve - Icecream
- Romberama - Flowers
- Joosen - Berries
- Gabriëls – Beef meat
- Van Roey - Asparagus
- De Maan - Coffee

Benefits :

- **Economies Of Scale**
 - Combined offer
 - Potential of customers
 - Joined marketing efforts
 - Increased service level
- **Possibilities for B2B sales**
- **Only Orders, No stock**
- **Easy (cost effective) ICT driven**
- **2 joined deliveries / week**



Benefits :

-Independant Entrepreneur

- Subsidies are welcome, not needed.
- Ambassador
- Low investment risk
- Fixed service cost

-Short distances

-Pricing by producer

-Minimum order by producer

-One-one relation with customer



Realisations

- Start april 2013
- Taste Fair feb 2014
 - 190 visitors (31% respons)



- Taste Fair mar 2015
 - 114 visitors – 50 companies
 - 13 orders (25%)



Realisations & bench mark

- Bench mark Distreko
- Increase in number of producers
- Customers find their way
- Move from HoCaRe towards 'local retail'
- Average ticket size meets break-even point
- Doubling turnover yearly

Success Factors :

- **Producers see 'cooperation' as a strength**
- **Principle of solidarity**
 - No price competition
 - All transport
 - Use each other products
- **Acceptance of logistic partner**
- **FMCG driven**
- **Food Fair**
- **Intro into different regions / interconnecting**



Threats :

- **Finding an entrepreneur**
- **Competition between producers**
- **No joined goal between producers**
- **No joined interest between producers & distributor**
- **Growth comes (too) steadily**
- **Failure of distributor**
- **DelixL 247 or similar organisations**





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