

SKIN Good Practice Recording Template

Vers op Walcheren	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	 
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	Quality, fresh products Branding and labelling
SKIN good practice 'Hot Topic(s)* CATEGORY 4	Efficiency, reliable distribution Variety, bringing together supplies from multiple small producers
SKIN good practice 'Hot Topic(s)* CATEGORY 3	Internal, Contractual agreements between product developer and producers
SKIN good practice 'Hot Topic(s)* CATEGORY 2	Efficiencies: logistics and distribution
EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.	<p>Short description of the 'good practice': Online store for fresh regional products, which can be ordered individually and delivered to home at Walcheren.</p> <p>Main results/outcomes of the activity (expected or final): By versopwalcheren.nl, different craft-produced and prepared products can be delivered to the consumer at Walcheren, Zeeland. The ordering system makes it possible for products from the vegetable producer, baker, butcher, fish shop and cheese farm to be delivered free of charge at home simultaneously in one package, at a delivery time of your choice. Products can be ordered individually, so it is possible, for example, to order one loaf, 1 apple and 1 pear. Consumers are very excited about the freshness of the products and the ease of ordering.</p> <p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</p>

Versopwalcheren.nl has created one order platform for all business owners to indicate which products they have available and what price they can be bought by the consumer. Versopwalcheren.nl collects the ordered products at different companies at fixed times and pays out the supplier. Also, versopwalcheren.nl maintains contact with the consumer, versopwalcheren.nl takes care of the delivery of the products at home and arranges the invoicing of the ordered products. This system ensures that the consumer and the supplier remain very clear because they only have one-party contact. In addition, versopwalcheren.nl also promotes the order platform, which leads to additional purchases for the suppliers.

Further information/Reference:

<http://www.versopwalcheren.nl/>

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

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Korte beschrijving van de 'good practice'

Online winkel voor verse regionale producten, die per stuk besteld kunnen worden en geleverd worden aan huis op heel Walcheren.

Belangrijkste resultaten/uitkomsten van de activiteit (verwacht of finaal)

Door versopwalcheren.nl kunnen verschillende ambachtelijk geproduceerde en bereide producten worden geleverd bij de consument thuis op Walcheren, Zeeland. Het bestelsysteem zorgt ervoor dat het mogelijk wordt om producten van de groente producent, bakker, slager, viswinkel en kaasboerderij gelijktijdig gratis aan huis geleverd te krijgen in één pakket, op een levermoment naar keuze. producten kunnen per stuk worden besteld, zo is het is dus bijvoorbeeld mogelijk om één brood, 1 appel en 1 peer te bestellen. consumenten zijn erg enthousiast over de versheid van de producten en het gemak van het bestelsysteem.

De belangrijkste praktische aanbevelingen: wat is de belangrijkste toegevoegde waarde of opportuniteit voor de eindgebruiker als de gegenereerde kennis zou worden geïmplementeerd? Hoe kan men gebruik maken van de resultaten?

Versopwalcheren.nl heeft één bestelplatform gecreerd waarop alle ondernemers zelf kunnen aangeven welke producten zij beschikbaar hebben, en voor welke prijs deze gekocht kunnen worden door de consument. versopwalcheren.nl haalt de bestelde producten op bij de verschillende bedrijven, op vast afgesproken tijden, en betaald de leverancier uit. ook onderhoudt versopwalcheren.nl het contact met de consument, versopwalcheren.nl zorgt voor de levering van de producten aan huis en regelt de facturering van de bestelde producten. Dit systeem zorgt ervoor dat het voor de consument en de leverancier heel overzichtelijk blijft, omdat zij slechts met één partij contact hebben. Daarnaast zorgt versopwalcheren.nl ook voor de promotie van het bestelplatform, wat leidt tot extra aankopen bij de leveranciers.

Meer info/referentie:

<https://versopwalcheren.nl/>

Pearls, Puzzles, Proposals?	<p><u>Pearls</u>: The distribution from producer to consumer is well regulated within this initiative.</p> <p><u>Proposals</u>: to let grow the initiative it is important that the participating entrepreneurs make sufficient advertisements for versopwalcheren.nl. Maybe they can help the producers with example advertising material and marketing training.</p> <p><u>Puzzles</u>: Only one entrepreneur per product group can participate in the initiative. The total number of producers is limited.</p> <p>The involvement of entrepreneurs in the initiative is not always as great as should be.</p>
What needs did the 'good practice' respond to?	Easy availability for consumers of local and craft products
Methodology Used:	interview
Actors/Stakeholders:	Actors: Regional producers and distribution platform Stakeholders: Consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1. Fresh Products 5. Consumer & Society
Sectors	All Sectors
Region, Country	Province Zeeland, The Netherlands
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.facebook.com/VersopWalcheren/

*See SKIN Good Practice 'Hot Topics' Directory

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