

# SKIN Good Practice Recording Template

DISTRIKEMPEN	
Author(s)	Patrick Pasgang
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	<u>Valorisation</u> : added value through environmental sustainability: reduction of GHG emissions, Energy use, carbon footprint and food waste
SKIN good practice 'Hot Topic(s)' CATEGORY 2	<u>Efficiencies</u> : achievement of efficiencies through collaboration
SKIN good practice 'Hot Topic(s)' CATEGORY 3	<u>Internal</u> : Contractual agreements between service provider and producers
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<u>Efficiency</u> : reliable distribution
<b>EIP Practice Abstract Format:</b> 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.	<b>Short description of the 'good practice':</b> Distrikempen is a B2B logistics platform, with which a range of producers from a region enter into a collaborative agreement to sustainably bundle their logistics flows (goods and administration). In a structured way, all B2B orders are consolidated, sent through to the individual businesses, prepared, collected, picked up and delivered to the end customer in the region (Circle Concept). Participating producers' administrative and financial flows are also consolidated. The system operates sustainably, because both collection and delivery are dealt with on the same round, thus reducing kilometres, stocks and risks. Food wastage through distribution is reduced to almost 'nil'. All the work is managed by an independent profitable distributor working exclusively for them on a fixed cost percentage. This distributor is also the 'ambassador' for the total partnership.
	<b>Main results/outcomes of the activity (expected or final):</b> Development of a economic sustainable local distribution model which makes it possible for individual producers to access a B2B market , by joining eachother and working together with an independant service provider. Financial results over 3 years : number of customers x 3, average spend pro customer x 1,5 , monthly turnover x 3. Break-even point reached after 2 years.

**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?**

Some quotes gives the answers from different point of views :

“It is all about facilitation: the farmer keeps on producing, knows his customers, and is able to specialise in his product; whilst an independent third party takes care of the associated administrative burden.”

(Innovation advisor – Patrick Pasgang)

“It simplifies things, which enables us to spend more time on production. We are, after all, producers.” (Goat farmer – Veerle Minsaert)

“There was a high demand for regional products, but a lack of distribution. And entrepreneurs do not have time to drive all over the place to deliver their products.” (Project officer - Greet Aernouts)

**Further information/Reference:**

<https://www.bestelbijdistrikempen.be/>

**Short summary for practitioners in native language 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.

**korte beschrijving van de 'good practice'**

Distrikempen is een B2B logistiek platform, waarbij een groep ondernemers/producenten samenwerken om via een globaal logistiek systeem hun goederen te vermarkten. Op een gestructureerde worden alle bestellingen van B2B klanten geconsolideerd en verdeeld over de betrokken ondernemers, dewelke dan instaan voor de orderpicking. Nadien worden ze opgehaald en als groep uitgeleverd aan de finale klanten. Hierbij zorgt een externe dienstverlener voor de contacten met de klanten, de fysieke distributie en alle administratieve afhandeling. Het is een duurzaam logistiek model waarbij ophaling en uitlevering gebeurt tijdens dezelfde distributieronde, waarbij zowel kilometers, tussenliggende voorraden en risico's tot een minimum worden herleid. De externe dienstverlener werkt onder een vast commissie percentage en fungeert als ambassadeur binnen de ganse samenwerking.

**resultaat/uitkomst van de activiteiten (verwacht of finaal):**

Ontwikkeling van een economisch duurzaam distributie model voor lokale producten , hetwelke het mogelijk maakt voor individuele producenten deel te nemen aan een B2B markt. Dit door onderlinge samenwerking , te samen met een onafhankelijke distributeur:ambassadeur.Financiële resultaten over 3 jaar : aantal klanten x 3, gemiddeld aankoopbedrag x 1,5, maandelijkse omzet x 3. Break-even na 2 jaar.

**De belangrijkste praktische aanbeveling: wat is de belangrijkste toegevoegde waarde of opportuniteit voor de eindgebruiker als de resultaten geïmplementeerd worden? Hoe kunnen de resultaten gebruikt worden?**

	<p><i>Enkele quotes geven inzicht in de voordelen van de diverse partijen :</i></p> <p>'Het gaat over faciliteren, het verstrekken van diensten ten behoeve van de producenten die willen vermarkten in een B2B omgeving , waarbij zij zelf doen waarin ze goed zijn nl. produceren en ze kennis en contacten hebben met de finale klant, maar waarbij alle administratieve verplichtingen en fysieke distributie door een 3e partij wordt verzekerd.' (Innovatieconsulent - Patrick Pasgang)</p> <p>'Het vereenvoudigt vele zaken, dewelke ons toelaat om meer tijd te spenderen met de productie. We zijn in eerste instantie immers producent en geen verkoper.' (Producent geitenkaas - Veerle Minsaert)</p> <p>'Er is een grote vraag naar lokale producten, maar het ontbreekt aan de juiste en aangepaste logistiek. Primaire producenten hebben bovendien weinig of geen tijd om rond te rijden in hun regio om de producten tot bij de klant te brengen.' (Project begeleider - Greet Aernouts)</p> <p><b>meer info/referentie</b> <a href="https://www.bestelbijdistrikempen.be/">https://www.bestelbijdistrikempen.be/</a></p>
Pearls, Puzzlings, Proposals?	<p><b>Pearls</b> : 1. Commercially independent and economically sustainable system at a low and efficient cost. 2. Producers decide themselves on the prices charged to customers. The logistics partner gets a fixed commission % (average 20%) for his total service delivered. 3. Still one-to-one relationship with the customer. 4. No intermediate stock and risk involved within the system. 5. All administration (online sales platform, order assembling, order transfer to producer, invoicing and collection money) is professionally handled by the independent partner. <b>Puzzlings</b> : 1. Works well when only 1 producer enters for each product class at start. 2. how to guarantee a constant supply all year long <b>Proposals</b> : 1. Need for a 'leader' figure to represent the producers into discussion with the service provider &amp; making sure that producers meet on regular times.</p>
What needs did the 'good practice' respond to?	<p>Local producers often experience difficulties selling their products business to business. Issues can arise with marketing, distribution and administration. Therefore the Innovation Support Center for Agricultural and Rural development developed a local distribution model 'Pick, Drive &amp; Deliver' for farmers.</p>
Methodology Used:	<p>Interview, being consultant for the project, developer of 'Pick, Drive &amp; Deliver' concept.</p>
Actors/Stakeholders:	<p><b>Actors:</b> primary producers. <b>Stakeholders:</b> B2B customers , service providers, business consultants.</p>
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	<p>1-Fresh Products</p>
Sectors	<p>All Sectors</p>
Region, Country	<p>Belgium, Flanders , Antwerp region</p>
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	<p><a href="https://www.youtube.com/watch?v=fbiAGzlf3IA">https://www.youtube.com/watch?v=fbiAGzlf3IA</a></p>

\*See SKIN Good Practice 'Hot Topics' Directory