

# SKIN Good Practice Recording Template

De Laarhoeve	
Author(s)	Mariska van Koulil
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 Branding and labelling
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	Efficiency Variety
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	Internal, Contractual agreements between product developer and producers
<p><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.</p>	<p><b>Short description of the 'good practice':</b> De Laarhoeve is a care farm that has been developed in 15 years into a fully-fledged care and production company with various activities and space for 25 participants. The company has grown from a farm with hobby kitchen to a professional production company that processes regional products for many regional growers. De Laarhoeve has its own product line with about 30 products. They also produce on behalf of others, using surpluses or products, which are not harvested or thrown away because of a deviating shape, color or ripeness. The products are marketed under a private label. The sale of these products goes to supermarkets and catering. To expand this, Laarhoeve realizes a new professional experimental kitchen with various production and packaging lines. This is geared to the care farm clients so that they can work with this. In the experimental kitchen, new products / recipes can be developed and tested in a small-scale and experimental environment before they are produced on a larger scale at the Laarhoeve or elsewhere. Other entrepreneurs / parties can make use of the facilities and knowledge / experience of the Laarhoeve or they can ask the Laarhoeve to develop products for them.</p> <p><b>Main results/outcomes of the activity (expected or final):</b> The aim is to shorten chains with suppliers and buyers and create added value. This is done by processing (second) choice of eggs, vegetables and fruit into a tasty, traditional end-product to which no odour, colour or flavouring substances are added.</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?**

Fine end products are made for various growers. Sometimes with a detailed recipe of their own, but if desired the kitchen develops new recipes.

The years of experience in processing, preserving and packaging is used to create added value together. For example with:

- developing recipes
- developing research into shelf life
- linking suppliers to come up with combination products
- storage and distribution

**Further information/Reference:**

[www.delaarhoeve.nl/productverwerking](http://www.delaarhoeve.nl/productverwerking)

**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'**

De Laarhoeve is een zorgboerderij die in 15 jaar is ontwikkeld tot een volwaardig zorg- en productiebedrijf met diverse activiteiten en ruimte voor 25 deelnemers. Het bedrijf is gegroeid van een boerderij met hobbykeuken naar een professioneel productiebedrijf dat streekproducten verwerkt voor veel regionale telers.

De Laarhoeve heeft een eigen producten lijn met ongeveer 30 producten. Ook produceren ze in opdracht van anderen waarbij gebruik wordt gemaakt van overschotten of producten, welke vanwege een afwijkende vorm, kleur of rijpheid niet worden geoogst of worden weggegooid. De producten worden onder private label op de markt gebracht. De afzet van deze producten gaat naar supermarkten en horeca. Om dit uit te breiden realiseert de Laarhoeve een nieuwe professionele experimenteerkeuken met verscheidende productie- en verpakkingslijnen. Dit afgestemd op de zorgboerderij-cliënten zodat zij hiermee kunnen werken. In de experimenteerkeuken zijn nieuwe producten / recepturen in een kleinschalige en experimentele omgeving te ontwikkelen en te testen voordat deze op grotere schaal bij de Laarhoeve of elders geproduceerd gaan worden. Andere ondernemers / partijen kunnen gebruik maken van de faciliteiten en kennis / ervaring van de Laarhoeve of ze kunnen de Laarhoeve vragen producten voor hen te ontwikkelen.

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

Het doel is om samen met leveranciers en afnemers ketens te verkorten om meerwaarde te creëren. Dit wordt gedaan door (tweede) keus eieren, groente en fruit te verwerken tot een lekker, ambachtelijk eindproduct waaraan geen geur-, kleur- of smaakstoffen worden toegevoegd.

**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?**

	<p>Voor diverse telers worden mooie eindproducten gemaakt. Soms met een uitgewerkt recept, maar desgewenst ontwikkelt de keuken nieuwe recepten.</p> <p>De jarenlange ervaring in verwerken, conserveren en verpakken wordt ingezet om samen meerwaarde te gaan creëren. Bijvoorbeeld bij:</p> <ul style="list-style-type: none"> <li>- ontwikkelen van recepten</li> <li>- ontwikkelen van onderzoeken van houdbaarheid</li> <li>- verbinden van leveranciers om tot combinatieproducten te komen</li> <li>- opslag en distributie</li> </ul> <p><b>Meer info/referentie:</b>  <a href="http://www.delaarhoeve.nl/productverwerking">www.delaarhoeve.nl/productverwerking</a></p>
<b>Pearls, Puzzles, Proposals?</b>	<p><u>Pearls</u>: the courage and approach to share knowledge, (to increase) production space and (to be purchased) equipment with other entrepreneurs and parties with a win-win for everyone to give small scale production, what can be start-ups, a chance. Also the way in which people with a demand for care play an important role in the business.</p> <p><u>Puzzles</u>: The achievement of sufficient parties that will use the newly developed larger experimental kitchen and production line, so the investment and the effort will return.</p> <p><u>Proposals</u>: Structural and clear communication about the possibilities with all kinds of good practice examples.</p>
<b>What needs did the 'good practice' respond to?</b>	Food waste
<b>Methodology Used:</b>	interview
<b>Actors/Stakeholders:</b>	Actors: producers and other parties who want to process (classify) 2nd class and / or food waste products and market this under private label Stakeholders: Kempen Goed, HAS, Helicon, ZLTO
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	6. Distribution & industries 1. Fresh products 5. Consumer and Society
<b>Sectors</b>	Fruit and Vegetables
<b>Region, Country</b>	Province Noord-Brabant, The Netherlands
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	<a href="https://www.youtube.com/watch?time_continue=13&amp;v=TDd4NWlsKek">https://www.youtube.com/watch?time_continue=13&amp;v=TDd4NWlsKek</a> <a href="https://www.youtube.com/watch?v=3s3fKqr_ifs">https://www.youtube.com/watch?v=3s3fKqr_ifs</a>

\*See SKIN Good Practice 'Hot Topics' Directory

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