



FOX – Innovative down-scaled food processing in a box

European Stakeholder Workshop Region proceedings and recommendations

D8.3

KU Leuven - SMA CZ



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Executive Summary

D8.3 is the report of the Workshop 2: FOX European Stakeholder Workshop Region – Best Practices for Innovation: proceedings and recommendations, **which is specified as dealing with exchange on best practice in FOX regions** (M 25, organized by SMA CZ); dealing with how to speed-up small-scale food processing innovations in Europe (M 25, organized by SMA CZ); discussion with European young farmers and food producers, stakeholders from EIP Agri and its national service points, respective partners of EIP Operations Groups, members of the National Food Platforms and others.

The other 2 workshops are:

- Workshop 1 dealing with expectations and needs of regions and peer-to-peer learning to transform regional food systems beyond technical innovations (finalized and reported as D8.2) at November 2020
- Workshop 3 dealing with policy exchange on how to strengthen the diversity in the food market and decentralise food production in Europe through innovative technologies and market opportunities (M 38, organized by AGRO CR as member of COPA-COGECA),

Workshops are planned for 1 day for maximum 40 participants per event to engage stakeholder efficiently and ensure a good exchange on topics.

The key goal of this second workshop was to exchange best practices that speed-up small-scale food processing innovations in Europe.

Introduction

The FOX project aims to stimulate short food supply chains for fruit and vegetables by applying small innovative mild processing technologies. The consortium recognizes that there are already many practices dealing with processing of fruit and vegetables, both good practices and experiences that turned out to be unsuccessful. The consortium organized this workshop on the 28th of June 2021.

The Main aim of the workshop could be defined as follows:

- Get insight on the situation in each of the food circles
- Refine the first draft of the business model canvas for the food circles
- Facilitate peer-to-peer learning
- Build trust with IG-SSFP members, for longer-term cooperation. Participants for this workshop will also be involved in the scenario workshops of Task 5.2.
- Communication and outreach, so participants are also FOX ambassadors

The participants of the workshop were carefully selected, with a good geographical mix, but also a variety of backgrounds to enrich the dialogue. Each participant is not just 'a stakeholder' but everyone brings his own story, with failures and successes. The organizing team of the workshop can count on a broad EU-wide network for the selection of participants, based on active participation in European projects and involvement in EU-wide boards.

As a consortium, we are grateful for having such experts on board to critically reflect with us on our ambitions.

Preparatory work

Due to the pandemic, the workshop had to be organized as an online workshop. At that phase of the crises, key stakeholders for our workshop were overloaded with online meetings. Only by making the workshop a real added value for all participants, we could assure a successful and interactive online event. In that context, we developed an agenda where interaction was at the core, as well as a time slot of formal learning.

We initially blocked two moments for the workshop: both 23rd and the 28th of June, similar to the organization of the first workshop. However, all participants could make it on the 28th of June, so there was no need to split the discussion.

We could build on the experience from the first workshop and also reselect some of the participants.

We made the invitation publicly available. However, we only selected applicants that could really add value to the workshop and had time for a preparatory call.

In order to focus on interaction, we scheduled a call with each participant beforehand. Although this resulted to be time consuming, this preparation had considerable benefits:

- There was no need to 'waste' time on explaining the project during the workshop
- Only participants that were willing to share experiences joined
- Key points for discussion could be identified in advance
- Participants received information on who will participate in the online activity before the workshop (See annex 2)

The full list of biographies of the participants is added as annex 3 to the report.

We made a FOX Food Box and send this by post to the participants beforehand. The FOX Food Box contained the RUSTICA flyer, dried mushrooms from a Czech cooperative and sweet cookies, a product from the Finnish participant in the workshop. Our resources were limited but the FOX Food Box was very much appreciated. Among others, it included a product from one of the involved farmers and this stimulated the discussion.

Final agenda

Monday 28th of June 2021

- 08:30 Welcome for the early birds – bring your coffee and your FOX Food BOX
- 09:00 Welcome and scope of the workshop
- 09:15 Tour the Table : Getting to know each other
- 09:30 Aira Sevon: a success story straight from the farm
- 10.00 Open guided discussion
- 10.45 Coffee break
- 11:00 Marketing and storytelling - Daniel Cromphout, owner of Kopjezwam, Belgium
- 11.30 Open guided discussion
- 12.00 FOX project – the next steps
- 12.10 Setting up the network – meeting November
- 12:20 Feedback and closure of workshop

Report and key outcomes

FOX workshop

The FOX consortium aims to stimulate short food supply chains for fruit and vegetables by applying small innovative mild processing technologies. Since the start of the project, technology partners are working hard on the development of mobile food containers. Yet, the consortium recognizes that there are already many practices dealing with processing of fruit and vegetables, both good practices and experiences that turned out to be unsuccessful. Sharing such practices is a powerful tool to enhance innovation among farmers.

Sharing knowledge and experience requires a dialogue. In November 2021, a first round of workshops with stakeholders was organized by the FOX consortium. On the 28th of June, the FOX consortium organized a second workshop with diverse experts: farmers, representatives of farmers organizations, research institutes, non-governmental organizations, or other stakeholders.

All European consortia suffer these days from the on-line meeting fatigue. That holds especially true for engaging farmers. In order to ensure the quality of the workshop, all participants were contacted beforehand, which allowed a smooth and efficient organization and moderation of the workshop.

Guest speakers

Two guest speakers opened the discussion: Aira Sevon and Daniel Cromphout. The guest speakers were chosen from the list of participants with whom we had the preparatory calls. We experienced that Aira Sevon and Daniel Cromphout both had complementary expertise, highly relevant to the topic of the workshop. Moreover, both experts were very enthusiastic and eager to share their stories.

Aira Sevon is a Finnish organic farmer, investing continuously in new product development and actively seeking for niches. They explicitly keep their eyes on food trends, such as the potential of plant-based food products. In 2019, their farm 'Gobbas' won the European organic food innovation prize. At the same time, they are confronted with fighting market forces and issues of ownership. Daniel Cromphout shared his experience from the business Kopjezwam, an urban farming initiative with the idea of expanding through franchising. Daniel had a career in the bank sector, before starting his own company. This experience is translated into a very robust business plan. Yet, Daniel also emphasized the need of own start-up capital, which is for sure a hurdle for many young starters in the sector.

The stories of the guest speakers were recognizable as well as inspiring for the participating farmers from Belgium and Czech Republic. All across Europe, farmers invest in innovations, either on-farm or in cooperation with external partners. Although one should not ignore regional and cultural diversity, farmers face some similar hurdles and sharing experiences can help to find solutions and upscale innovations.

Synthesis

As a synthesis out of all engaged and interactive discussion, the workshop demonstrates the need of primary producers and small food processors for building additional capacity in the following domains :

- Storytelling and communication
- Technological support for scaling up
- Legal support to substantiate your business model
- Marketing support

In this context, the foreseen FOX demonstration days are very valuable. Also, in-depth workshops, with room for one-on-one interactions as well as field visits would contribute in answering these needs.



Figure 1: Photo of the online FOX best practices workshop

Annex 1: Invitation

**INVITATION workshop distribution and marketing of on farm processed fruit and vegetables
23rd of June and 28th of June. 8.30 – 12.30**

We would like to invite you for the FOX European workshop, in cooperation with the Newbie consortium.

FOX is the acronym for Food Processing in a BOX, which is a European project. The FOX project aims to stimulate short food supply chains for fruit and vegetables by applying small innovative mild processing technologies. The approach creates business opportunities for regional hubs and provides qualitative processed foods to be indulged by the local community. The consortium has 26 partners, and our aim is to enhance innovation across Europe.

We recognize that there are already many practices dealing with processing of fruit and vegetables, both good practices and experiences that turned out to be unsuccessful. We want to build on these experiences of farmers and related stakeholders. That is why we contact you. We are looking for some experts (farmers, representatives of farmers organizations or other stakeholders) that can critically reflect with us on the project in order to make the output as relevant as possible for them and their sector.

Therefore, we would like to invite you to take part in our second European FOX workshop. This online workshop focuses on **the distribution and marketing of processed fruits and vegetables in short supply food chains**. The workshop will take place twice: on Wednesday 23rd and Monday 28th of June 2021, from 8.30 am – 12.30 am. We work for both workshops with small groups (max 12 participants), allowing maximum exchange and learning for all participants. A good conversation implies that our organizers have a very good overview on the participants. That is why we foresee a call / interview beforehand with all the participants. The call allows us to prepare optimally for a meaningful workshop. Interviews will take approximately one hour and will take place between 20th of April and 31st of May.

You may wonder: what's in it for me? As a primary stakeholder in our consortium,

- you will be part of the FOX network, where experiences on processed fruit and vegetables in the short food supply chain context are shared – all across Europe
- you will be invited to join for demonstration visits, which are foreseen to take place between autumn 2022 and July 2023
- we will update you regularly on the outcomes of our project including: insights on business models, nutritional value of processed fruits and vegetables, results of the life cycle assessment of the technologies, ...
- you will get access to the Massive Open Online Course on Business Models in Agriculture, which is launched in January 2022.

This workshop is a joint initiative with the H2020 [Newbie](#) consortium, which focuses on New Entrants and Business models for Innovation, entrepreneurship and resilience in European agriculture

Annex 2: Guideline for interviews

First, we explain shortly the focus of call and workshop. It is on

- Processed fruit and vegetables
- Short supply chain context
- Distribution and marketing
- NOT on the technologies, neither on other activities you may have on the farm

Questions

- Shortly explain the activities that you carry out
- What is your marketing strategy? How do you reach out to local consumers
- Did you follow any education related to developing your local distribution platform
- How do you set your price?
- What is your key advice to colleagues?
- What kind of information would help you improving your distribution and marketing?

Follow up

- We will send you the proposal for your bio (based on the interview)
- Send us a profile picture and some pictures from your business
- Send us a key advice or learning from your business (one sentence)
- Send us your address, so we can reach you with material that we will send to you prior to the workshop (no homework)

Annex 3: Biographies of participants

- Vincenza Ferrara – Sicilian olive steward and olive oil maker
- Aira Sevon – Finnish organic farmer
- Peter Coucke – Belgian farmer and apple chips producer
- Roman Chaloupka – Czech Republic - fruit cooperation
- David Broz – representative young farmers Czech Republic and pumpkin farmer
- Remie Dewitte – Belgian fruit and vegetable cooperation – REO veiling
- Ruben Geleyns – Representative Young Farmers Belgium (Groene Kring)
- Gert Engelen – Rikolto Belgium – NGO on food and farming
- Luc Vanoirbeek – COPA COGECA chairman of working party on fruit and vegetables
- Daniel Cromphout – Co-founder of Kopjezwam and manager at Berkuus, Belgium
- Thomas Cools – Chicory producer, Belgium
- Ariane Vogluber-Slavinsky, Fraunhofer Institute, Germany
- Alberto Zicari – KU Leuven, Belgium
- Peter Holl – DIL German Institute of Food Technologies
- Erika De Keyser – KU Leuven, Belgium
- Camila Massri – EUFIC, Belgium
- Tessa Avermaete – KU Leuven, Belgium

Annex 4: Presentation Workshop 2 FOX

FOX

BEST PRACTICES FOR INNOVATION WORKSHOP WITH EUROPEAN FARMERS



Getting to know the participants from Workshop 2 - June 2021

Little bios from each of the participants

28th of June 2021 9:00 - 13.00

Contact:

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Technical support:

Camila Massri

camila.massri@eufic.org

AIRA SEVÓN

FINNISH ORGANIC FARMER AND
RESEARCHER (LL. M., MBA)
FINLAND



"Bringing together the expertise in law, organic farming and connections to help farmers to connect to the food chain as proud entrepreneurs."

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



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Getting to know the participants



ABOUT AIRA

- Leading position in European Coordination Via Campesina (ECVC) Finland since 2009
- Member of the Economic Board of the European Crops Market Observatory
- Participates in Commission's Civil dialogue groups (CDG)
- IFOAM-EU Member of the Council since 2012
- Member of the Board of IFOAM OE, Brussels
- Chairperson of the Board of director of Kymi organic Coop from 2019
- Member of IEP Organic Farming-Productivity & Sustainability Focus group

HER WORK

Aira has worked as a Researcher since 2017 at LUT University in LuoVi and LiikeRi projects. She has brought to the projects her unique expertise in law and organic farming, and her connections to agriculture-related organizations at the regional, national, and EU levels.

She is also in Swedish speaking Copa, SLC 's Southern Finlands' Regions Member of the Committee of Organic Production.

Aira is a project researcher/doctoral student in supply chain management, exploring out-of-box solutions to the food system, through research helping farmers to connect to the food chain as proud entrepreneurs, "Alice in wonderland" wondering legal issues and policies that should be turning the food system sustainable. She is also a legal consultant targeting to find innovative solutions, to create connections, agreements, and contracts, and fit legal and business aspects together.

As a farmer and entrepreneur, she has actively developed the functions and flexible market orientation of the family farm business and the regional organic grain cooperative Kymi Organics Coop. She is co-owner of an organic farm, producing high-quality specialty raw materials and foods ecologically and ethically. Gobbas Gård – a family farm is only 80 km from Helsinki and 27 km from the ancient town of Porvoo. The farm is surrounded by its own forest and the Finnish Brown Broad Beans are grown in the healthiest air in Europe. No chemicals are used in Gobbas Gård and the traditional farming methods are still used to enhance the healthiness of the crops. The Broad Bean contains lots of healthy substances and it is an easy environmental deed to replace even some of your proteins with this healthy superfood grown in pure fields of Finland.

ALBERTO ZICARI

PHD RESEARCHER AT KATHOLIEKE
UNIVERSITEIT LEUVEN (KU LEUVEN)
BELGIUM



"I'd like to find as many solutions as possible to make our world more sustainable."

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ABOUT ALBERTO

Industrial and Environmental Engineer,

PhD Researcher at Katholieke Universiteit Leuven (KU Leuven)

HIS RESEARCH

Alberto is currently working on the EU H2020 Project: FOX – Food Processing in a Box.

As part of FOX Project, he works on the socioeconomic and environmental impact assessment of the four FOX flexible down-scaled technologies intended for mild processing of locally grown fruit and vegetables. His field of research focuses on Life Cycle Assessment (LCA) and sustainable food technologies.

ARIANE VOGLHUBER-SLAVINSKY

RESEARCHER AT FRAUNHOFER
AND DOCTORAL CANDIDATE
GERMANY



"Participatory approaches are in the heart of foresight and therefore, we highly appreciate strong stakeholder involvement."

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Getting to know the participants



ABOUT ARIANE

Researcher at the Fraunhofer Institute for Systems and Innovation Research

Doctoral candidate on the topic of "Valorization of biodiversity measures/ecosystem services in regional food value chains"

HER RESEARCH

Ariane studied renewable resources and bioenergy, as well as agribusiness at the University of Hohenheim in Stuttgart, specialising in conversion technologies in the Bachelor's programme and environmental and sustainability management in the Master's programme. Prior to this, she completed a diploma in health management in tourism at the FH Joanneum (Austria). Since April 2018 she works as a researcher at the Competence Center Foresight at Fraunhofer ISI. Her main areas of work include trend and scenario analyses to support strategy processes, qualitative surveys and strategy processes for regional development. Her current tasks also include the implementation of future dialogues involving stakeholders as well as citizens and trend analysis. She is involved in numerous projects for the European Commission, industrial clients, associations and federal ministries.

In current projects she is working on trends influencing Europe's food sector, transformation scenarios for the bioeconomy as well as on an knowledge and information system supporting automated, small scale agriculture.

In the project FOX the Fraunhofer Institute for Systems and Innovation Research (ISI) developed scenarios for the food sector in 2035. They further use this elaborated framework scenarios as a starting point for the development of more specific scenarios taking the particularities of the different technologies for mild (pre)processing, the plant-based food side streams and the FOX regions into consideration. In addition the scenarios will be applied to analyse today's business models in alternative futures.

BENEDETTA LIBERACE

CEJA REPRESENTATIVE ITALY,
OLIVE GROWER
ITALY



After graduating she decided to go back to the deepest roots of her family, giving a new value to her family farm.

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



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Getting to know the participants



ABOUT BENEDETTA

Mechanical engineer

.

Regional president and member of Coldiretti Giovani Impresa Apulia

.

Ceja representative Italy

HER WORK

Benedetta Liberace is a 29 years old Italian young farmer from Apulia, in South Italy. After graduating in mechanical engineering she decided to go back to the deepest roots of her family, giving a new value to her family farm. In her farm, 30 hectar, she grows almost 6000 olive tree olive trees for the production of organic Extra Virgin olive oil (50 quintal for year). She is the regional president of Coldiretti Giovani Impresa Apulia and member of Coldiretti Giovani Impresa national Board.

Coldiretti Giovani Impresa is the young movement inside of Coldiretti. Created in 1953, Coldiretti Giovani Impresa is a movement inside Coldiretti, representing today around 70.000 Italian young farmers up to 30 years old. Coldiretti was founded in 1944 is chaired since 2018 by Ettore Prandini. With 1.6 million members, Coldiretti is the biggest farmers' organization in Italy and across Europe, representing the majority of Italian farmers (about 400.000 farms).

benedetta.liberace@coldiretti.it

CAMILA MASSRI

CONSUMER RESEARCHER AT THE
EUROPEAN FOOD INFORMATION
COUNCIL (EUFIC)
BELGIUM



*"We have to find ways
to put research into
practice and thus
available and useful
for everybody."*

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Getting to know the participants



ABOUT CAMILA

Consumer Science manager at the European Food Information Council (EUFIC)

Researcher and project manager in a number of EU projects in the area of consumer research and food related topics

HER WORK

Camila has had the opportunity to do consumer research in a number of EU projects linked to food. She has gained knowledge about consumers in topics related to short food supply chains, processed foods, novel packaging technologies, personalised nutrition via apps, food waste and new trends like vertical farms.

As part of the FOX project, she guided the development of an app to be used as a communication tool between food technologists, farmers and consumers.

She is currently working on planning consumer engagement activities with regional project partners and farmers in Germany, Poland, Czech Republic, France, Spain and the Netherlands.

If you are interested in participating, please contact the regional partner (information will be shared during the workshop).

DANIEL CROMPHOUT

CO-FOUNDER OF KOPJEZWAM
AND MANAGER
AT BERKUUS
BELGIUM



*"Remaining local
is an explicit
choice, just as well
as the choice for
processing."*

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Getting to know the participants



ABOUT DANIEL

Co-founder of Kopjezwam

.

Over 25 years experience in the bank sector as advisor for farmers

.

Manager at Berkuus, consultancy

THE FARM

There are some structural problems with current farming practices. Overall, there is an emphasis on quantity, so exploiting the economies of scales. That is normal, if you only sell products with a low added value in the food chain. In this context, one can also understand the supply of lower quality products, for which processing – on-farm or at industrial level – is the best option.

Kopjezwam is a concept whereby sustainability, locality and circular economy are at the core of the business.

Among other, we grow mushrooms on coffee grounds. Part of the mushrooms are sold fresh, another part is sold as mushroom burger.

Remaining local also has consequences. We can set-up similar businesses in other larger cities, but starting this concept in rural areas is not the ambition.

DAVID BROZ

PRESIDENT OF SMAC-R AND
FARMER
CZECH REPUBLIC



"There is a lot of opportunity in processing pumpkins, you just need to find the right connections to get it started on your farm."

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



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Getting to know the participants



ABOUT DAVID

President of SMAC-R

.

Czech Farmer

.

Partner in the Horizon 2020 project "Innovative down-scaled FOOd processing in a boX" (FOX)

THE FARM

David is co-owner of a mixed family farm. They have about 700 hectares, with mainly arable crops, and about 300 dairy cows. There are 11 people working on the farm.

Two years ago, they started to grow vegetables. As the farm is located at 500 meter above sea-level, the choice is limited. Growing pumpkins was in this sense an opportunity for diversification. However, there were a lot of uncertainties.

Would people come to the farm to buy pumpkins? The first year was a success and they increased the surface from 2.5 ha to 5 ha.

Preparing pumpkins takes time and there is demand for cleaned and cut pumpkin. This is a time consuming process, though it would allow to sell more and create value.

There are opportunities, e.g. a friend-farmer who grows cabbage and has a machine for cutting. They could work together.

Furthermore, you could freeze pumpkin and make chips. Making chips is a real added value, because people can't do that at home.

ERIKA DE KEYSER

PHD RESEARCHER AT KU LEUVEN
BELGIUM



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ABOUT ERIKA

Ph.D. researcher on the topic of “Business model development for circular food systems” at KU Leuven

HER RESEARCH

Erika started off her studies with a Bachelor's and Master's degree in Environmental Health and Safety Management at the KU Leuven. Driven by a great interest in sustainability and interactions between society and nature, she went on to study Spatial, Transport and Environmental Economics at the VU Amsterdam. There, she specialized in Environmental Economics.

Since November 2020, she works as a PhD researcher at the Division of Bioeconomics at KU Leuven.

Her main area of work is business model development, including quantitative optimization modeling. She works on Horizon 2020 projects related to sustainable and circular agriculture.

In the FOX project, Erika contributes to the development of business models to address the creation and distribution of the added value provided by down-scaled food processing technologies.

GERT ENGELEN

PROJECT DIRECTOR RIKOLTO -
NGO ON FOOD AND FARMING
BELGIUM



"Processing is important for farmers, as it adds value to their products, and this added value is – in turn – necessary to strengthen his position."

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



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ABOUT GERT

Project director Rikolto - NGO on food and farming

HIS WORK

Rikolto is a ngo and its name derives from the Esperanto 'yield'. The aim of Rikolto is to contribute to more sustainable food systems. Achieving this aim, they cooperate with farmers, companies, scientists and policy makers.

Gert contributed to diverse initiatives in Belgium, both at the national level and at the local level. He has been working with mainstream partners – such as the key supermarkets – as well as with the actors in local food supply chains. He was also co-author of the Leuven food strategy. Furthermore, Rikolto recently set up a system to develop the local food distribution in Leuven, called 'KortOM'.

Rikolto can build on our expertise working with both farmers in the Global South and in the North. We also have been working with producer organizations, and providing support to set up producer organizations.

What we notice is that knowing the market is a key for success. Vice-versa, we notice that initiatives often fail because they don't take the market demand into account.

We see a lot of room for improvement for producer organizations, including opportunities for processing. Yet, we recognize the need for farmers to bundle forces, and increase their position in the chain. In this context, short supply chains are valuable, but you should not underestimate the importance of (mainstream) retail. In the South, we have some good experiences e.g. with cacao and coffee processed on the farm.

LUC VANOIRBEEK

COPA-COGECA CHAIRMAN OF
THE WORKING PARTY ON
FRUIT AND VEGETABLES
BELGIUM



*"Farmers should
bundle their forces
to strengthen
their position in
the food chain."*

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ABOUT LUC

COPA-COGECA Chairman of the Working Party on Fruit and Vegetables

Secretary General Verbond Belgische Tuinbouwcoöperaties (Belgian cooperative fruit and vegetable)

Former spokesman, Boerenbond (Farmers' Union)

Former advisor fruit and vegetables Boerenbond (Farmers' Union)

HIS VISION

European fruit and vegetable farmers are confronted with diverse challenges including the impact of climate change, unsure trading conditions and unfair trading practices, sociodemographic issues related to the greying of the European farming sector and the increased demand for high quality products.

Most recently, the European fruit and vegetable sector is expressing strong concerns about its future with the combined effects of the COVID-19 crisis and the announcements made in the Farm-to-Fork Strategy.

While the sector is recording ever-increasing production costs and losses for certain products such as tomatoes, vegetables and stone fruits, professionals in the sector are questioning their capacity to thrive with the targets announced by the European Commission.

Innovation in the sector is crucial for its competitiveness. Diversification, such as on-farm processing and short supply chains, can certainly be a good solution for a specific group of fruit and vegetable farmers.

PETER COUCKE

FARMER AND APPLE CHIPS
PRODUCER
OWNER OF FRUIT LAYER
BELGIUM



"It has been a process of trial and error, but now we have a high quality product."

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Getting to know the participants



ABOUT PETER

Farmer with arable crops and tourism

.

Owner of Fruit Layer

THE FARM

Peter owns a family farm with arable crops and tourism facilities. About 3 years ago, he founded Fruit Layer, together with another entrepreneur who was active in the egg sector, a sector that went from one crisis into another.

The idea of Fruit layer was to diversify and produce innovative fruit structures. For both farmers, the bakery sector was already a client. They noticed that there was an opportunity in this sector for delivering processed fruit, the fruit you find in cakes, pies, [...]. Together with a research institute (ILVO), they invested in the technology and machinery for drying fruit.

The initial idea was to develop a product for the food industry. However, they did not succeed in developing the product they initially had in mind. Alternatively, Fruit Layer produces high quality apple chips.

There are still a lot of options to innovate in the future, both in terms of the products that we produce and in the business organization. We have a patent on the equipment, and there are several pathways to have the equipment used in other European regions.

PETER HOLL

SENIOR MANAGER EU PROGRAMMES,
DEPUTY HEAD OF BRUSSELS OFFICE AT
DIL GERMAN INSTITUTE OF FOOD
TECHNOLOGIES
BELGIUM



*"I work to make the
food system more
sustainable."*

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ABOUT PETER

Senior manager eu programmes at DIL German Institute of Food Technologies

Deputy head of Brussels office at DIL

HIS WORK

Peter has been involved for more than a decade in pan-European Clinical Research for pharmaceuticals and medical devices, followed by some work in the REACH-program of the EU for chemicals.

Now located in Brussels, he does take care to form European consortia to take part in European research and innovation calls and working on convincing action plans and strategies.

He is also involved in EIT Food, Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted. Peter does co-head FOODforce, a round table of ca universities and Research Organisations in 16 EU active in the areas of food, nutrition and health.

In FOX, he fills in the role or the Work Package leader for Dissemination and Exploitation.

REMIE DEWITTE

BELGIAN FRUIT AND VEGETABLE COOPERATION
REO VEILING
BELGIUM



*"It is not so hard
to get a good
product on the
market."*

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



28th of June 2021

Getting to know the participants



ABOUT REMIE

Marketing Manager Benelux at the REO auction

.

Member daily management team

.

Worked before at Groene Kring (young farmers Flanders)

THE AUCTION

European fruit and vegetable farmers are confronted with diverse challenges including the impact of climate change, unsure trading conditions and unfair trading practices, sociodemographic issues related to the greying of the European farming sector and the increased demand for high quality products.

The auction is a producer organization. Almost 90% of all fruits and vegetables in Flanders are sold through the auction. There is no other region in Europe where the auction is that important for the fruit and vegetable sector.

Our clients at the auction deliver fresh product. As an auction, we are not dealing with processed fruit or vegetables. Sure, the food industry is an important client for us.

Our farmers are allowed to process part of their production on farm and sell it themselves. That can be an interesting idea for products with lower quality. The margins on these products can be rather large if you do the processing on the farm, way larger than selling your low quality products. In this context, on-farm processing can be part of a sustainable business plan for our farmers.

ROMAN CHALOUPKA

SECRETARY OF CZECH FRUIT
GROWERS UNION
CZECH REPUBLIC



"Fruit processing gives good opportunity mainly to small and medium-size farmers to add value to their own production."

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



28th of June 2021

Getting to know the participants



ABOUT ROMAN

Secretary of Czech Fruit Growers Union

Former state fruit-tree nursery and orchard inspector

HIS WORK AND VIEWS

In 2009 I left inspectorate and became secretary of the Union of Fruit Growers in the Czech Republic (NGO representing fruit growers, fruit-tree nurserymen and in certain extend also fruit post-harvest technologies, incl. processing).

My work involves every day contact amongst production site, state administration, research and advisory site, technology site, similar associations ect. We organizes meetings, trainings, workshops and seminars for growers and try to collect informations for them. I am also a regular attendee of F and V section of Copa-Cogeca. Ocassionally I take part in developing projects in other counties.

Fruit growing business has become more and more difficult in recent years for many reasons in our country. Present situation leads to slow but permanent decrease of fruit orchards acreage.

There are only several players in our fruit-growing sector to be able to meet all global retailers expectations and also earn sufficient amount of money for necessary company development. Many others have to find another marketing ways allow them to survive.

Fruit processing gives good opportunity mainly to small and medium-size farmers to add value to their own production and decrease their dependency on global market.

It is also significant benefit for consumers to have opportunity to discover for themselves wide range of craft products linked specifically to the region and individual producers' work.

Many growers are not able to invest into their orchards sufficient amount of money to be able to succeed on global market. Than their old orchards produce a lot of second class fruit, what now do not have place on the market as a fresh product any more.

RUBEN GELEYNS

REPRESENTATIVE YOUNG FARMERS BELGIUM
(GROENE KRING)
BELGIUM



He is eager to learn more about the agricultural sector to help young farmers prepare themselves for the future of their work and surroundings.

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



28th of June 2021

Getting to know the participants



ABOUT RUBEN

Consultant at Groene Kring (Flanders, Belgium).

HIS WORK

The son of a 7th generation farmer in the university city of Leuven, Ruben was educated as a high school teacher. He ended up working at political cabinets in an advisory position, most recently as a political advisor at the cabinet of the Deputy Prime Minister and Minister of Justice of Belgium.

Since 2021 he serves as a consultant for the Flemish young farmers' organisation 'Groene Kring', specifically for livestock, dairy, and fruits and vegetables. He is eager to learn more about the agricultural sector to help young farmers prepare themselves for the future of their work and surroundings.

TESSA AVERMAETE

PROJECT MANAGER AT THE
DIVISION OF BIO-ECONOMICS
AT KU LEUVEN
BELGIUM



*"I believe that farmers
across Europe
need to bundle their
forces and think out of
the box."*

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



28th of June 2021

Getting to know the participants



ABOUT TESSA

Project manager at the division of bio-economics at Katholieke Universiteit Leuven, managing Newbie, COCOREADO and RUSTICA.

Chair of the food and farming advisory board for Leuven City

Member of the advisory board of young farmers in Flanders

HER WORK

Our research team is involved in several European, national and local projects on sustainable food systems. My focus is especially on the position of the farmer and the development of sustainable business models. Farmers are most often price takers in our food system. They are confronted heavily with global challenges including climate change, demographic changes, the growing power of multinationals, ... If we want young farmers to be attracted to agriculture, we need to create an environment in which innovative ideas can flourish.

In the search for economic viable business models, on-farm processing of fruit and vegetables offers an opportunity to create an added value and strengthen the farmer's position in the chain.

Finally, Europe is characterized by a rich food culture. Building on tradition and know-how, the road is open for innovation and entrepreneurship of farmers. This will not only be a benefit for the farmer, but also help to revitalize rural areas.

THOMAS COOLS

MANAGER AT ATW COOLS
CHICORY PRODUCER
BELGIUM



"Quality is of paramount importance here: to offer all our customers high-quality products at a fair price."

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



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Getting to know the participants



ABOUT THOMAS

Since 2018 – manager at ATW Cools.

HIS WORK

We are a 4th-generation farm - from father to son - where the authentic cultivation method of ground chicory - outdoors under cover soil - has been preserved to this day. Horse enthusiasts have also been able to contact us for several years: every year we sow new grass to process into fibre-rich hay that - packed dust-free - is of excellent quality for horses. Quality is of paramount importance here: no mass production but with great care, patience and hard work we strive to offer all our customers high-quality products at a fair price.

They also developed a chicory croquette. "Through the collaboration with Gastronello and Food from Food partner ILVO, we have found a solution to partially reduce our residual flow. Through the collaboration with Food from Food partner HAS University of Applied Sciences, we have developed a prototype product within the project in which we could process part of our residual flow without first having to make the moisture balance of the chicory manageable. As a result, the view remains broad to find opportunities for valorization of our residual flow."

VINCENZA FERRARA

SICILIAN OLIVE STEWARD, OLIVE
OIL MAKER AND RESEARCHER
ITALY



She has the great ambition to preserve the cultural landscape and its ecological heritage, by combining science and local ecological memory.

FOX BEST PRACTICES FOR INNOVATION WORKSHOP



28th of June 2021

Getting to know the participants



ABOUT VICENZA

Farmer

PhD candidate at the Department of Archaeology and Ancient History (Uppsala University) and the Department of Human Geography (Stockholm University)

HER WORK

Vincenza manages a small-scale farm made of different olive orchards, spread over the hilly landscape of central Sicily, covering an overall surface of nearly 5 hectares.

Inspired by agroecology, she works mainly with abandoned ancient olive trees, trying to restore them while respecting the biodiversity of their broader ecosystems. She believes that these trees, as small-scale agriculture in general, could be an excellent strategy to mitigate climate change, while improving the adaptation and resilience capacity of local communities. She has the great ambition to preserve the cultural landscape and its ecological heritage, fighting against marginalisation and abandonment in rural areas, and she does this by combining the most outstanding science with local ecological memory. At the farm Vincenza produces her own organic extra virgin olive oil, with only environmentally sustainable practices: the whole production chain, from the tree to the bottle, takes place at the farm, using the renewable energy produced by the farm's solar panels, while all the olive oil production leftovers are recycled as biomass and fertiliser. Vincenza has a background in Historical Ecology.

She investigates land-use dynamics at different spatial and temporal scales, with the aim to address contemporary agroecological issues within a deep time perspective. Her main focus are Mediterranean rural areas and the biocultural heritage of their agrosystems. In her research, she integrates Historical Ecology analytical methods with new techniques for the extraction of information from remotely sensed data, combining moreover scientific knowledge with the ecological memory of local communities. She believes such crossdisciplinarity allows a more accurate analysis of land use variability, vegetation changes and social dynamics in agro-ecosystems.

Vincenza is currently a PhD candidate at both the Department of Archaeology and Ancient History at Uppsala University with the research project The Biocultural Heritage of Sicilian Olive Trees (funded by the Swedish Research Council), and at the Department of Human Geography at Stockholm University with the project CROSSLAND. A new cross-disciplinary framework for studying the landscape over the long term (granted by the European Commission).

Annex 4: Presentation Workshop 2 FOX



FOX Workshop

24th of November 2020

Tessa Avermaete and Peter Holl



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.



Agenda

- 08:30 Welcome for the early birds – bring your coffee and your FOX BOX
- 09:00 Welcome and scope of the workshop
- 09:15 Tour the Table : Getting to know each other
- 09:30 Aira Sevon: a success story straight from the farm
- 10:00 Open guided discussion
- 10.45 Coffee break
- 11:00 Marketing and storytelling
 - Vincenza Ferrara – Sicilian olive maker steward
 - Daniel Cromphout, owner of Kopjezwam, Belgium
- 11.30 Open guided discussion
- 12.00 FOX project – the next steps
- 12.10 Setting up the network – meeting November
- 12:20 Feedback and closure of workshop



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.



Technical instructions

Technical support:

Camila Massri (camila.massri@eufic.org)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.



FOX Workshop

28th of June 2021

Welcome and scope of the workshop



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.

Fresh, local and healthy juice in a mobile container



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 817683.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.



Welcome and scope of the workshop

Map-FINAL-Update-01

The 4 European regions (Food Circles)



Food Circle 1
Low oxygen juice extraction
and mild preservation
Bodensee, DE



Apples



Spiral filter press and
pulsed electric field (PEF)



Food Circle 2
Low temperature drying
Kuyavian-Pomeranian
Volvodeship, PL & Central
Bohemian CZ



Apples, strawberries,
carrots, mushrooms



Non-thermal
pre-treatment methods
(PEF, US, and HHP)



Food Circle 3
Quality analysis and
sustainable packaging
Valencia, SP & Provence
Alpes Côte d'Azur, FR



Cucumber, apricots,
(water)melons, nuts



Compostable bags and
thermoformed trays



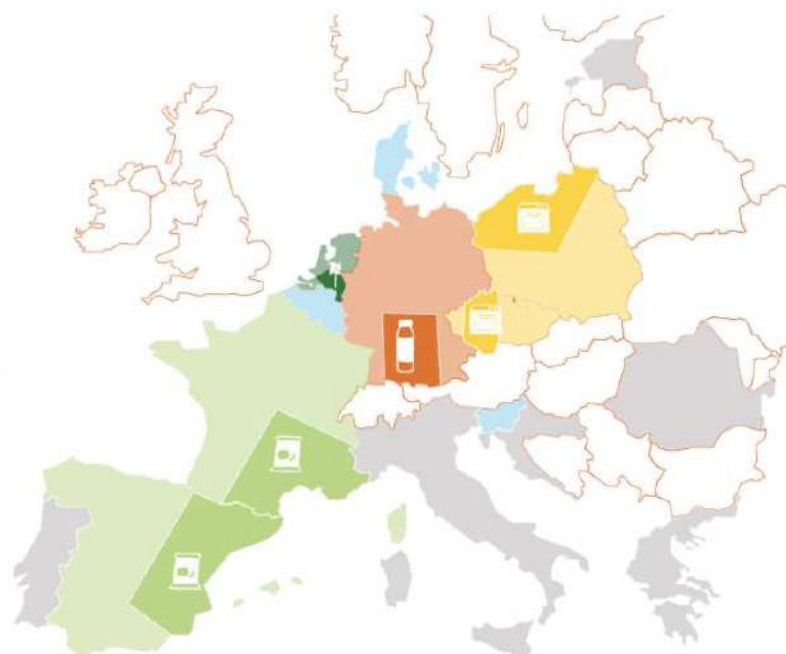
Food Circle 4
Upscaling plant side
streams Noord-Brabant, NL



Green peas and
carrot pomace



Mild processing
technologies: high
pressure, PEF,
supercritical CO₂, mild
thermal technologies



Partner regions Associated partner regions



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Why this workshop?

Short supply chains

Processing fruit and vegetables

enhancing the position of the farmer

Innovation

Adding value to products

Cooperation

Speeding up innovations

Europe's farming sector










Sharing experiences among farmers



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Developing inspiring business models

key partners 	key activities 	value proposition 	customer relationships 	customer segments 
	key resources 		channels 	
cost structure 			revenue streams 	



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Other linked EU projects



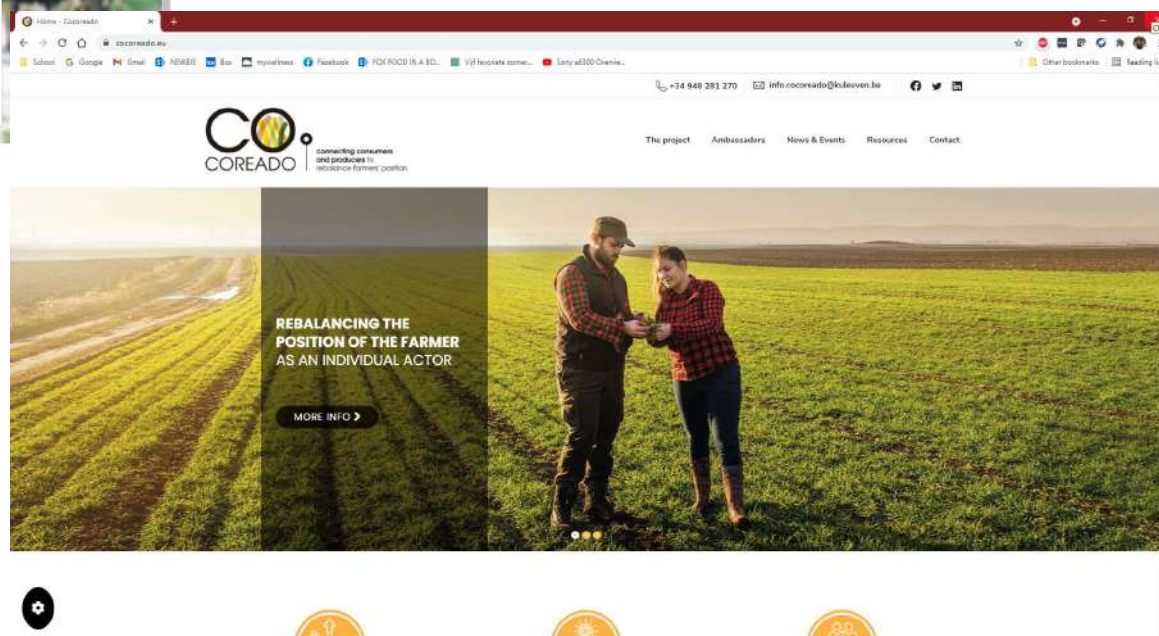
Who are 'new entrants'?
New entrants are defined in the NEWBIE network as anyone who starts a new farm business or becomes involved in an existing farm business. They comprise a wide range of ages, agricultural experience and



What are 'business models'?
Business models or entrepreneurial models describe the fabrication of how an organisation creates, delivers and captures value, represent the design of organisational structures to attract a commercial opportunity and explain



What are 'entry models'?
New entry models are here defined as approaches, methods and/or instruments which one begins to overcome resource access barriers for new entrants in farming. These can be for example: new farms or



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FOX Workshop

Tour de Table



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.



Participants

- Vincenza Ferrara – Sicilian olive steward and olive oil maker
- Aira Sevon – Finnish organic farmer
- Peter Coucke – Belgian farmer and apple chips producer
- Roman Chaloupka – Czech Republic - fruit cooperation
- David Broz – representative young farmers Czech Republic and pumpkin farmer
- Remie Dewitte – Belgian fruit and vegetable cooperation – REO veiling
- Ruben Geleyns – Representative Young Farmers Belgium (Groene Kring)
- Gert Engelen – Rikolto Belgium – NGO on food and farming
- Luc Vanoirbeek – COPA COGECA chairman of working party on fruit and vegetables
- Daniel Cromphout - Co-founder of Kopjezwam and manager at Berkuus, Belgium
- Thomas Cools – Chicory producer, Belgium
- Ariane Vogluber-Slavinsky, Fraunhofer Institute, Germany
- Benedetta Liberance – CEJA representative Italy, olive grower
- Alberto Zicari – KU Leuven, Belgium
- Peter Holl – DIL German Institute of Food Technologies
- Erika De Keyser – KU Leuven, Belgium
- Camila Massri – EUFIC, Belgium
- Tessa Avermaete – KU Leuven, Belgium





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What's next?

- Development of business models / MOOC Business Models
- Newbie final conference 26-27 October 2021
Montpellier
- Meeting 22-23 November 2021, Flanders
- COCOREADO call for ambassadors – September 2021
- European Interest Group of Small-Scale Food

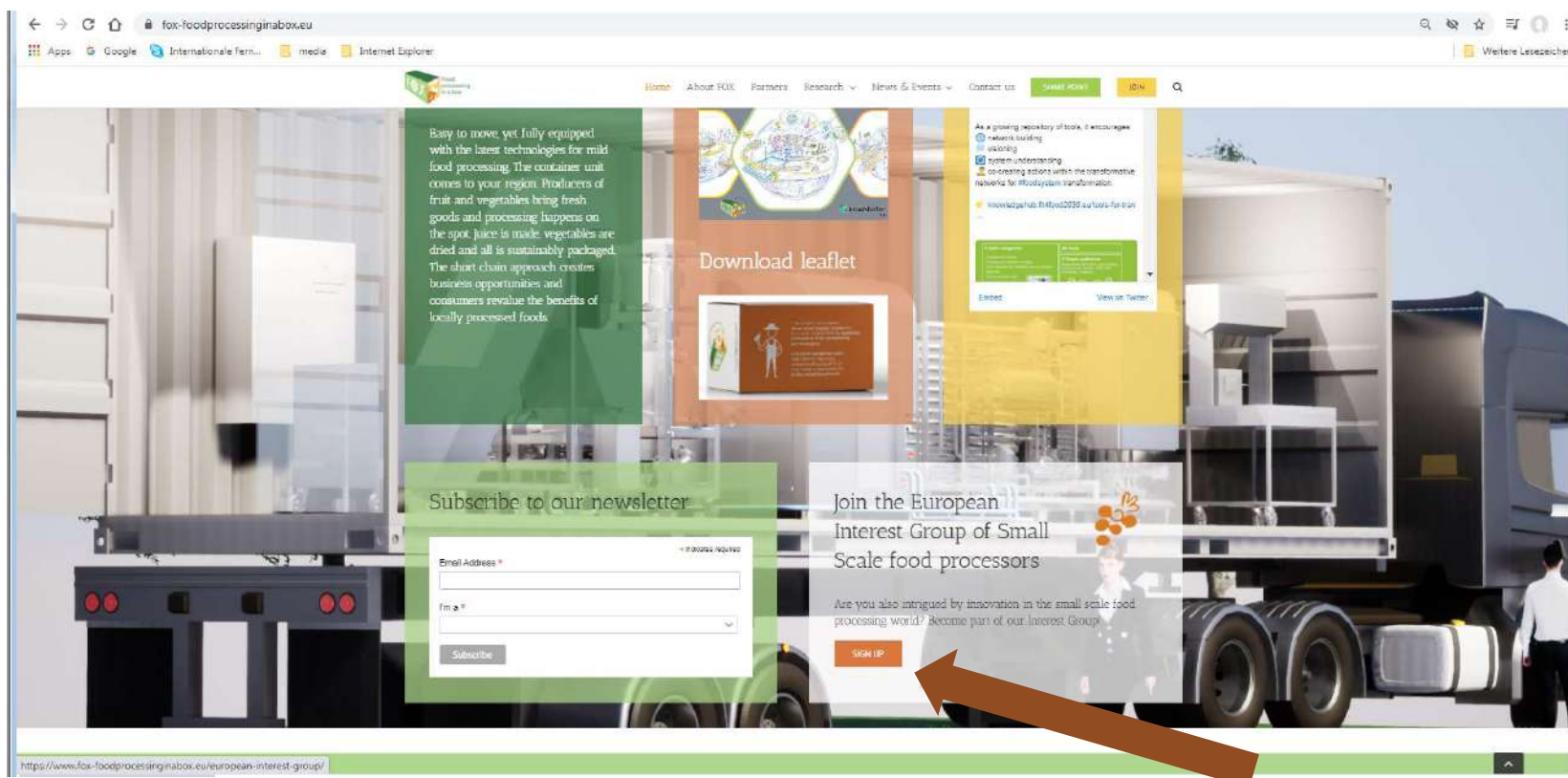
Processors



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.



<https://www.fox-foodprocessinginabox.eu/>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.



KU LEUVEN

Many thanks for joining!

Je vous remercie pour votre attention!

Bedankt voor uw aandacht!

Dziękujemy za udział!

¡Muchas gracias por vuestra atención!

Děkuji za pozornost!

Vielen Dank für Ihre Aufmerksamkeit!



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817683.



Innovative local processing
for a sustainable future

fox-foodprocessinginabox.eu
[#FOXfoodinabox](https://twitter.com/FOXfoodinabox)

Annex 5: Presentation Aira Sevon



Gobbas Gård Family Farm– Surviving with Short Chains in EU´s Northernmost MS: Finland

28.06.2021 FOX Workshop Online
Ms Aira Sevón, Gobbas Gård, Finland

Gobbas Gård: Farming Sustainably in "The Land of Mumin's"

- Approx 14% of farming land in organic in 2020
- NOTE: In Finland only 5mio inhabitants, niche of niches!



Aira Sevón, Gobbas Gård, Finland,

28.06.2021

Gobbas Gård – Organic Family Farm

- ▶ Old family farm => at least 500yrs in same family, probably more (Finlands historic records burned in "The Great Fire of Turku" in 1827, the most disastrous fire in Nordic countries ever)
- ▶ Peter & Aira took Gobbas over in 2005.
- ▶ Conversion to organic in 2009
- ▶ Actively seeking for niches + ways to add value = better revenue

Eye on Food Trends

- Consumers are concerned, personal & family health
- Climate Change => carbon emissions
- Sustainability & Food waste & Plastic waste
- Less chemicals & fertilizers / Food Safety
- Environmental issues, Biodiversity, saving Bees....
- Animal welfare & Ethical issues
- **Plant based food & ingredients rising**
- Flexitarians, vegetarians, vegans, pescatarians...?
- Very fragmented, many various "submarkets"
- Also quite confusing, consumers want to "feel right of their choices"

Farmers to Survive the Market Forces?

- The markets are evolving = Farm must be market oriented & flexible
- Constant EVALUATION, connections seeking and learning
- Co-operation with other actors horizontally and vertically
- Constant learning, farming techniques & how clients behave and function, versatility! Transparency!
- Renewal of the thinking and functioning
- Number crunching: Taking investments into account
- CARBON COWBOYS! => Participating the Climate Change
- FARMERS ARE STARS! => providing with solutions to the food crisis

Gobbas Gård Family Farm

- SWOT of the farm, geographic situation, the quality of the soil, investment abilities, farmers abilities, etc.
- Developed marketing and BRANDING of the farm
- Our speciality: short chains + out of the normal supply chain + co-operation in various levels
- Flexibly grabbing trends and ideas e.g special potatoes, asparagus, special crops etc. for fine dining and Michelin Star restaurants, after pandemic=> new phase
- The trend of vegan food and the locality => farmers can participate in innovating!

Special Potatoes for Fine Dining Restaurants and premium clients



Aira Sevón, Gobbas Gård, Finland

- Example of pursuing better pricing =>
- Rethink what you sell: generate new ideas + brand + service
- Different Christmas present for busy but sustainability seeking clients => service

Facing The Market Forces of the Supply Chain with Co-operation

- <https://kymiorganic.com/>
- Organic Cereal Farmers Coop



- "Together we are stronger"
- Co-operation in sales and in inputs
- Creating mutual benefits with economies of scale
- Peer-to-peer innovating and info exchange

Examples of Michelin Star & Fine Dining restaurant co-operation



Aira Sevón, Gobbas Gård, Finland

- Organic Virgin Rape Seed Oil for restaurants
- Hand-pressed on the farm
- Delicate handling=No filtering
- Vintage Oil, only one years and fields oil in one bottle

Examples of Gobbas direct sales co-operation b2b



Aira Sevón, Gobbas Gård, Finland

- Organic peas to high-end SME processor
- Designated fields used in marketing of the client
- "Your Personal Farmer and Farm"
- Long term co-operation
- Trust!!

Doing Things Out-of-Box



Aira Sevón, Gobbas Gård, Finland

28.06.2021

2019 Winner of European Organic Food Innovation ~ completely new local product



- Idea of IPR ownership for a farmer
- Fighting with market forces
- Horizontal & Vertical co-operation with product developers, chefs, processors etc.
- Picture: Restaurant Jord, Helsinki, Chef Filip Langhof (Michelin starred in Restaurant Ask)

Creating Local EU Farmers' Co-operation?

- Difficult again to pursue the markets, pandemic, facing the market forces AGAIN!
- Patent expensive to maintain and there are threats...
- Issue of trust of possible co-operation: Sharing the innovation:
- What else?
- Possibility to create a chain of local EU-farmers?
- Farmers are always stronger together: How to add value together in EU farmers' chain
- Farmers hate paperwork: How not to leak the vital information without severe legal documents?

Thank you!

contact: aira.sevon@kolumbus.fi

Q & A