

A New Rural Paradigm – the Dutch – Eemlandhoeve case

For a new vision on agri- foodculture-
by Jan Huijgen Eemlandhoeve

Main points of the Eemlandcase:

- ▶ *Story of Eemlandhoeve agricultural vision/practise*
- ▶ *regional, national, European and Global developments*
- ▶ *I have a dream*



My main phases:

- ▶ Multifunctionality: countryside/agriculture has so much to offer (1993–2003)
- ▶ City- countryside relationships: we need to reconnect on the regional level (2003 – 2008)
- ▶ Added – value for a fair and green deal: new chain building(2009 –)



Eemlandhoeve

*A farm with a public mission
Started at 1993 local, 1998 regional, 2003
national, 2008 European, 2013 Global?*

Who I am?

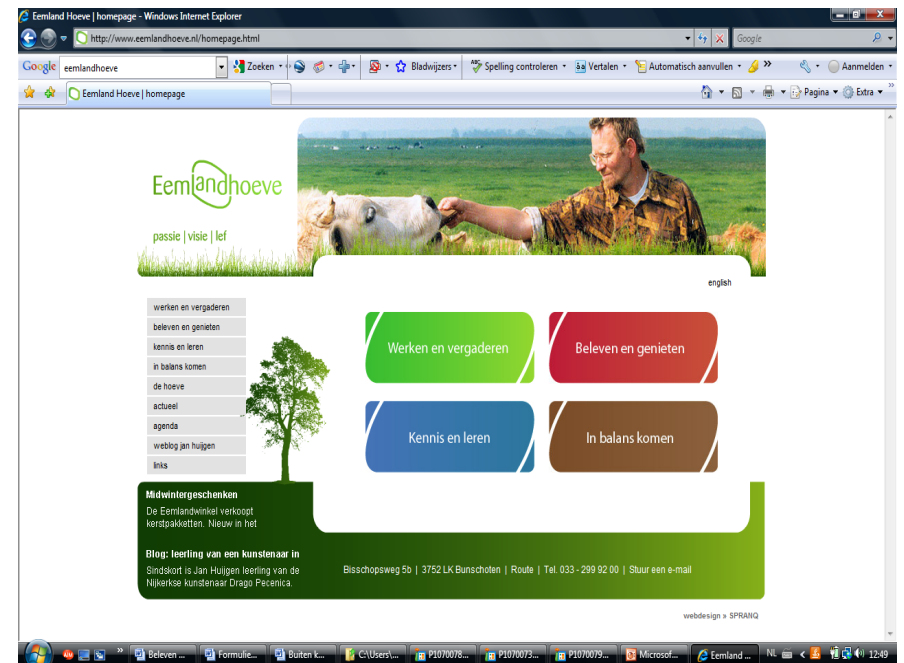
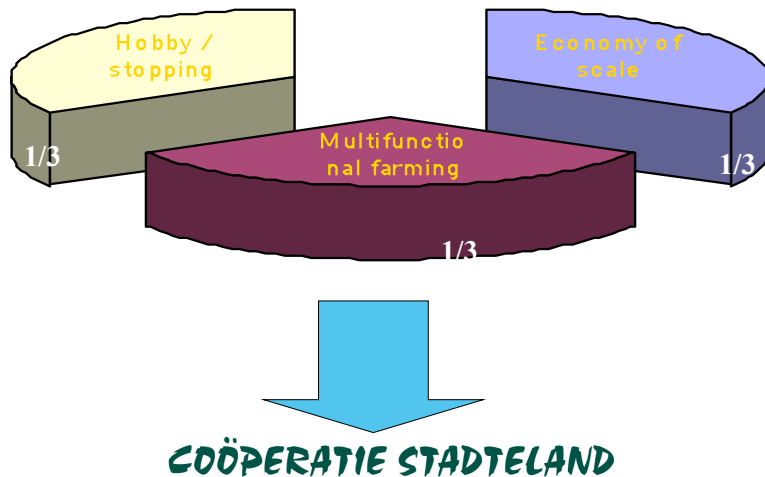


- ▶ Farmers son
- ▶ Village community
- ▶ Hungry for knowledge
- ▶ Interests in wisdom/philosophy
- ▶ (Too) much vision
- ▶ Searching for my role in life: initiating



Future of Dutch Agriculture

next 5-10 years

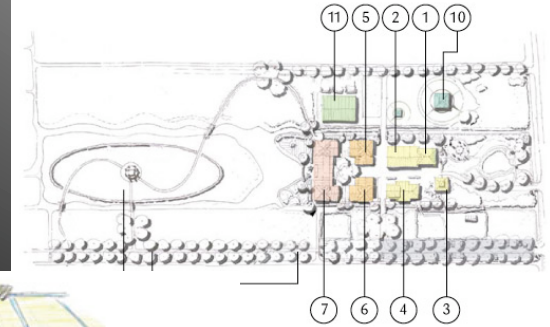


In 2009 visitors:



- ▶ 5.500 for meetings
- ▶ 2.500 education
- ▶ 1.500 recreation
- ▶ 1000 shop
- ▶ 2.500 open days
- ▶ 1.500 offices
- ▶ 2.500 carefarm
- ▶ 2.500 Landscapehouse
- ▶ 500 Ecological landscape
- ▶ 2009: rond **20.000**
- ▶ Expect 2010: **25.000**
- ▶ Expectance 2013: **35.000**

Eemland- hoeve



Societal trends/ demand

- ▶ Let us come in (recreation);
- ▶ let us enjoy (regional products)
- ▶ Give us more lifequality (landscape)
- ▶ Take care for our handicapped people and when we become older (care farms)
- ▶ Let us know our history (cultural history)
- ▶ Let our children learn (education)
- ▶ Garantee nature and landscape of our region (green and blue services)
- ▶ Put our region on the map (regional identity)

Dare to think from the demand side

- ▶ National carebudget ca 40 billion - now 0,1 % to green care imagine 1% of the care budget to green care - what does it mean for care farms (400 million euro)
- ▶ Foodsector: biological goal = 5% consumption, in a broader regional food concept : 10% in the direction of regional and Slow Food consumption -How do we realise this?
- ▶ Educationsector : 7000 elementary schools - imagine 40% of the children received food and agricultural education: how many education farms we needed?
- ▶ Recreation
- ▶ Nature and Landscape (see Deltaplan of holland: asked for t 600 mln euro/pro year!)

Awakening

Discussion 29-8-06 with Dutch Minister C. Veerman:

- ▶ Market is straight, highly conditions
- ▶ Starting from demand side
- ▶ Marketmanager : cooperatives new style
- ▶ Alone with powered organisations using market chances
- ▶ Asked for let it go, discipline and mandating



Countryside business



New entrepreneurship

- Entrepreneurship within the rural landscape calls for public-private entrepreneurship & financing
- Entrepreneurship within a regional context
- New supply-chains for new productchains

