



EU CAP Network Seminar 'Skills and lifelong learning for agricultural advisory and training service providers'

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Funded by
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Inspiring examples from Member States

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IMPROVE KNOWLEDGE THROUGH LIFE-LONG LEARNING! HOW CAN FIELDTRIPS HELP?

CASE STORY & ADVISORY JOURNEY

Icecream Farm Marc De Boey

Patrick Pasgang



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Objective COREnet (& EU4Advice):

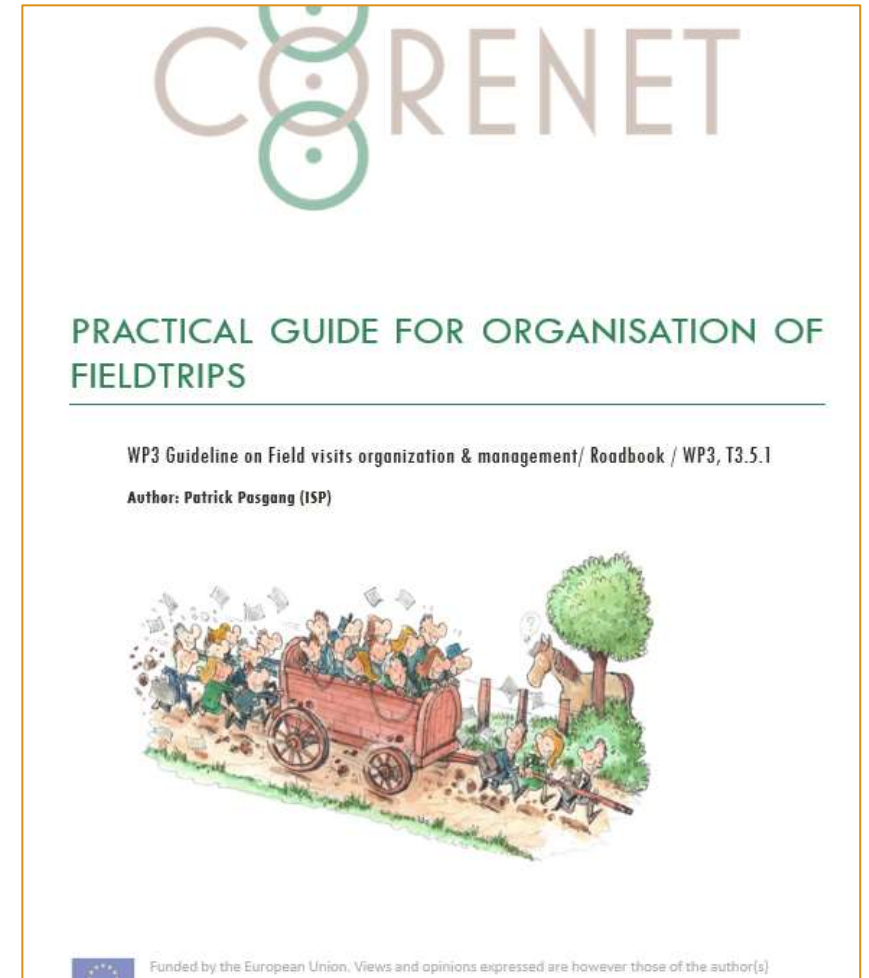
Establish a pan-European peer-to-peer learning network for all SFSC advisors & advisory organisations integrated into AKIS.

Using Golden Cases & Roadshows to exchange knowledge among European advisors.

Explain & disseminate what we can learn from the advisory systems behind them ?

Fieldtrips as instrument.

- *Information on the 'Advisory Journey'*
- *Introduction practical roadbook*



COREnet Golden Case : Icecream & Multifunctional Farm - Marc De Boey

His advisory Journey !

Proved how narrow contact with farmer during a long period

provided opportunities for constant learning & feedback.

For the farmer, the advisor & between colleagues/advisors.



Way of working

- Elaborating long time advisory overview
- Interview farmer & family
- Discussion on influence of advise on performance SFSC
 - From the eye of the farmer !

Classification : How does advise/information have an influence on the performance of the company ?



Output = Journey & Timeline 1982 - 2023

TIMELINE MARC DE BOEY							
PERIOD	TOPIC / HAPPENING /PROJECT	ORGANISATION	PERSON	FORMAL/INFORMAL	TYPE : 1. Turning Point 2. Peer-to-peer 3. projects 4. Own Assessment	FINANCE	INFLUENCE ON PERFORMANCE
1982	Take over company from parents at original location	Boerenbond	Fons Beyers	Formal	1	Own finance / 50% discount as member BB	
1989	Move company to present location (500m further)	LIF		Formal	1	Own finance / 50% discount as member BB	
2000-2010	Taking part in different courses on dairy processing - find directions	Steunpunt Korte keten	Ann De Telder	Formal	2	KMO portefeuille - advise cheque	
2009	Marijke (1/4 children starts own company and decides not to stay on the farm)	Ijshoeve De Boey			1		
2011	Christine gets involved in heavy car-accident and has to stop working outside.	Ijshoeve De Boey			1		
2013	Decision to take part in Icecream Processing Course	Steunpunt Kort Keten	Ann Detelder	Formal	2	Flemish Government	
2013	Obligatory course hygiëne & foodsafety	Steunpunt Kort Keten	Ann Detelder	Formal	2	Flemish Government	
2013	Building of consumer area & terrace - PART 1	GMC (Geldof Milieu Consulting)		Formal	2	100% own finance	
2013	Christine en Liselotte (2nd daughter) graduate as professional Icecream producers	Syntra	Didier Van Hoof	Formal	2	100% own finance	
2013	Screening on the possibility as a care-farm for autism + start	Groene zorg	Mieke Braat	Formal	2	Flemish Government	
2013	Taking part in course on Agro Tourism	NAC		Formal	2	100% own finance	
2013-2015	Development and testing own Icecream recipes	Ijshoeve De Boey	Didier Van Hoof	Formal	2	100% own finance	
2015	Formal start of icecreamproduction and sales	Ijshoeve De Boey			1	100% own finance	
2015	Working Accident Marc Deboey	Ijshoeve De Boey					Very green
2015	Liselotte stays home and starts 100% on the farm	Ijshoeve De Boey			1		
2015	First meeting with Patrick Pasgang - Strategic exercise for future taking into account accidents of both owners & children taking part. Start for long time advise journey.	ISP	Patrick Pasgang	Formal	3	Interreg Fish & Chips	
2015	Several discussions, meetings, netwerkevents with fellow farmers	Ijshoeve De Boey		Informal	2	100% own finance	
2015	Start of project Idea - 'Smaak van Waas'	Ijshoeve De Boey		Formal	3	100% own finance	
2016	Taking part in 'Agrocoach'	ISP	Veerle Serpieters	Formal	2	Own finance / 50% discount as member BB	
2016	Taking part at 'Beleef de boerderij' - agrotourism	Oost-Vlaanderen	Katrien Baeten	Formal	3	Regional Subsidies / RDP + 35% own	
2018-2020	Taking part at 'Toerismeboeren' - guided trajectory on Agrotourism	ISP	Patrick Pasgang	Formal	3	Regional Subsidies / RDP	Very green
2018	Purchase first Jersey cows	Ijshoeve De Boey		Formal	1	100% own finance	
2019	DNA research on A2A2 milk (Jersey)	Alta		Formal	4	100% own finance	
2019	Start 'picking flowers meadow' with collegue	Ijshoeve De Boey	Marc De boey & Collegue	Informal	4	100% own finance	
2019	Start Cooperative 'Grenspark Groot-Saeftinghe Smaak'	Grenspark	Pieter-Jan Meire	Formal	3	Grenspark	
2020-2021	Business Plan development & guidance 'Ondernemerscoach'	ISP / Rurant	Patrick Pasgang / Greet Aernouts	Formal	3	Regional Subsidies / RDP	
2020	Joint purchase 'Suntrain' Grenspark Groot-Saeftinghe - Agrotourism	Ned.stichting. Zonnetrein	Marc De Boey & collega's	Informal	4	Financed by 10 producers of park	
2020	Award Winnar Innovation Campaign East-Flanders - guided trajectory as price	ISP	Patrick Pasgang	Formal	2	Award -KBC / ISP	
2020	Guided trajectory on business succession - How to integrate children	ISP / KCBO	Patrick Pasgang / Charlotte Cobbaert	Formal	2	Award -KBC / ISP	Very green
2020-2022	Start Operational Group A2A2 Milk	ISP	Patrick Pasgang	Formal	3	EIP Operational Group	
2020-2023	Part of Project 'Van Spelt tot brood'	Pomona, Ijshoeve De Boey	Tim De Roeck en Marc De Boey	Formal	3	Regional Subsidies / RDP + 35% own	
2020-2022	Part of Prject 'Boergondische Buren'	EGTS	Careen Verwillighen	Formal	3	Regional Subsidies / RDP	
2020-2022	Development of education package for Ijshoeve De Boey "beestig leven"	HighSchool Gent	Desiree Marijns	Formal	2	European Research Project	
2020-2023	Bussinessplan agro-ecology for feed	Ijshoeve De Boey	Marc De Boey	Formal	2	LIF, Port of Antwerp + own	
2020-2023	Demand and negotiations for regularisations and new rural permits Ijshoeve De Boey	GMC en Marc De Boey	GMC en Marc De Boey	Formal	2	100% own finance	
2021-2023	Part of project 'weidewijs'	ILVO ,Hooibeekhoeve en part.	An Schellekes	Formal	3	Flemish Reseach Project	
2021	Nomination 'Meritorious Entrepreneur' East-Flanders			Informal	4	Award winner	
2021	DNA research for all cows not yet checked	ilvo / Zoetis		Formal	2	100% own finance	
2022	Eline (3th daughter) works Full Time on the farm.				1		
2022	Maarten (sun) becomes 2nd at Belgian Championship WELDING - his future on farm?				1		
2022	First powdering of A2A2 milk	Food Pilot	Patrick Pasgang	Formal	4	EIP Operationele Groep	
2022	Adjustment of Icecream recipes due to A2A2 milk	ILVO	Patrick Pasgang / Barbera Duquenne	Formal	4	EIP Operationele Groep	
2022	Cost Calculation A2A2 milk & products	Steunpunt Kort Keten	Koen Van Hentenrijk / Bart Thoelen	Formal	4	FOD Economie - federal subsidies	
2022-2024	partner within project 'Regeneratieve landbouw'	Pomona en partners	Laura Van Selm	Formal	4	Leader waasland	
2023	Strategic exercise on cooperative 'Smaak Van Waas'	ISP	Patrick Pasgang / Anne-Marie Van Geenbergh	Formal	4	FOD Economie - federal subsidies	
2023	Strategic research on potential B2B market (restaurants/retail)	EROV	Kristof Galle	Formal	4	Leader waasland	
2023	Nomination 'Groene Pluin'	Green politic party		Informal	2	Award winner	
sep/23	Maarten becomes 2nd on European Championship WELDING in Poland - less available on farm	helpt mee na zijn werk			1		
Through the years	Yearly contact to discuss on strategy and new ideas.	ISP	Patrick Pasgang	Formal	2	Within projects and/or 50% discount as member BB	Very green
Through the years	Being part of different daytrips 'Inspiration On Tour' on different topics (SFSC, Tourism, Recreation on farm,...) within different European countries	ISP	Patrick Pasgang	Formal	2	Within projects and/or 50% discount as member BB	Very green
Through the years	Knowledge about milk production & rendability of his cattle	Own research & testing	Marc De Boey		4	100% own finance	
Through the years	Knowledge on feed & influence o milk production	Own research & testing	Marc De Boey		4	100% own finance	
Through the years	Fiscal Advise	SBB		Formal	2	100% own finance	
Through the years	Bookkeeping	SBB		Formal	2	100% own finance	
Through the years	Information about licences & legislation within agriculture area and production	GMC		Formal	2	100% own finance	
Through the years	maintenance and purchase of machinery	Own research & testing	Marc De Boey		4	100% own finance	

USP Transition & relation with advisory journey.

USP TRANSITION GOING ON :

REGULAR DAIRY FARM B2B



ICECREAM FARM B2C (+ B2B)



ICECREAM + MULTIFUNCTIONAL FARM (Events, Recreation, Education, Tourism) (+ B2B)



100% A2A2 MILK



INTRODUCTION AGRO-ECOLOGY



TINY HOUSES



Reflections, learnings & experiences

→ *Long term trajectories in advising provides continuous feedback, better learnings & outcomes = lifelong learning for the advisor !*

- *Formal becomes informal* on the long term and provides better insights in the thinking of your farmer. It also helps in measuring the results/impact of your advise.
- *The better you know the farmer & his family*, the better you can feed him with exchanging new ideas and opportunities which fits his personal situation.

Reflections, learnings & experiences

- *Becoming a second opinion / mirror* provides the farmer with better decision making opportunities , also mental wellbeing.
- Using your contacts for '*experience exchange*' with starters / colleagues is easier when there is a trust relation with the advisor.

Reflections, learnings & experiences

→ *'Inspiration On Tour' is an important (accelerator) tool helping to provide ideas for a better / new business model.*

- Projects (European, National, Regional) can bring very important financial & networking opportunities.
 - Having a LT relationship makes 'fitting' into project proposals easier and 'to the point'.

Reflections, learnings & experiences

- Good SFSC advisor must be *multi-task*, multi-knowledge with a broad network of expertise around him.
- *Advising networks* like COREnet provides extra learnings & experiences.
- Success of SFSC is not only dependent from advisor but sum of :
 - Advisory availability / performance
 - Policy measures / food policy
 - Entrepreneurship of SFSC
 - Financial possibility / availability
 - Climate measures



Fieldtrips provide extra feedback, learnings & ideas by :



SWOT - analysis

FIELD VISIT EVALUATION FORM ADVISORY JOURNEY

Date Field Visit : 27th October 2023
Golden Case Name :
Country / region of Evaluator :

SFSC TYPOLOGY : (select one or more, add new one)

Individual Direct Selling	<input type="checkbox"/>
Collaborations on sales and distribution	<input type="checkbox"/>
Producer-Consumer Partnerships	<input type="checkbox"/>
Networks of producers in a Food HUB	<input type="checkbox"/>

SFSC ADVISE CATEGORY : (select one or more, add new one)

Business Planning and Strategy	<input type="checkbox"/>
Distribution and Logistics	<input type="checkbox"/>
Regulatory Compliance	<input type="checkbox"/>
Better Partnering	<input type="checkbox"/>
Technology	<input type="checkbox"/>
Production and Processing	<input type="checkbox"/>
Packaging	<input type="checkbox"/>
Branding and Marketing	<input type="checkbox"/>

ADVISORY JOURNEY CATEGORY : (select one or more, add new one)

Self-organised and initiated	<input type="checkbox"/>
Peer to Peer	<input type="checkbox"/>
Group-based advising	<input type="checkbox"/>
Through public extension service	<input type="checkbox"/>
Through commercial service	<input type="checkbox"/>
Through membership	<input type="checkbox"/>

FRAMEWORK FOR ASSESSING SFSC EXPERIMENTAL TOUR

EVALUATION/FIELD VISIT : (score 1 – bad to 10 – brilliant)

FORMAT	SCORE
To what extent was the content sufficiently concrete ?	
How did you experience the organisation and structure of the trip ?	
To what extent were all your questions and reactions answered ?	
GUIDANCE	SCORE
How do you rate the cooperation with the experts / advisors ?	
How do you rate the cooperation with the SFSC / farmer ?	
RESULTS	SCORE
To what extent did you learn something during this trip ?	
To which degree do you feel encouraged to take action and use the information ?	
To what extent did you get concrete ideas ?	
To what extent have you been able to network with fellow travellers ?	
To what extent did the advisory journey initiated an improved SFSC performance ?	

TRANSFERABILITY & POSSIBLE INTEGRATION INTO OTHER MARKETS/REGIONS : (score 1 – bad to 10 – brilliant)

	SCORE
To what extent is the role of the (different) advisor(s) clear ?	
To what extent is the advisor available to share his knowledge/experience with others ?	
To what extent is this case transferable / adaptable for your market/country ?	
How do you score this Golden Case being a potentially Lighthouse Project ?	

NOMINATION AS LIGHTHOUSE PROJECT

If you think that this Golden Case can be a Lighthouse Project to initiate into your own country / region , please confirm your coordinates :

Lighthouse Project Idea :
Name / Organisation :
Phone :
E-mail :

Additional comments or suggestions. Do you have any suggestions ?

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EVALUATION - form

Questions?



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Vienna, Austria

All information on the seminar is available on the event webpage:

<https://eu-cap-network.ec.europa.eu/events/eu-cap-network-seminar-skills-and-lifelong-learning-agricultural-advisory-and-training>

