



North Sea Region



European Regional Development Fund



Gebiedscoöperatie Westerkwartier



Hanze Hogeschool Groningen  
University of Applied Sciences

## Lectoraat Duurzaam Coöperatief Ondernemen

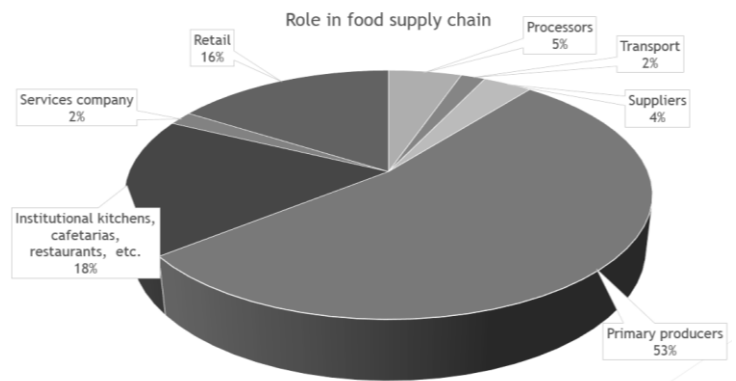
### REFRAME – First mapping results available

During and after the REFRAME kick-off during (Foodweek in September 2016) hundreds of students collected information from regional producers, processors and transporters of food. They also visited diverse large scale purchasers, like Groningen Martini Hospital and Hanze UAS Catering for an interview. In advance, together with the project expert team they prepared a list of questions which help gaining insight in the qualitative and quantitative business indicators and provide data for the so-called mapping process within the REFRAME project. The data will be analysed and visualised for presenting information about the actual market situation. In this news letter you will find some of the first results.

As to the roles in the food chain, we see in the pie chart the largest part of the interviewed companies being primary producers (53%), followed by the institutional kitchens, cafeterias, and restaurants (18%), and the retailers (16%). These results, just like the others presented below, are not yet reflecting the real situation in the region. At the moment we can observe not more than a first trend. By collecting more data we will see whether the trend continues or will

be reversed.

The main residual flows are illustrated in the cloud to the right. We see lots of food wasted, the reason of which needs to be cleared up in further inquiries. Also the volumes of plastic, manure and oil give reason to develop possibilities for resource recovery.



production and no use of pesticides.

59% of the interviewed entrepreneurs want to learn from other SMEs in the region. The most important themes are: marketing, new (business) opportunities, financial management and general knowledge creation.

62% of the interviewed entrepreneurs are actively involved in environmental and/or social matters. In the graph the most important items are presented: livestock grazing, meadow bird protection, organic



During spring and summer of 2017 the mapping process will be continued. Market data as to food supply and demand will be collected and transferred into a data basis. The increase in data volume will allow sufficiently accurate results for analysing matches and mismatches between regional food supply and demand.