

BOND REPOSITORY OF COLLECTIVE ACTION

Netherlands: Waddengroup Foundation (Stichting Waddengroep)

The aim of the BOND Repository is to share real-life solutions of farmers' and land managers' capacity to develop collective activities and participate in networks involving a wide range of actors. The Repository contains 20 in-depth case studies emerging from the BOND Project, and in addition provides a store-and-share for other initiatives and projects to upload their success stories on an on-going basis.

The Repository is based on EU 'Practice Abstracts' that provide a common format to characterise a project. This makes it possible for readers to contact the project partners and enables the dissemination of project results.

The language is English apart from the project title and abstract.

This Table aims to provide basic information about the organisation or initiative as a whole.

Title (in native language)	Stichting Waddengroep
Title (in English)	Waddengroup Foundation
Editor's name and contact details (address, telephone, email)	Rudolf van Broekhuizen +31 317 483833 rudolf.vanbroekhuizen@wur.nl
Coordinator name and contact details.	Henk Pilat info@waddengoud.nl +31 511 542525
Partners' names and contact details	rudolf.vanbroekhuizen@wur.nl +31 317 483833
Start date	1996
Main sectors/focus	Certification of regional products of the Waddenregion (\pm 150 products); high added value of products; chain- & product development; new markets.
Type of organisation (eg coop, network)	Foundation
Number of members	No 'real members'; the Waddengroup foundation organises a network of \pm 300 (rough estimation) farmers, small scale processors, restaurants, fishermen etc. and \pm 1000 points of sale
Type of members	Cooperation with farmers, small scale processors, entrepreneurs, restaurants, fisherfolk
Operating level (local, regional, national etc)	Regional – Waddensea region
Funding sources	1% of the turnover of certified products; several project subsidies

Total budget	Structural budget ± €50.000 (1% of the turnover of Waddengold products of ± €5 mln/year). Project funding: varies between €100.000 and €500.000/year.
Objectives of the initiative	To stimulate the economy of the countryside in the Wadden region (= Waddensea, Wadden islands and a part of the mainland, up to 25 km from the coast) by developing and organising the production, processing and marketing of sustainable and high quality food products in the Wadden region.
Description of main activities	Certification of Wadden products (premium quality mark Waddengold)
Website	http://www.waddengoud.nl/
Links to other websites if appropriate	
Tick if audiovisual material provided	
Tick if project documents provided	Powerpoint presentation Waddengoud (BOND excursion 22 nd of March 2018)

PRACTICE ABSTRACT 1

This summary should be as interesting as possible for farmers and other practitioners, using easy understandable language.

(Please repeat this template for each project or subproject that you would like to record)

Short title in English	Waddengroup Foundation
<p>Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should at least contain the following information:</p> <ul style="list-style-type: none"> – Main results/outcomes of the activity (expected or final) Include successes such as impact (on policy/productivity/land management etc), effectiveness (have objectives been achieved?), sustainability (economic and environmental), and transferability (can it be adapted and adopted elsewhere?) – The main practical recommendation(s): including both entrepreneurial elements related to cost, productivity etc as well as how any challenges have been overcome. 	<p>This Foundation undertakes certification of regional products of the Waddenregion (approx 150 products), added value of products, chain- & product development, and develops new markets.</p> <p>Results:</p> <p>According to one of the founders, as pioneers they all made mistakes to start with, as they had little professional support or expertise in organic farming and processing. Marketing was a real bottleneck until they started tapping into the tourist market that visited the Wadden islands every year.</p> <p>Now the Foundation has quality and distinctive product recognition by the consumers; and higher value led by successful branding. A Quality mark 'Waddengold' has been developed, along with a flexible network of approx. 300 small scale producers, processors, restaurants, fishermen etc. and approx 1000 points of sale.</p> <p>Main recommendations:</p> <p>Success has been attained through regional specificity, cooperation, and synergy. A strong quality mark is only possible with quality criteria, and this is a crucial precondition in order to attain a higher added value. In this case, organic and biodynamic certification are used, and in addition quality concepts relating to the bioregion such as fresh air, sea and sun. Getting agreement on terms early on is crucial so that these terms are not misused in the future – an example being the term 'genuine' whose use was vague and this led to certain products being marketed from the region even though they came from outside.</p>

	<p>The boundaries of the region need to be clearly defined.</p> <p>A strong connection to the region is critical, as is a broad assortment or diversity of products. Close linkages need to be created between production, processing and marketing (as small scale points of sale).</p>
<p>Short title in <u>native language</u></p>	<p>Stichting Waddengroep</p>
<p>Short summary for practitioners in <u>native language</u> <i>(can be the language of the coordinator / one of the partners)</i></p>	<p>Resultaten:</p> <ul style="list-style-type: none"> - Kwaliteits keurmerk Waddengoud - Netwerk van ± 300 kleinschalige producenten, verwerkers, restaurants, vissers e.d. en ± 1000 verkooppunten - Hogere toegevoegde waarde van de producten <p>Aanbevelingen:</p> <ul style="list-style-type: none"> - Kwaliteitscriteria zijn de kern van een sterk merk (hoge kwaliteit als voorwaarde voor een hogere toegevoegde waarde). - Sterke band met het gebied - Een breed assortiment 9diversiteit aan producten). - Creëer goede verbindingen tussen productie, verwerking en vermarkting (kleinschalige verkooppunten).