



*Improve SFSC knowledge  
through life-long learning, a  
practical case .*

Patrick Pasgang

**Advisor Boerenbond Projects**





# 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

- Learn about, explain & disseminate the advisory behind. Through use of *'the Advisory Journey'*.
- Making overview of all advise provided for the last 15-20 years
- Interview farmer & family
- Discussion on **influence of advise** on performance SFSC
  - From the eye of the farmer !

++	+	=
<ul style="list-style-type: none"><li>■ Important influence</li><li>■ Decisive influence</li><li>■ Shaped the present company</li></ul>	<ul style="list-style-type: none"><li>■ Necessary information</li><li>■ Influence on generally knowledge</li><li>■ Needed for vision - mission - strategy</li></ul>	<ul style="list-style-type: none"><li>■ Less important</li><li>■ Required by law</li><li>■ No external advise needed</li><li>■ Own learning</li></ul>



# Construction of time-line

PERIOD	TOPIC / HAPPENING /PROJECT	ORGANISATION	PERSON	FORMAL/INFORMAL	TYPE : 1. Turning Point 2. Peer-to-peer 3. projects 4. Own Assesmer	FINANCE	INFLUENCE ON PERFORMANCE
1982	<i>Take over company from parents at original location</i>	Boerenbond	Fons Beyers	Formal	1	Own finance / 50% discount as member BB	
1989	<i>Move company to present location (500m further)</i>	LIF		Formal	1	Own finance / 50% discount as member BB	





# 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
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1989	<i>Move company to present location (500m further)</i>	LIF		Formal	1	Own finance / 50% discount as member BB	
2000-2010	Taking part in different courses on dairy processing - find directions	Steunpunt Kort keten	Ann De Telder	Formal	2	KMO portefeuille - advise cheque	
2009	<i>Marijke (1/4 children starts own company and decides not to stay on the farm)</i>	Ijshoeve De Boey			1		
2011	<i>Christine gets involved in heavy car-accident and has to stop working outside.</i>	Ijshoeve De Boey			1		
2013	Decision to take part in Icecream Processing Course	Steunpunt Kort Ketten	Ann Detelder	Formal	2	Flemish Government	
2013	Obligatory course hygiene & foodsafety	Steunpunt Kort Ketten	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	<i>Working Accident Marc Deboey</i>	Ijshoeve De Boey					Very green
2015	<i>Liselotte stays home and starts 100% on the farm</i>	Ijshoeve De Boey			1		
2015	<i>First meeting with Patrick Pasgang - Strategic exercise for future taking into account accidents of both owners &amp; children taking part - Start for long time advise journey.</i>	ISP	Patrick Pasgang	Formal	3	Interreg Fish & Chips	
2015	Several discussions, meetings, networkevents 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 resarch on A2A2 milk (Jersey)	Alta		Formal	4	100% own finance	
2019	Start 'picking flowers meadow' with colleague	Ijshoeve De Boey	Marc De boey & Collegue	Informal	4	100% own finance	
2019	Start Cooperative 'Grenspark Groot-Saeftinghe Smaakt'	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 Zonnerein	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 Project '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	UF. 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	<i>Elise (3th daughter) works Full Time on the farm.</i>				1		
2022	<i>Maarten (sun) becomes 2nd at Belgian Championship WELDING - his future on farm?</i>				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 Ketten	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 wasland	
2023	Strategic exercise on cooperative 'Smaak Van Waas'	ISP	Patrick Pasgang / Anne-Marie Van Geenberghe	Formal	4	FOD Economie - federal subsidies	
2023	Strategic research on potential B2B market (restaurants/retail)	EROV	Kristof Galle	Formal	4	Leader wasland	
2023	Nomination 'Groene Pluim'	Green politic party		Informal	2	Award winner	
sep/23	<i>Maarten becomes 2nd on European Championship WELDING in Poland - less available on farm</i>	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	





# Look at Turning Points

## 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
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1989	<i>Move company to present location (500m further)</i>	LIF		Formal	1	Own finance / 50% discount as member BB	Green
2009	<i>Marijke (1/4 children starts own company and decides not to stay on the farm)</i>	Ijshoeve De Boey			1		Red
2011	<i>Christine gets involved in heavy car-accident and has to stop working outside.</i>	Ijshoeve De Boey			1		Green
2015	Formal start of icecreamproduction and sales	Ijshoeve De Boey			1	100% own finance	Green
2015	<i>Liselotte stays home and starts 100% on the farm</i>	Ijshoeve De Boey			1		Green
2018	Purchase first Jersey cows	Ijshoeve De Boey		Formal	1	100% own finance	Yellow
2022	<i>Eline (3th daughter) works Full Time on the farm.</i>				1		Green
2022	<i>Maarten (sun) becomes 2nd at Belgian Championship WELDING - his future on farm?</i>				1		Yellow
sep/23	<i>Maarten becomes 2nd on European Championship WELDING in Poland - less available on farm</i>	helpt mee na zijn werk			1		Green





# 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

Unique  
Selling  
Point



# Importance of peer-to-peer advising

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# Importance of being part of projects

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# Farmers own research & testing

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# Fieldtrips provide extra feedback, learnings & ideas by :

**SWOT ANALYSIS TEMPLATE**

**GOLDEN CASE :**

**SWOT ANALYSIS**

<b>STRENGTHS</b> (score)	<b>WEAKNESSES</b> (score)
<b>OPPORTUNITIES</b> (score)	<b>THREATS</b> (score)

**SWOT ADVISORY JOURNEY**

<b>STRENGTHS</b> (score)	<b>WEAKNESSES</b> (score)
<b>OPPORTUNITIES</b> (score)	<b>THREATS</b> (score)

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**FIELD VISIT EVALUATION FORM**

**ADVISORY JOURNEY**

Date Field Visit : 27<sup>th</sup> October 2023

Golden Case Name :

Country / region of Evaluator :

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

Individual Direct Selling	
Collaborations on sales and distribution	
Producer-Consumer Partnerships	
Networks of producers in a Food HUB	

Framework for defining SFSC organizational types

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

Business Planning and Strategy	
Distribution and Logistics	
Regulatory Compliance	
Better Partnering	
Technology	
Production and Processing	
Packaging	
Branding and Marketing	

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

Self-organized and initiated	
Peer to Peer	
Group-based advising	
Through public extension service	
Through commercial service	
Through membership	

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

<b>FORMAT</b>	<b>SCORE</b>
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?	
<b>GUIDANCE</b>	<b>SCORE</b>
How do you rate the cooperation with the experts / advisors ?	
How do you rate the cooperation with the SFSC / farmer ?	
<b>RESULTS</b>	<b>SCORE</b>
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)

	<b>SCORE</b>
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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**CORENET**

**PRACTICAL GUIDE FOR ORGANISATION OF FIELDTRIPS**

WP3 Guideline on Field visits organization & management/ Roadbook / WP3, T3.5.1

Author: Patrick Pasgang (ISP)

Funded by the European Union. Views and opinions expressed are however those of the author(s)

SWOT - analysis

EVALUATION - form

ROADBOOK - GUIDE



# Learnings/ experience



- **Long term trajectories** in advising provides better outcomes.
- **Formal becomes informal** on the long term and provides better insites in the thinking of your customer. It also helps in measuring the results/impact of your advise.
- The better you know the farmer , the better you can **feed him with new ideas** and opportunities.
- Becoming a **second opinion** / mirror provides the farmer with better decision making opportunities , also mental wellbeing.



# Learnings/ experience

- **'Inspiration On Tour'** is one of the important (accelerator) tools helping to provide ideas for a better / new business model.
- **Projects** (European, National, Regional) can bring very important financial & networking opportunities.
- **Winning Awards** can bring extra finance but surely brand awareness



# Learnings/ experience

- Having a LT relationship makes **'fitting' into project** proposals easier and 'to the point'
- Using contacts for experience **exchange** with starters / colleagues is easier when there is **a trust relation** with the advisor.
- Exchanging new ideas with farmers having a better chance of integrating/piloting when advisor's knowledge/ **understanding of the farmer is better.**





# Learnings/ experience

- Important for advisor having **helikopter view**.
- Good SFSC advisor must be **multi-task, multi-knowledge** with a broad network of expertise around him.
- Using **BMC** is a good tool for helping farmers in focussing.
- Being good in storytelling. **Inspire farmers** by telling him about other farmers how they cope/deal/ work on new ideas/... can help in finding cooperation. Tell him a story on his own practical level, translating research into practice.



# Overall learnings /experiences

- Success of SFSC is **not only dependent from advisory** but climate/sum of :
  - Advisery availability / performance
  - Overall network of the advisor
  - Policy measures / food policy
  - Entrepreneurship of SFSC
  - Financial possibility / availability
  - Climate measures

*The Advisory journey illustrates the importance of life-long learning & availability of Advisory network !*

*Being member of this network makes it possible to join fieldtrips, getting detailed business info, having peer-to-peer discussions with involved advisor,...*



**Thank  
you!**

Visit our website  
[shortfoodchain.eu](http://shortfoodchain.eu)

**Patrick Pasgang**  
*Boerenbond Projects*  
Business Consultant  
SFSC Advisor

[Patrick.Pasgang@boerenbond.be](mailto:Patrick.Pasgang@boerenbond.be)



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European Union

**Go to Mentimeter via this QR code or use this internet address**



**You will find the internet link also in the chat : <https://www.menti.com/alaq1fh2ugtq>**