

NextGarden: a short chain

Local production and consumption across the border:
Traditional and unique / innovative products

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“Local” but:

■ Not small:

- 235 companies
- 2150 people employed
- 700 hectares

■ Not “nostalgic”

- Connected (entrepreneurs, knowledge institutes)
- Modern technology for most climate neutral

■ Not “disconnected”/ remote

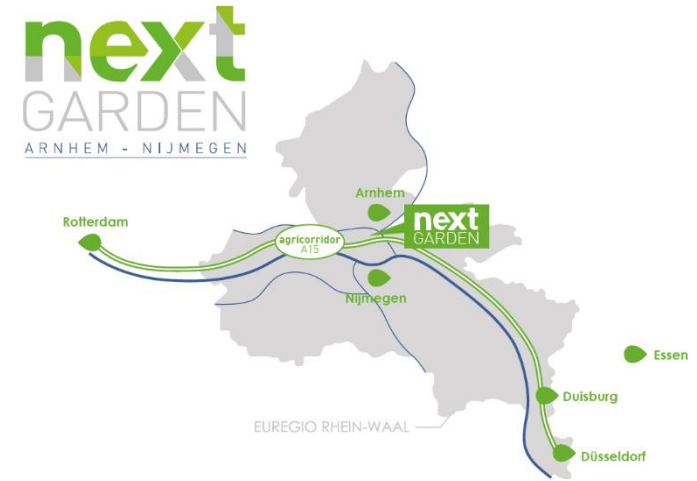
- Great infrastructure (Rdam harbour, German hinterland)
- 20 million people within 1.5 hr drive

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The challenge

- Extend the area
 - connect across the border
- Develop a cross-border NEXT “signature”
 - New ways of working & collaboration
 - Communication (open & transparent)
- How”?
 - Do same thing better (climate neutral)
 - Do new things better (innovation @ NEXT-Garden)



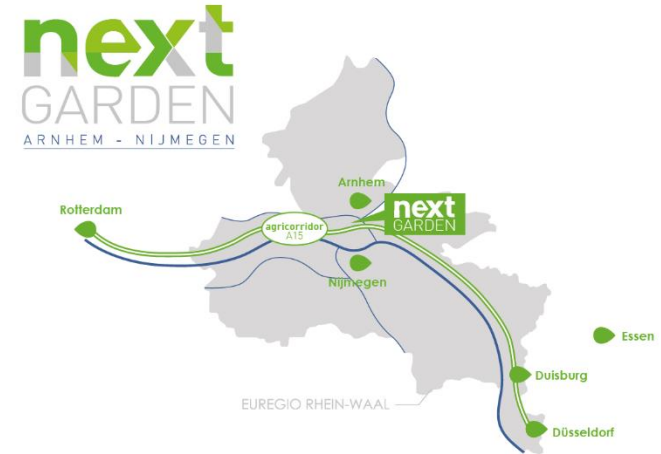
The problem “solved”?

- Long chains will persist

- Grading and sorting for large homogenous parties
- But product & producers become “anonymised”

- Short, more designated, chains can deliver benefits

- For specific target segments
- Smaller psychological distance (physically, time, certainty, socially/emotionally)
- Recognised craftman-ship for trust & confidence



Key questions for discussion

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- Do we think this is feasible?
 - New way of working
 - (collaboration & communication)

- Can we make it “across the border”?

- What is the unique value proposition and to whom?

- What is needed in terms of next steps?

Thank you

For your attention

