


CORENET Good SFSC Practice No 1:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title in English	ADVISING MULTIFUNCTIONAL ICECREAM FARM USING A2A2milk
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	The present result is based on a first meeting and strategic exercise started in 2015.
b Distribution and logistics:	Part of the sales go through a Coöperative, which is taking care on distribution & logistics B2B and B2C
c Regulatory compliance:	On urban licenses , on (possible) health claims regarding A2A2 milk and on labelling
d Better partnering:	
e Technology:	
f Production & processing:	Production test were made and advising was provided on the change into A2A2 milk for Icecream in reference with A1 A2.
g Packaging:	Advise was provided on the sale of fresh unpasturised milk directly to consumer, labelling, ...
h Branding and marketing:	Advise on how to use the story on A2A2 into marketing
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	Advise provided by BB/ISP into a peer-to-peer contact with Patrick Pasgang and/or colleagues, Steunpunt Korte Ketten & ILVO. All formal organisations.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	
Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	The case of Ijshoeve De Boey shows the advisory journey starting in 2015, where after some personal tragedies, and financial challenges there was decided to work on a strategic business plan (using Business Model Canvas) picturing the vision for the future. This strategic plan was further finetuned, adapted and executed working on the different components. Showing that 1 central advisor/advisory service who is willing to take the lead and able to connect to others when needed can help to reach the final goal and be able to inspire/bringing extra or new ideas during the process. In this case our goal was a multi-functional and sustainable future proof farm with a specific USP, being able to provide income to several family members. Taken into account the physical and financial limits of the owners.
	Main results/outcomes of the activity (expected or final)

	A dairy company which is able to provide income to 4 families, being sustainable en future proof , having a USP with a long term perspective.
	The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?
	This advisory journey shows how one central advisory service with long term trust, will take the lead and connects with others and make sure that the final goal of the farmer can be reach. No single advisor has all the knowledge needed available, but he can help finding it and can be the time and/or result keeper working on the long term strategic goals.
	Further information/references:
Actors, stakeholders	Ijshoeve De Boey, Boerenbond/ISP, Steunpunt Korte Ketten, ILVO, UZ Gent
Region, Country	Flanders, Belgium
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	
Short title in <u>native language</u>	Advisering multi-functioneel melkveebedrijf in de transitie naar A2A2 melk.
Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	De case van Ijshoeve De Boey toont het adviestraject dat startte in 2015, toen na enkele persoonlijke tragedies en financiële uitdagingen besloten werd om te werken aan een strategisch businessplan (met behulp van Business Model Canvas) dat de gewenste toekomstvisie in beeld bracht. Dit strategisch plan werd verder verfijnd, aangepast en uitgevoerd door te werken aan de verschillende onderdelen. Laten zien dat 1 centrale adviseur/adviesdienst die bereid is om de leiding te nemen en in staat is om verbinding te maken met anderen wanneer dat nodig is, kan helpen om het uiteindelijke doel te bereiken en in staat is om extra of nieuwe ideeën te inspireren/brengen tijdens het proces. In dit geval was ons doel een multifunctionele en duurzame toekomstbestendige boerderij met een specifiek USP, namelijk het kunnen voorzien in een inkomen voor meerdere gezinsleden. Rekening houdend met de fysieke en financiële beperkingen van de eigenaren.