



Concentrations within the Dutch food chain

Sustainable production processes need a new business plan. Production that pays attention to animal welfare, nature and landscape is in line with society's idea of sustainable food production. It does however lead to a higher cost price. Despite the social support for such a production processes, it is still hard to turn a profit. Inventing new revenue models and creating new markets

is a precondition for earning back the additional costs of production. These changes call for new organisational forms within the food chain, for example, through direct sales from farmers and horticulturalists to consumers. In addition, producers will need to convince consumers to not just look at the price, but consider sustainability as well.

Consumers spend 10% to 15% of their income on food