PROJECT SETUP

Kort’om Leuven was set up as a local distribution platform to connect local farmers directly with shops and supermarkets, restaurants and industrial kitchens in and around the city of Leuven.

The key aims of the pilot are to ensure fair prices for farm produce and to encourage commitment to sustainability measures in farming (for farmers selling through Kort’om), in value chain operations (for businesses procuring from the platform) and eventually in consumption (for consumers purchasing through the platform).

MAIN BENEFITS

Kort’om is expected to generate a return of 2,226,544 Euro, or 1.80 Euro for each invested Euro.

The main benefits are economical (extra profit of farmers and of Kort’om). Stakeholders also mentioned many societal benefits, such as greater visibility of farmers’ work, exchange with consumers and B2B clients.

At this stage, it was not possible to assess the potential environmental benefits (e.g., expansion of sustainable farming systems, reduced food waste), which could have a significant positive effect on the SROI value.