



First draft program Catalunya 13-16th November 2018:

Arrive evening Thursday 13th of November in Barcelona (airport Barcelona El-Prat).

Program 14th, 15th and 16th of November 2018

Departure Friday 16th of November, afternoon.

Hotel arrangements will be made in Barcelona for 3 nights.

The Program will take place in the Barcelona area.

Introduction

With agriculture and agrifood partners from Brabant we are working more and more internationally in various projects, such as Eurodairy, EU-Pig and STRING, with various partners in Europe.

With a number of these partners we have a special bond and they are visited more often to strengthen the bond. That special bond is because in those regions, such as Emilia Romagna in Italy, Central Denmark region and Catalunya in Spain, Agrifood and Agriculture are very prominent sectors.

Last year there was a visit to Emilia-Romagna in the Bologna area and this year we are organizing a visit to Catalunya in the Barcelona area.

Goal visit

- Deepen the knowledge, network & friendship between Catalunya and Province of North-Brabant around agrifood, the approach on added value, capital gains, societal acceptance and the new role of government in this.

- Intensify new networks and strengthen existing networks around topics mentioned: government, business, research and knowledge institutions.

- To stimulate structural cooperation between the two regions by using EU projects.

- To focus on the similarities and differences in branding & marketing of both regions (Catalunya and North-Brabant)

Participants from North-Brabant

Group of around 15 persons from 'triple helix': Regional Minister Anne-Marie Spierings and Chairman of farmers organization ZLTO Hans Huijbers are the leaders of the Brabant delegation.

Several persons already indicated that they will participate, e.g.: Nancy Asman (VION food), Hans/Marion Verhoeven (Keten Duurzaam Varkensvlees), Edo Dijkman (HAS Den Bosch, university of applied sciences, director animal production), Ad Kemps (former Coppens Feeds, innovation director and Pigproducer), Guus van Roessel (Lely Agriculture and Dairy, Dairylink and dairyfarmer) and Stijn Markusse (Owner Boerschappen (short quality supply-demand chain). And Pieter de Boer and Annelies Schoenmakers from the province of North-Brabant, String manager Marjon Krol and director of LIB Geert Wilms.

Wednesday 14th of November Morning session at IRTA (leave hotel at 8.30)

EU-Pig partner: IRTA is a research institute (> 200 employees) owned by the Government of Catalonia adscribed to the Department of Agriculture. It is regulated by Law 04/2009, passed by the Catalan Parliament on 15 April 2009, and it is ruled by private regulations. IRTA's purpose is to contribute to the modernization, competitiveness and sustainable development of agriculture, food and aquaculture sectors, the supply of healthy and quality foods for consumers and, generally, improving the welfare of the population.

Input form:

Region Catalunya

IRTA

PORCAT: Ricard Parés. Director of PORCAT (Catalan Pig Producers Association, Spain).

And associate professor in the Veterinarian Faculty of Barcelona (UAB).

Noord-Brabant, Anne-Marie Spierings, Regional Minister of agriculture of Brabant:

The agrifood system in Brabant.

ZLTO, Hans Huijbers (chairman of the farmers organization ZLTO and board of VION):
ZLTO and the agrofood system.

12:30 - 13:30 Lunch at IRTA

14:30 - 15:30 Visit Pig Farm (Innovative PIG-farm).

16:00 - 17:30 Visit Batalle (www.batalle.com/en/node/68), Av. Segadors, s/n 17421
Riudarenes, Girona

Since its founding in 1920 Batalle company has grown in volume but above all in product quality.

“Guided by our motto: **Quality by Principle**, we now have a far-ranging business structure that guarantees total traceability of our entire product range”. And through the whole value chain: Genetics-Producer-Consumer.

Also explanation VION food and Pig-sector The Netherlands.

From 19.00 Dinner in the area of Girona

23.00 Return in Hotel

Thursday 15th of November

08.30 Departure Hotel

09.30 - 10.30 Visit Dairy farm (Innovative intensive/extensive farm).

11.00 - 12.30 Visit cooperative Planadevic. Cooperativa PlanadeVic was founded in 1966 by a group of livestock farmers from the Osona region with the aim of increasing the value of the members' production, make the farms more efficient and competitive and find new avenues of commercialisation by way of a powerful and innovative trademark. www.planadevic.cat/en/who-we-are/presentation

Also explanation FrieslandCampina and Dairy-sector The Netherlands.

12.30 - 13.30 Lunch

Translocate to surroundings Vilafranca region (75 minutes drive)

15.00 - 16.30 Meeting with dutch farmers and agrifood entrepreneurs in Catalunya: Themes; Dairy and Pork, Added Value, Marketing and Retail.

16.30 – 18.00

Visit a company producing Wine in Vilafranca region

Winegrowing has accompanied the evolution of Vilafranca del Penedès which, despite suffering the phylloxera outbreak in the 19th century, entered the 20th century with winegrowing and winemaking as the first source of wealth in the Penedès. Wine in the Penedès is, therefore, history, tradition and culture, as well as future.

18.00 – 20.00

Discussion about Added Value, Retail, Marketing, Food, Innovation in Agrifood.

Brabant delegation, Dutch entrepreneurs in Catalunya, entrepreneurs from Catalunya.

20.00-23.00; dinner in Vilafranca area, wine region

Friday 16th of November

Optional visit Barcelona: 9.00-13.00 uur

Visit Thomas Shop Iberico Ham (www.enriquetomas.com/en)

Visit Ham Museum Iberico Barcelona

13.00hr: end of program

Brabant delegation leaves in the afternoon.

