

A hand-drawn sketch of a farm layout, likely a conceptual plan for a farm or educational center. The sketch is drawn on a light-colored background with various colored lines and text. It includes several labeled areas: 'AMSTERDAM' at the top left, 'SUN' at the top center, 'Bosch' at the top right, '100' in the upper middle, 'NATURAL FARM' in the center, 'FISH' on the left, 'MARKT' at the bottom center, 'EDUCATIE TOEGANG' at the bottom, and 'DOEN MEER!' at the very bottom. There are also various diagrams, including a circular diagram with a square inside, and several rectangular blocks representing buildings or zones. The text is written in a mix of capital and lowercase letters, some in bold. The overall style is that of a hand-drawn conceptual plan or map.

2020 EU-Conference Next Generation EU Agriculture

Jan Huijgen Farmer Eemlandhoeve/Mansholtcampus
Mansholtprizewinner 2007

My Eemlandhoeve Farm and my Neighbour

EXCURSION TWO FARMS – TWO PARADIGMS IN THE MIDST OF HOLLAND

Main points of attention at both farms

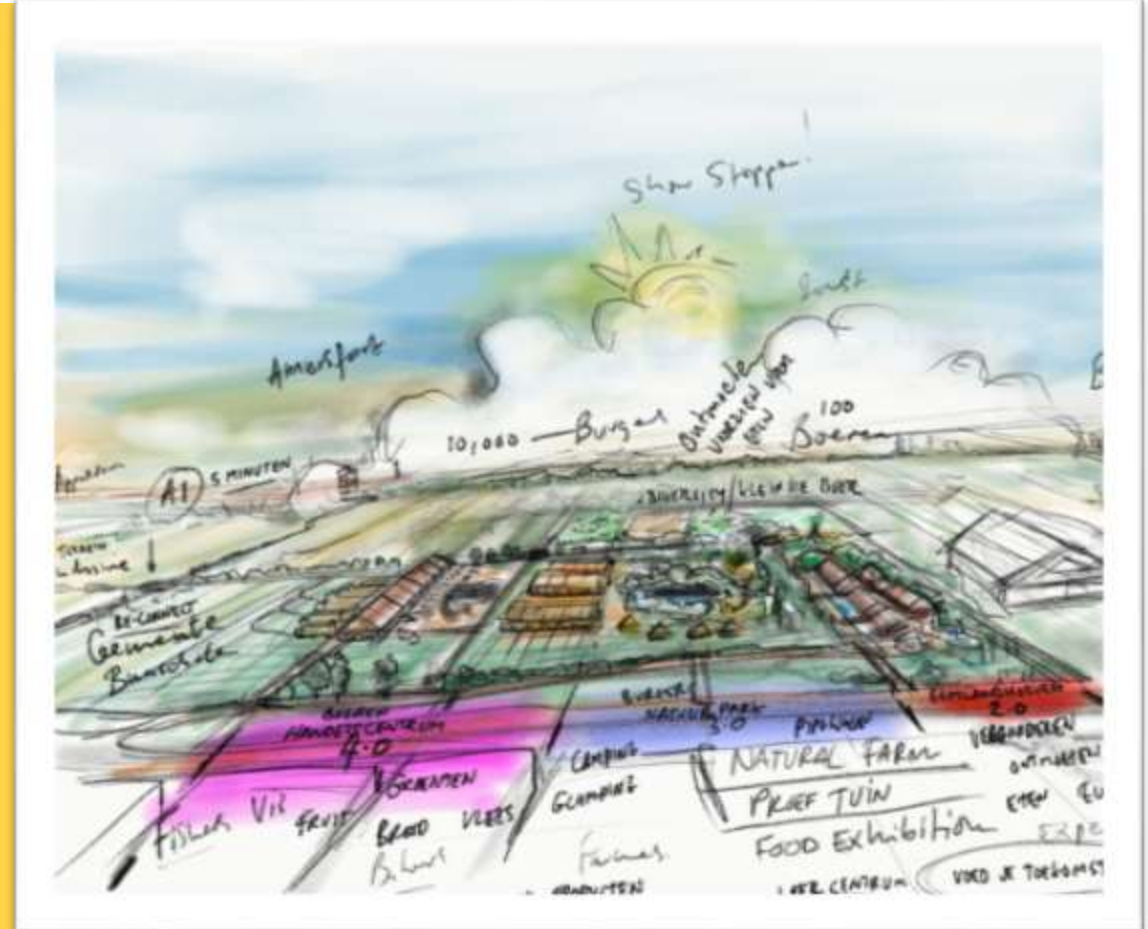


The Eemlandhoeve



Witte Schaap

Utrecht region / Mansholt campus



EU Strategic scenario: Future of Agriculture

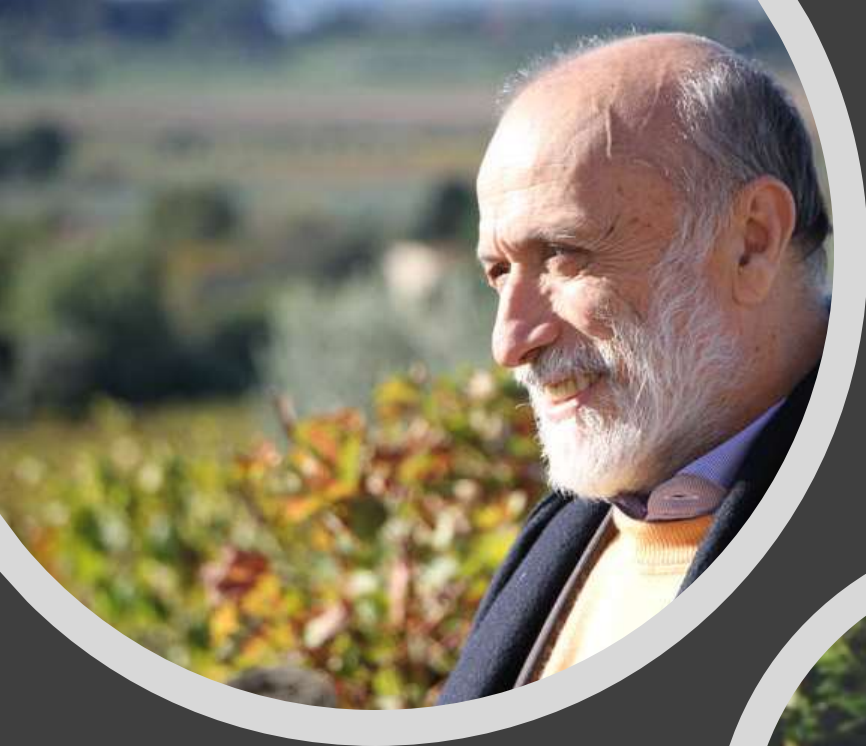
SCAR-AKIS 3 study



Next Steps : Regional Food Strategy Approach

- Smart Green deal Farm tot Fork in Eemland Experiment region
- Citizens movement with three buttons – Regional Cooperative
- Mansholt campus as learning Experimental + FoodHub place





RE-DESIGN AGRICULTURE MANSHOLT PRIZE: PETRINI, FISCHLER, HUIJGEN

1. Citizen's Buttons: options to participate

- I visit
- I buy
- I invest



2. Smart Green Deal

- Price for farmer goes up
- Decreasing output
- Revenues don't change
- Realising green goals
- Embedded in regions



Stopping the rat-race to the bottom for farmers, citizens and nature – building New Covenant between Citizens and Farmers about Food, Health and Nature!