

Netherlands: Pommeron platform to connect farmer and customer

Although productivity has always been central within Dutch agriculture, at present, other aspects of food production are receiving increasingly more attention. One of the more problematic aspects is the length of current supply chains. For this, the Pommeron platform seeks to find a solution.

Pommeron is an initiative that facilitates shorter chains in the agricultural sector of Limburg. The founder of Pommeron, Ron Mulders, says that he found inspiration in different sources: "When I was the managing director of a fresh produce auction in Venlo, I saw how big the distance between individual growers and their customers was. The customers didn't know who was producing their fresh produce and likewise, the growers didn't know who was buying them. As a result, fresh fruits and vegetables became commodities. By creating Pommeron, I aimed not only to shorten the agricultural supply chain but also to de-commoditize agricultural goods."



Shorter supply chains are beneficial for both producer and consumer: “With a shorter supply the consumer can buy directly from the producer, this results in lower costs and fresher produce on your shelves or plates. By employing shorter supply chains, you avoid all the costs that don’t add value to the product”, says Mulders. “Additionally, by avoiding the middleman, you create a feedback loop for the buyer and the producer, which facilitates the quality improvement of the produce. As in any job, the producer can only improve when he/she knows how to improve. Feedback directly from the people who buy or consume your product, can thus only lead to higher quality products.”

Source: [innovationorigins.com](https://innovationorigins.com/pommeron-platform-connects-the-farmers-and-their-customers/) (<https://innovationorigins.com/pommeron-platform-connects-the-farmers-and-their-customers/>)

Publication date : 11/21/2018

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