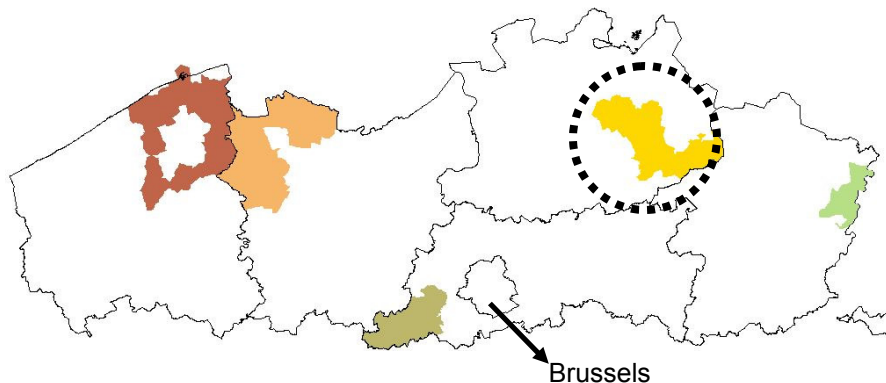


PAK+ (ANTWERPSE KEMPEN)

[Valorisation of local products]

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▪ Educational Farm 'De Bogaard'

A children's farm with hobby animals, pets and poultry is being set up, open to individual visitors as well as schools, youth associations and other social and cultural organizations. An introductory and demonstration space for activities and an educational exhibition are also being developed. The farm will also become a recreational and educational stop on bicycle and walking routes throughout the regional countryside.

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▪ Development of an Educational Visitor Centre

This project aims at developing and running an educational visitor centre. The centre can function as a starting point for visits to the experimental farm 'Hooibeekhoeve', a (horticultural) farm and/or a countryside path, or it can be used to organize educational activities. The necessary exhibition space and educational infrastructure is being provided, giving visitors - in an educationally sound manner - information regarding the countryside in general (culture, history, economics, social, ...) and agri- and horticulture as the sustainers of the countryside in particular.



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▪ Quality and Food Safety of Farm Products

Processing farm products is an important diversification in a farmer's production activities. At this moment, efforts focus strongly on both the safety of the products and the marketing aspects of the farm products. A further expansion of these initiatives is necessary. By means of coaching and training, home processors will be able to enhance the quality and diversity of the produced (dairy) products. Food safety audits can also be held, as well as drawing up an inventory of the possibilities regarding promotion and diversification.

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▪ Starting up an Information Centre for Rural Development (1st Phase)

The aim of this project is to start up a rural centre to promote regional development by organizing all kinds of initiatives and projects. Local people will also be informed about agricultural, recreational, tourist, educational and cultural initiatives. Training courses will be organized for those who want to broaden by developing an educational/recreational/tourist activity. The centre also supports local initiatives and acts as a platform for network formation and consultation with the relevant organizations on a regional level.

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▪ Cock-a-doodle-doo – Oink Oink

This project intends to stage an exhibition to improve the social perception of poultry farming and pig breeding. For this purpose, several information/activity panes are being drawn up for the general public. The project could be considered an educational path of intensive cattle-breeding suitable for small spaces.





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- **'Een pad door het Kempense Platteland' (A Pathway Through the Countryside of the 'Kempen')**

The centre point is the 'family rucksack'/'schoolwork and activity bag'/'class trunk', containing several tools and devices to organize an active, educational, creative and playful hike (or bike ride) throughout the countryside of the 'Kempen'. The project is being set up and worked out in different modules for different specific target groups.

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- **Rural Education Kempen**

Every year the Kempen counts a multiplicity of initiatives all aimed at acquainting a broad public - and children in particular - with the diverse countryside of the Kempen in a recreational, touristic and/or educational manner. However, little or no co-operation exists between these different projects as yet. Moreover, this fragmentation makes it more difficult for the initiators to offer quality projects. That's why this project wants to assemble several initiatives in one network, upgrade their quality and promote them collectively. In order to realize this, various concrete campaigns are being set up in association with other partners, e.g. organizing school trips to companies, setting up a network of 4 'show farms', upgrading of existing agricultural educational paths, developing a new concept for training guides, manufacturing educational tools, supporting the lay-out of school gardens and organizing a competition for school garden design.

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▪ Regional Search Trips in the Kempen – Recreational Joint Use

Several recreational search trips are being organised. On the one hand, this stimulates locals to get to know their own region in an original way and a regional identity is being further developed. On the other hand, these search trips also attract people from outside the region and get them acquainted with the area in a pleasant manner. The problem is that these search trips are arranged by different organizers separately. By setting up a network, this project wants to help reinforce the appeal of these search trips and upgrade their quality.

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▪ Prominant 2004

This rural event is meant to be the showpiece of countryside experience in the province of Antwerp and is organized from various lines of approach: the recreational aspect of farming and the countryside, educational and culinary aspects, possibilities for encounters and exchanges... Prominence will be given to the producers of regional and farm products. Furthermore, 'regular' agri- and horticulture will be dealt with as well as more innovative initiatives towards diversification. Other 'rural entrepreneurs' and countryside participants can help organize this event as well. After all, these participants help determine the image of the country to an increasing degree.

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▪ Rural Folklore

The village of Lille has got an active club life and a rich rural history. However, a lot of interesting information about former rural life and its folklore is in danger of getting lost. Moreover, a lot of information and material is scattered over various clubs and/or individuals. This project intends to collect as many data, materials and customs concerning 'rural folklore' as possible and present it in an original way to local people and tourists and let them re-experience it. In the course of the project, rural folklore will be presented on various locations at different times. The leitmotif of the project is to inform as well as to re-experience. The different clubs join forces to make this project work and want to contribute to the reinforcement of rural club life, improving its image and upgrading its quality.





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▪ Riding Track Kasterlee

This project aims at the construction of a permanently signposted route for riders and drivers along forest and rural trails within the limits of the communities of Kasterlee, Lichtaart and Tielen. The construction of a riding track had been started by the municipality but the track became dilapidated and needs to be restored so that it becomes interesting again for tourists and local recreative riders. The municipality wishes to offer this attractive riding track combined with accommodation and catering facilities in the country.

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▪ SHEEP+

In Olmen, a farmhouse is being rebuilt and converted into a multifunctional business which offers farm tourism and educational projects based on sheep farming. Quite a lot of activities are being planned, including short and longer holidays on the farm for families to discover the countryside, the environment and the agriculture in an active manner, cultural experiences, the organization of a 'sheep day', the development of educational games and exhibitions about sheep, the organization of work shops, residential several-day courses and seminars on wool manufacturing, weaving, felting and finally lectures and extra trainings on sheep.

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▪ Innovative Entrepreneurship

This project aims at giving professional coaching to entrepreneurs who have ideas but find it difficult to convert them into feasible and concrete plans. The object is to support a dozen 'innovative entrepreneurs' in realizing their ideas.





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In addition to coaching entrepreneurs with relatively concrete ideas, an information day will be organised during which anyone with an 'innovative idea' gets the chance to test its limitations, possibilities and alternatives.

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▪ Culture in the Barn

The organization and co-ordination of 15 small scale cultural activities in the country for and by locals. The aim is to encourage people to experience some culture in the country. These activities are being co-ordinated and promoted.

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▪ Shelf Life of Farm Products: Development, Validation and Application of a Simplified Methodology

All prepacked food is liable to mention a 'best before' date. This date is a warranty of quality for the customer. The food industry has developed methods to establish the appropriate shelf life for food stuff. Quality and safety aspects are taken into account as well as economical and practical considerations. These methods are quite extensive, complex and expensive and consequently difficult to apply for a farm producer. This projects aims at developing a simplified methodology on the one hand and stimulating farm producers to adopt this methodology on the other hand.

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▪ AGRO+

'De Stolp' mainly characterizes itself as a goat farm (and adjoining cheese dairy) and a sheep farm. In addition to this, vzw 'De Sprong' uses the farm as a sheltered workshop. AGRO+ wants





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to broaden the farm's activities on three levels. The first intention is to use the sheep farm to expand the management of open rural spaces within the region. Furthermore, activities concerning environmental management can be developed together with the employees of the sheltered workshop. A second target is to develop a range of activities on the farm intended for associations and schools, e.g. a children's farm. The farm can also be pushed forward as a centre for the promotion of low-waste gardening and home composting. Thirdly, the workshop wants to enhance its social role by developing accommodation for disabled persons.

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- **PromEURegion**
Discovering, tasting and enjoying the countryside in Europe
[transnational cooperation project]

The project PromEURegion, co-ordinated by Local Action Group (LAG) PAK+ from Antwerpse Kempen and in co-operation with the LAG's of Pajottenland+, Clervaux Vianden (Luxemburg) and 100 Dörfer-1 Zukunft (Wallonia), aims on the one hand at supporting the promotion of farm and regional products and on the other hand at getting tourists acquainted with the typical countryside of several regions of the EU.

A first part of the project is called 'Village d'Europe' and deals with the collaboration in the sphere of farm and regional products. In practice products from the different regions will be offered in a 'Village d'Europe' stand on several existing countryside events in each of the participating regions. On each of these occasions a seminar will be organized in order to give producers from the different regions the chance to exchange experiences.

A second part of the PromEURegion project is called 'Route Rurale'. This part deals with the development of exclusive experience-oriented activities which radiate regional identity. Each activity gives attention to regional products, thematic cycling and/or hiking routes, accommodation in a rural context and the opportunity to make a typical regional tour.

Finally, the newly developed initiatives will be promoted with joint forces. Thus the different regions promote the products and formats of the others.

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