

Regional beef cooperative – Sustainable beef production in an innovative way

The regional beef cooperative *Natuurvlees Westerkwartier* is a joint venture between various links in the meat chain: a.o. dairy farmers, cattle farmers, nature conservation organizations, meat processors and care institutions. The calves, which are normally sold almost immediately, are now kept on the farm. After about three months they will be taken over by the cooperative and the animals will graze on nature land. There they graze wonderfully among the meadow birds.

In the winter they are kept in the stables and the animals are fed as much as possible with feed from the region, for example from arable farmers in the area. The cooperative aims to grow into sales to large kitchens in a growth model. By working on a relatively large scale, there is more guarantee of sales and with this scale we provide a transition model for the region as a whole.



The cooperative is an added value in various areas. For the organizations involved, but also for the region, it leads to economic benefits. By working together with people with a distance to the labor market, the cooperative is also of added value in the social area. With the circular idea and the small distances, we want to limit the negative effects on biodiversity, climate and planet. In other words; we are active in all areas of sustainability!

Next steps

The actual founding of the cooperative still needs to be done. However, since different links in the meat chain are involved it is hard to figure out who will be or won't be a member of the cooperative. We try to integrate as many different links as possible as members. However, we first need to research whether this is legally and practically possible.

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