



E|F|U|A

European
Forum
on Urban
Agriculture

Business models in urban agriculture

April 20th 2023 - Sofia



This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under grant agreement No. 101000681



Your hosts today

Nele Lauwers

- Expert urban agriculture at Boerenbond
- Farmers' organization in Belgium with 16 000 members
- Partner EFUA



Henry Gordon-Smith

- Founder & CEO Agritecture
- Global team of interdisciplinary consultants on urban agriculture
- Member of EFUA Innovation Board





UA business models session (11:50 - 13:10)

- EFUA Business barometer
- Local food policies to support family farming and urban regeneration
- Urban agriculture policies - from social benefits to business models
- Commercial urban agriculture in New York City: opportunities and challenges
- Boosting urban agriculture in Europe and Beyond



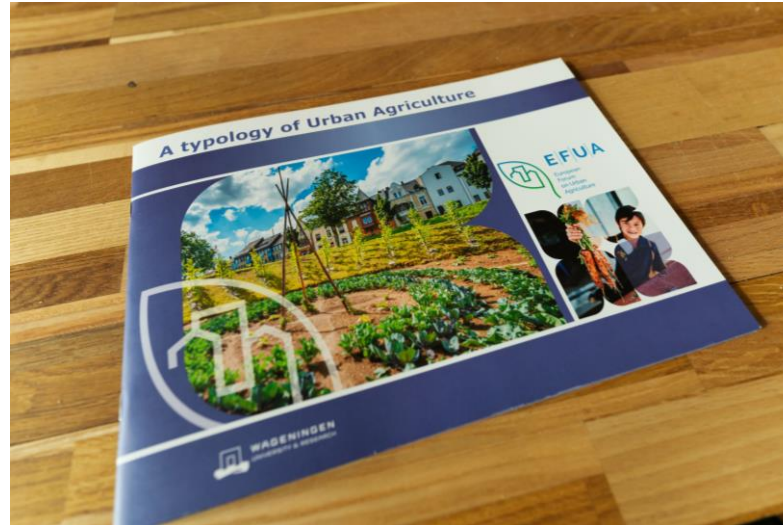
EFUA business barometer and networking events

- Snapshot of professional urban farming in Europe
 - quarterly survey
 - for professional urban farmers in Europe
- Online events
 - Discussion of results with an expert
 - 1-on-1 networking session

EFUA business barometer

Results Q1 - respondents

- 26 respondents
- Different types
 - The urban farm
 - Zero Acreage farm
 - DIY farm
 - Social farm



- Review full discussion on: <https://youtu.be/KqdWPOuA1bg>



EFUA business barometer

Results Q1 - insights

- **Yearly profits**
 - The urban farm: feels supported by the community
 - Zero acreage farm: economically more challenging for the moment
- **Sales**
 - UA brings innovation to the economic term ‘sales’
 - Direct2community
 - Engagement in a 2-way relationship
 - Subscriptions as an important tool



EFUA business barometer

Results Q1 - insights

- **Services** in addition to food production
 - A lever for other activities at the urban and social farm
 - Zero acreage farms in general are more focussed on optimising yields
- How to tackle **rising costs**?
 - Creating ‘regional ecosystems’ with different activities in the food chain
- **Mental health?** ‘I need a break’
 - Starting a new business is often underestimated: planning is essential
 - The importance of farmer-networks and fora to talk to peers



EFUA Networking event

Results Q1 - respondents and insights

- 25 participants planned 29 meetings
- Building network in UA was very much appreciated
- Topics discussed
 - Setting up an urban farm, both high and low tech
 - How to market
 - Funding opportunities
 - Data-based sustainability benchmarking
 - Urban agriculture value chain

Conclusions

- Vital to develop sustainable urban farming in Europe:
 - Growing networks of professional urban farmers
 - Supporting regional ecosystems around UA
- Questions to the other speakers in this session:
 - How can local **food and agriculture policies** support sustainable business models in UA?
 - What can we **learn from professional urban farmers in New York?**
 - Which **funding opportunities** can foster professional UA in Europe?



E|F|U|A

European
Forum
on Urban
Agriculture

Thank you for your attention!

nele.lauwers@boerenbond.be

henry@agritecture.com



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000681