



FORM BEST PRACTICES CONTEST 2025

Municipality Midden-Delfland

Country The Netherlands

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Name project

Trading company for regional products Delicious from Nearby ([Heerlijk van Dichtbij](#))

Category Certification Criteria: mark the category of your project

- ☐ Energy and environmental policies (politiche energetiche e ambientali);
- ☐ Infrastructure policies (politiche infrastrutturali);
- ☐ Quality of urban life policies (politiche per la qualità urbana);
- ☒ Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- ☐ Policies for hospitality, awareness and training (politiche per l'ospitalità, la consapevolezza e la formazione);
- ☐ Social cohesion (coesione sociale).

Summary project

Several sustainable farmers have established a dairy cooperative together ([Delflandshof](#)). The municipality supports the farmers with the expansion of a dairy plant. These sustainable products are sold together with other regional products in Midden-Delfland and surrounding cities (Rotterdam, The Hague, Delft, Maassluis).

Goal project

The main goal of the project is that consumers pay dairy farmers a 'fair' price for their sustainable products. The milk is produced in the natural cycle. Less CO2 and ammonia emissions, healthier cows and more biodiversity (meadow birds).

This best practice is about the trading company to sell the healthy and sustainable products. By the big dairy machine and adding more regional products these can be sold in supermarkets and other shops. Products are for example milk, butter, yoghurt, meat, cheese, eggs.

Result project

The project has produced several results:

- sales of all regional products have increased enormously
- more dairy farmers are working together in circular agriculture
- more people are visiting the landscape of Midden-Delfland
- deliveries to shops are made with two vans, which has also created more employment
- an unmanned regional shop was opened in Maassluis this year

Finance (costs and benefits)

The municipality has given a loan of €293,000 for the expansion of the dairy plant. In addition, a one-off subsidy of €5,000.

Staff (staff involved and use of time)

Officially, the trading company is supported in applications for funds, consultations with banks and other financiers. Research has been done for the loan to ensure that it fits within the European rules for permissible state aid. Estimated is approximately 100 hours of support.



Additional information (if necessarily)

Support for the trading company Heerlijk van Dichtbij and the dairy cooperative Delflandshof is part of the projects 'Green entrepreneurship, a new agriculture' and Rotterdam De Boer op.
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Link website:

- [Heerlijk van Dichtbij - Streekproducten, direct van de boer - Heerlijk van Dichtbij](#)
- [Échte delflandse boerenZuivel, van de koe in de wei - Delflandshof](#)
- [IODS project groen ondernemen – Delflands Groen](#)
- [Rotterdam de boer op! – Een landschap vol natuur, eten voor de stad en business voor de boeren.](#)

Once filled in this form please send it to: info@cittaslow.net

- Participation Deadline, 12 May 2025 -