

IN DEPTH ANALYSIS

NAME : ZORGBOERDERIJ TALLAART VZW (TALLAART CARE FARM)

⇒ Linked with farm(shop) : Gebroeders Vercammen

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WEBSITE : <https://www.gebroeders-vercammen.be/nl/onze-zorgboerderij-uitgelicht>

FACEBOOK :

1. <https://www.facebook.com/Zorgboerderij-Tallaart-vzw-174574210005904/>
2. <https://www.facebook.com/GebroedersVercammen>

DESCRIPTION : The family Vercammen owns a horticulture farm in Lier where freshness and quality are central. They grow more than 25 varieties of vegetables throughout the year, in rhythm with the seasons. They also choose to be a care farm. In this way they offer a valuable way of spending time with their horticultural company for people from vulnerable groups. On top they organise farmcamps.



1. WHAT DO WE OFFER ? TO WHO ? WHEN ? HOW ? AT WHAT PRICE ?

- a. **A care farm which offers a valuable time commitment to people from vulnerable groups.** These people find peace and support and can lose all their energy for a while.

i. **Frequency : 4 times / week :**

- Monday : 6-7 adults with autism
- Tuesday : 6-7 children from 1 school with behaviour problems
- Thursday : 2-3 adults with mental diseases , helping with making products under the label 'made with care' : soup, cutting vegetables
- Thursday : 4-5 children placed by juvenile judge
- Friday : 4-5 adults with psychological problems/depression

Because they offer a place with a fixed daily rhythm, these young people & adults experience safety and trust. Each season they can discover new things and perform different tasks to suit everyone's needs. By taking care of the horses and plants their self-esteem increases. They experience that this gives them a lot of satisfaction!

They do not receive people with physical problems.

On Tuesday they work with a school, all others come by themselves (or question through an institution).

ii. **Staffing :**

- 0,20 FTE paid : administration, marketing & communication, external contact with school & institutions
- 3 FTE not paid : interns psychology or psychiatry. Each group has 1 intern following them and taking care where needed.

iii. **Fee for participation :**

- Free
- Test in place for individuals who want to spend ½ day with the animals (take care, brushing, doing stables), paying 30€ (no guidance needed) or 50€ (guidance by intern). For the moment they have for each of this 1 child. But most of them are not willing to pay.
- In 2020 the farmshop paid €12.000 to Talaart vzw for the work done on thursday for the project 'Made with care'. The income of the soup & vegetables goes 100% to the shop. This amount is not fixed, but depends on the financial result of the farmshop and the budget needed from Tallaart vzw to get break-even.

b. Trajectory guidance 'Happy On The Farm'

They offer a 'Happy on the farm' 5 day program for a period of five weeks. They do this by means of creative games and the making of meaningful materials that are useful for both the children and the parents at home. Finally, they also offer tips and tricks so that they can continue to work with this. The program is based on positive psychology, so this approach focuses on what does go well .

They try to stimulate the talents of the child and let it develop further by reflecting on their emotions and experiences. By learning certain skills , your child can learn to deal appropriately with difficult situations and communicate their feelings clearly to others . This will make your child feel better !

The courses can be followed by all children between 6 and 12 years of age who would like to stay on a farm.

i. **Frequency** : 5 consecutive Saturdays/Wednesdays

- Stage 1 (age 11-12y)
 - i. Wednesday 2-5pm
- Stage 2 (age 7-8y)
 - i. Saturday 10-13am
- Stage 3 (age 9-10y)
 - i. Saturday 2-5pm

ii. **Staffing**

- Administration : same as care farm (0,2 FTE)
 - 1 – 3 professional experts who have a warm heart and an excellent feeling to coach children. Same interns as care farm.
- The children are divided into small groups , so that children are supervised in ideal circumstances.

iii. **Fee for participation** :

- The price is € 175 for 5 days. Drink and a snack included.
- This is tax deductible for parents.
- First started in 2020. At the moment not possible due to COVID 19. First attend not so successful. One of the reasons is the fact that they need to be present 5 times in a row in consequent week. Also more communication needed (only done through Facenbook)



c. Farm Camps : 1 week at the farm , children 4-12 years of age.

They provide children with an unforgettable adventure. They can pamper a variety of animals, let them their creativity run free. There is plenty to do on the farm : discover how vegetables grow, what hoeing is, how we care for and feed our animals, but certainly also play games, do crafts, and much more ...

i. Frequency : 8 times / year – 20/30 children each group

- 1 during spring break
- 2 during Easter break
- 4 during summers school holidays
- 1 during autumn break

ii. Staffing

- Administration : same as care farm (0,2 FTE)
- 1 – 3 professional experts who have a warm heart and an excellent feeling to coach children. Same interns as care farm.
- They get help from volunteers who are paid +/- € 30 /day (only possible when you have a VZW status (non-profit association).
- Camp daily from 09-16h. Day-care provided half hour before and after.

iii. Fee for participation :

- The price is € 150 for 5 days, or € 35 for 1 day. Drink and a snack included.
- This is tax deductible for parents.
- Total program is fully booked very quickly.
- Before the price was €200 for 5 days, or €50 for 1 day. Lunch included. But this price was less successful.
- Turnover on yearly basis : € 20.000



d. Corn Maze

Film : <https://www.facebook.com/GebroedersVercammen/videos/1644048292434397>

- i. **Frequency** : open during Corn season (mainly whole summer, ended 17th of September in 2020), during opening of farmshop.
 - Monday : 9 - 17h00
 - Wednesday : 9 – 18h30
 - Friday : 9 – 18h30
 - Saturday : 9 – 15h
 - Daily for schools or groups after appointment.
 - On average 100-150 families-groups / month
- ii. **Staffing**
 - Volunteers who are paid +/- € 30 /day (only possible when you have a VZW status (non-profit association)).
- iii. **Fee for participation** :
 - €5 for each person (free under 3 year of age)
 - Get piece of fruit and/or surprise (gadget) for free after playing a game



e. Farmshop (+ home delivery) & markets :

The range in the farmshop is slightly more extensive than on the markets. You will find their fresh fruit and vegetables as standard, but also a limited number of products from other growers in the area: apple juice from an apple farmer, strawberry jam from the strawberry farmer, honey from the beekeeper or horse milk liqueur from the horse dairy, delicious farm ice cream and dairy. You will also find their own jams from home-grown rhubarb.

Vegetables that they cannot grow themselves are largely sourced from the Lier region or at the auction. They therefore follow the rhythm of the seasons.

Film : <https://www.facebook.com/GebroedersVercammen/videos/1359891547680291>

i. Opening hours farmshop :

- Monday : 9h00 - 17h00
- Wednesday : 9h00 – 18h30
- Friday : 9h00 – 18h30
- Saturday : 9h00 – 15h00
 - a. During start Corona : 250-300 customers/day
 - b. At the moment : 100-150 customers/day
 - c. Staffing 2,5 FTE

ii. Markets :

- Wednesday afternoon : Bonheiden (4 FTE)
- Saturday morning : Geel (4FTE)
- Saturday afternoon : Scherpenheuvel (4FTE)
- Sunday morning : Heist O/D Berg (9 FTE)

iii. Home Delivery :

- Each day 3 FTE / drivers for delivering 25-50 drops each
- Mix between professional clients & individual consumers
- Is booming due to Covid-19



f. Pick-Nick at the farm :

Possibility to order a pick-nick which you can eat on special banks on different spots into their fields. Or pick it up and eat it on the road / at home.

- i. **Frequency** : during summer holiday, to be ordered in front.
 - First year : 200 p over 2 months' time (turnover+/- € 7500)
- ii. **Staffing** : farmer and employees from the farmshop if needed.
- iii. **Fee for participation** : €25 a person , extra for wine & aperitif



2. RENTABILITY – EARNINGS / COSTS

- a. For the Care Farm at the moment all administration, marketing & communication is done with 0,20 FTE. This is an external and is payed for this. All other hours needed are done by the farmer, volunteers & interns/trainees . They are willing to employ 1 FTE and calculated that they need a total turnover of € 50.000 to get break-even (on activities a, b, c and d)
- b. No real subsidies are found. At the moment they fall between subsidies for *employed people* (but they are not paid) and/or *organisations within department of wellbeing* (which they don't fulfil all necessary obligations because people within care may not work without losing their personal budget) . Therefore they are looking at the test where people in care pay for being present during the day.
- c. At this moment the care farm is internally subsidised by all the farm camps , activities and yearly gift from the farmshop.
- d. They look at some new activities with horse-therapy for 2021, called 'Horse Reflected Coaching'.
- e. Because they have a lot of demand for interns by the schools, they can easy use this free labor. At the same time they use volunteers during summer at a very low cost.
- f. They also think on 'Farm Tourism', where people can stay with a tent and are offered break-fast.

3. MARKETING & COMMUNICATION

a. Facebook & Twitter :

- i. They work with 2 facebook accounts : 1 for the care farm and 1 for the farm and shop.
- ii. This social media is the main communication form at present.
- iii. This takes a lot of time and double work.
- iv. They work now towards 1 account for the farm & its activities wherefore they are developing a trademark/quality label "Made with care" which will built the link between the farm products and the activities from the care farm. Hoping that people are willing to pay an extra amount for those products in their shop.

b. Newsletter :

- i. They have a weekly newsletter with information on the activities from the farm and the weekly promotions for the shop & the markets.

c. Website :

- i. The website gives you the total overview.



4. ANIMALS AT THE FARM

- 2 horses
- 4 pony's
- 4 cows
- 15 chicken
- 4 rabbits
- 2 dwarf-goats



5. DO – DON'TS – BOTTLENECKS

- a. **Transportation** : at the moment only the school on Tuesday are coming by bus. In the beginning they went along with a small bus for collecting and bringing back. But this seemed being too expensive and too time consuming. So people have to take care for their proper transport , and there is no public transportation available in the neighbourhood of the farm.
- b. Lack of **inside space** for farm camps. Mostly the work and plays are outside. When it is raining and cold they have to use the space needed for sorting the fruit & vegetables and preparing the orders, which is not optimal.
- c. For the above reason they bought a 'pipo wagon', which they can also use for the planned activities for 'Farm Tourism'.



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