



THE INNOVATION JOURNEY

Since 2017, landscape architects Inge Vleemingh and Heimen Vos have run De Goed Gevulde Boerderij, a 17-hectare sustainable pig farm in Halle, Gelderland.

Inge's 2014 graduation project 'Go nuts!' demonstrated her ability to synergize urban and rural perspectives. Partnering with Heimen from a traditional pig-farming family, she took her ideas further by creating a closed-loop system to minimise waste in multifunctional farming. The farm is energy-neutral with solar power and heat pumps and offers tours and direct meat sales both on-site and online. Their high-quality pork attracts royal customers.



Figure 1. Presentation of meat products in a mobile stand

Inge handles sales and public relations, increasing turnover significantly, with direct sales achieving ten times the price a farmer gets for regular meat. She also shares their story as a speaker and collaborator with various networks.

THE INNOVATION IMPACT

De Goed Gevulde Boerderij is a beacon of sustainable rural development,

boosting economic viability while minimizing environmental impact.



Figure 2. Inge Vleemingh at the farm (Photo by Jan Ruland van den Brink)

The key innovations include: (1) Closed-loop system: Crossbred wild boar and Duroc pigs are fed local food waste, and manure fertilizes crops, reducing environmental impact. (2) Direct sales: Offline and increasing online sales through SEO boost revenue, expanding a niche market. (3) Resilient land use: Raising bees, chickens, and various crops alongside pigs diversifies income and reduce risks. (4) Community engagement: Workshops and farm visits spread inspiration.

The farm's robust business model ensures economic success and environmental sustainability, proving multifunctional livestock farming can lead to a thriving rural landscape.

USEFUL LINKS

- www.degoedgepulde.nl
- <https://ingevleemingh.wordpress.com/go-nuts>
- www.leaderachterhoek.nl/projecten/de-goed-gevulde-spaarvarkens