

THE INNOVATION JOURNEY

In 2020, Karin Körver founded Plantalia, a Community Supported Agriculture (CSA) farm between Middelburg and Ritthem in Zeeland. The farm has expanded from 0.5 to 1.5 hectares and grew from 40 to 100 members, with potential for more. Plantalia offers a self-harvesting membership, allowing members to pick their products from April to December, fostering a direct connection with their food. The farm offers a variety of vegetables, herbs, and flowers, including rare varieties like black tomatoes and Siberian kale. Members pay an annual fee and receive guidance on harvesting techniques.



Figure 1. Karin Körver, founder of Plantalia

Former ICT professional Karin used her skills to establish Plantalia, developing the website by herself and attracting members through local news features. Her sincerity helped secure plots from sustainable, organic landowners. Inspired by initiatives like Tuinen van Groede and CitySeeds, Plantalia emphasizes the social nature of sustainable food consumption. CitySeeds provides fresh vegetables to at-risk families with the help of volunteers, offering small urban garden plots for rent and cares for children. In line with these

initiatives, Plantalia more stands out with its membership system, diverse crops, larger size for more households, and professional guidance, having obtained EU organic certification in January 2024.



Figure 2. Potato harvest on newly leased land in 2023

THE INNOVATION IMPACT

Plantalia engages the local community by hosting open days and educational sessions. To keep members updated she provides newsletters on seasonal products and recipes. She organizes events, strengthening community ties and promoting transparency. In Zeeland, known for industrial potato and onion production, Plantalia offers villagers hands-on opportunities to experience the joy of self-harvesting and it broadens their choices beyond supermarket vegetables.

USEFUL LINKS

www.plantalia.nl
www.halloboer.org/bedrijven/tuinderij-plantalia
www.oestfarmandstay.nl/good-to-know
<https://veltzeeuwseeilanden.nl/handige-websites/>