



INNOVATION JOURNEY

The Seizoenarbeiders Foundation, an innovative employment agency, connects enthusiastic, hard-working individuals with farm opportunities. Born out of necessity in the spring of 2020, when the pandemic left many festival workers unemployed, the initiative matched them with Dutch farmers facing a labour shortage, creating a productive environment for both parties.



Figure 1. Workers from the Seizoenarbeiders harvesting pumpkins at the Zonnedoed farm in Flevoland.

More than 400 applications have been received for 2020 alone. Seizoenarbeiders has developed a unique recruitment system for sending the right workers, to which Ellen de Lange has made a major contribution, using her expertise in anthropological research on Dutch farms. Miriam van Bree has been instrumental in scaling up the initiative, strategizing her role as a promoter of sustainable transition in agricultural education and policy advisor.

INNOVATION IMPACT

This successful model is spreading from Flevoland to the rest of the country. Whether it is working in the fields, making new friends or learning first-hand about

sustainable agriculture, Seizoenarbeiders brings people from the city closer to the land and the origins of their food.

Unlike traditional temp agencies, Seizoenarbeiders focuses on providing a holistic and engaging experience for both workers and farmers. Workers, especially those looking for a break from the conventional workplace and more physical work, are offered farm work for 1-2 weeks, camping on-site.



Figure 2. Workers eating together on the farm with logistics from Seizoen Arbeiders.

As well as helping to meet the demand for seasonal labour, Seizoenarbeiders enriches the lives of its participants, leading them to reconsider their lifestyle and career choices. They are often motivated by their practical experience to look for different ways to contribute to sustainable food production.

USEFUL LINKS

- <https://deseizoenarbeiders.nl/over-ons/>
- www.instagram.com/deseizoenarbeiders
- www.youtube.com/@deseizoenarbeiders501