

# Create Awareness Through Company Tours

Point of production: Sow / Finishing  
Country of origin: Netherlands



## Cost/Benefit analysis

Cost of implementing changes:

Approx. 60,000 euros per annum

Total spend: 350,000 euros in 6 years

**Benefits:** Income from tours

- Open days: free entrance  
Farm Tour € 15,= pp (adults) / € 7,50 pp (children up to 14 years)
- Walking tour € 7,50 pp (adults) / € 5,= (children up to 14 years)
- Cycling tour € 27,50 pp (adults) / € 15,= pp (children up to 14 years)

**Benefit of work:**

- New outlets at higher value per kg
- Expected revenue increase: 15%

Based on the above, annual revenue due to the sale of extra pig meat is almost 70,000 euros per year.



Berkhout Meat's goal is that the end user buys a tasty and familiar piece of meat that meets and even exceeds their expectations, directly from the producer. The programme is built on the Berkhout brand name.



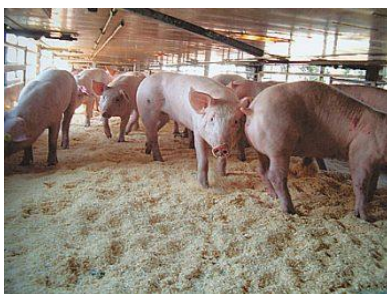
This is promoted by organising open days and farm tours, walking and cycling tours, allowing consumers to see and appreciate that they care for their animals with passion and experience in an honest, trusted way.

## The solution – Best practice

To this end, Berkhout have invested in developing a brand on their packaging and marketing, creating points of sale on site and at other premises, meeting rooms and skyboxes to tour the facility whilst maintaining biosecurity. The total costs for this are more than € 350,000 over the past 6 years. The goal has always been to make consumers curious about the sector and the Berkhout pig. A collaboration with Puur Brabant ensures that Berkhout meat has a unique story and is for sale in the local farm shops. There is a lot of ignorance about the pork sector, so many people form their own opinion about it. Farm tours and a more open approach offers an enormous opportunity to positively promote the sector with its own story. Berkhout are proud of what they do and are happy to show this to consumers!

## Points to consider and additional information

Careful consideration has been put into the features of farm tours to ensure appropriate biosecurity for animals, staff and visitors. This includes design features of the walking and cycling tours as well as the use of sky boxes to view livestock without direct interaction of the public. The offset of costs is through increased sales and perceived value of the product by consumers but also diversification into providing experiences, these can be charged for to provide income that covers the cost of the infrastructure. The overwhelming benefit is that the pork industry can communicate its own story rather than negative elements of society.



Further research & Project links

<https://eupig.eu/>

Link to technical report

Video - Open Weekend 2019

Contact RPIG (Netherlands):

Jos Peerlings

