



## Policy plan of the De Groentedeler (Sharer of Vegetables) Foundation 2023 - 2025

The De Groentedeler Foundation, founded on March 22, 2023, aims to:

- Promote and enable the production of sustainable and healthy food in the immediate vicinity.
- Make sustainably produced fruit and vegetables available to those who lack it, such as clients of the Voedselbank.
- Promote contact between urban and rural residents.

The Foundation is formally registered with the Chamber of Commerce under number 89627660 as Local Welfare Work (88993). RSIN no. 865045495.

Every year, the foundation finances, in consultation with the board of Voedselbank Leiden and the owner of the Bij Mei organic garden (or a similar project), the amount of vegetable subscriptions to be purchased.

The weekly harvest of these subscriptions is provided by volunteers from De Groentedeler. Voedselbank Leiden distributes these vegetables among their clients. De Groentedeler is responsible for recruiting and activating the volunteers.

In addition, the foundation informs and enthuses residents of Leiden and the surrounding area about this project and invites them to participate, financially or by working as a volunteer. The foundation also provides information about the need for and conditions for sustainable nature-inclusive agriculture in people's own environment.

To achieve the above, the foundation is responsible for a number of aspects. Financially, the foundation would like to build up a stable position over several years. This means that purchasing decisions are made on the basis of solid financial coverage of the obligations into which it has entered. In addition to continuing to appeal to private donors, smaller and larger subsidizers and donors will have to be sought from a broad field of government, society and business. While we have mainly received one-off gifts and subsidies to date, we want to work towards multi-year agreements. In this way we may reach a situation in which most of the budget is covered by already promised gifts or donations.

In 2023 there was a benefit theater performance and an action under the responsibility of the College of Deacons of local Protestant- and Roman Catholic churches.

We look for and encourage all similar initiatives that can generate substantial returns. The team of volunteers who harvest and weed at the Bij Mei market garden every week must be motivated in order to be able to carry out the work in a relaxed and enjoyable manner. That is why a schedule is made at the beginning of the season and there is regular contact. Every year, volunteers are invited to a meeting with the foundation board. In addition, there are meetings at the market garden for volunteers and other involved parties.

The project must also gain wider awareness. Whereas its 'birth' commenced at the Sustainability working group of the Ekklesia Leiden and the focus was then on the participation of the Leiden churches, we now want to inform and involve the entire Leiden society. To create that involvement, we intend to create a recognizable website and a communication plan. The domain name will be: [www.degroentedeler.nl](http://www.degroentedeler.nl)

Our third objective is to create a more overall connection between 'the city and the country', i.e. to inform residents about the benefits and beauty of local, sustainable and nature-inclusive agriculture in their own environment. We will develop more concrete plans for this.

As a possibility, we are considering a meeting with residents of Leiden and surrounding areas at least annually at the garden, where interest can be aroused by means of an interesting program.



We would also like to discuss the possibility of occasionally inviting employees from companies in the area to the garden. In the context of corporate social responsibility, we could ask them to help with the harvest as volunteers as well.

'Open days' or other public activities will be promoted by the board. In the long term, we also want to pay more attention to (nature and environmental) education around sustainable agriculture, aimed at different target groups such as children and young people. Finally, our first and principal objective, is to promote and enable the production of sustainable and healthy food for the clients of De Voedselbank.

However, the demand for fresh, healthy products for Voedselbank Leiden still largely exceeds the supply. The foundation is investigating how this supply can be increased in the long term and what financial resources will be required to solve this.

(Dec. 2023)

ADDITION: Board members of Stichting De Groentedeler dated November 2023.  
Chairman: Peter Klapwijk, resigning and eligible for reappointment September 2027  
Secretary: Marga Bakker, resigning and eligible for reappointment September 2026  
Treasurer: Jan Blok, resigning and eligible for reappointment in March 2027

From the Deed of Incorporation, as recorded by notary R.H. Breedveld in Leiden on March 22, 2023 (file no. 2023R236246RD): Article 3.5. All directors can receive compensation for the costs they have reasonably incurred in carrying out their duties. The directors receive no reward for their work.

