

# AGRICULTURE IN AMSTERDAM ZUIDOOST

A photograph of a lush green field with many dandelions in the foreground, with a modern multi-story apartment building in the background. The field is filled with tall grasses and numerous dandelions, some in bloom and some as white seed heads. The building behind it has a grey facade and large windows, with balconies visible. The overall scene suggests an urban agricultural space.

Presented by Chloë & Marco (ACT 3.037)





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# Background

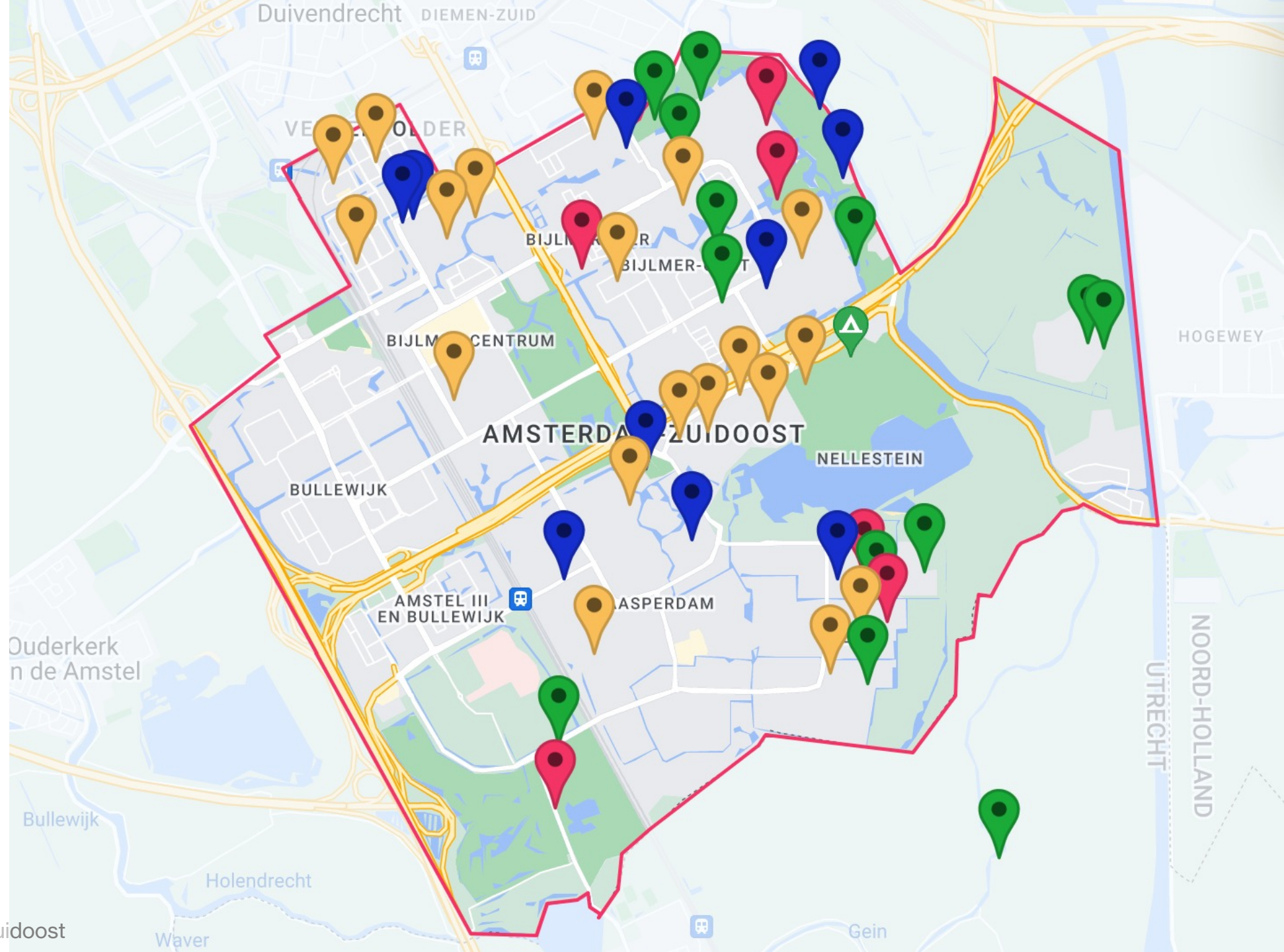
Aim: achieve a thriving local production of fresh produce in the AZO area to empower residents.

→ What possibilities exist?

# Existing Gardening Initiatives in Amsterdam Zuidoost

-  Social
-  Edible
-  Educative
-  Protected

Source: Groenplatform Zuidoost



# Who is involved?

gardening-organisations

residents

community-gardens

professional-farmers wur-scienceshop

stichting-venzo



→ **MANY ACTORS HAVE A STAKE IN THIS PROJECT, EACH WITH DIFFERENT IDEAS AND OPINIONS.**

**WE HAVE TRIED TO KEEP THE RESIDENTS CENTRAL IN OUR RESEARCH.**

# Contents



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Connecting, gardening,  
and alternatives



Main advices



**HOW CAN FRESH PRODUCE  
ACCESSIBILITY IN AZO BE IMPROVED  
WITH A RESIDENTS FOCUSED  
APPROACH?**

# Main research direction

- **Existing projects** → in and outside of the Netherlands
- **Resident & expert** opinions → through (dyadic) interviews and questionnaire
- Present and future **connection** between gardens
  - Benefits of connecting





# — MAIN INSIGHTS

# 1. Residents are the main actors in AZO and should have a more central role in the discussion

- **Low response/interest to our inquiry**
  - Just another project from outside
- **Bottom-up approach** is fundamental
  - Start from residents and existing projects

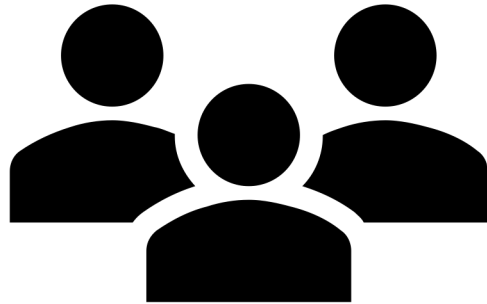
## 2. Urban gardening is a great social connector, but has limited potential to increase fresh produce accessibility in AZO

- Social, cultural and natural value
  - Beneficial for a more cohesive community
- Can urban gardening increase food security?
  - Not alone, **collaboration between initiatives** is needed



# — APPROACHES

# More involvement of residents



- **Bottom up** approach
- **Take time** and effort to explore residents opinion
- Rely on **local organizations already connected** with residents

# Connecting existing projects

- Already **many** existing **projects**
- **Communication** between them can be **improved**
- **Very positive opinion** of residents



# Connecting existing projects

## Urban Agriculture Academy

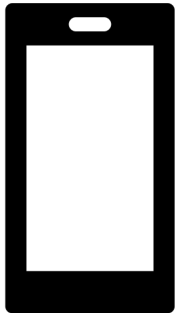


→ 80% of survey respondents where interested.

1. A website to gain and share knowledge
  2. Collective workshops
  3. Digital knowledge clips
- Among resident interviewees: **collective workshops**

# Connecting existing projects

## Plant Swap App/Platform



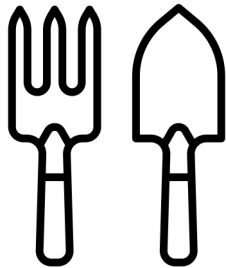
- App or platform where gardeners can **exchange plants** and **tools** all year long

*“An app like “Marktplaats” where you post things you want to get rid off and search for things you still need.”*



# Urban Gardening

## Professional Gardener



- Practical and theoretical **knowledge**
  - Gardening and academy
- **Optimise existing gardens**, engage local residents, “knowledge centre”

*“But when you have a good gardener and [whom] helps everybody to garden together, you have more production.”*



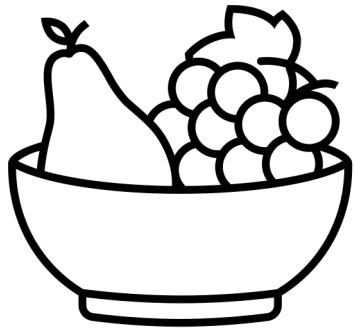
# Urban Gardening

## Greenhouse Tunnel

- Effective way to **increase productivity** and **extend the growing season** of community gardens
  - Cultivation of exotic produce
- Glass greenhouses are prohibited

# Other Initiatives

## Economical accessibility



- **Economical accessibility** to fresh produce is key
- **Waste vegetables** utilisation
- **Food bank** collaboration with gardens
- **Income based** payment



# — MAIN ADVICES

# Main Advices

- **Residents** should have a **central role in any project** taking place in Amsterdam Zuidoost
  - **More research** about and *with* residents needs and ideas
    - Focus groups, involve other existing projects, ...

# Main Advices

- **Urban gardens** have a **high social value**, but **limited** potential to **increase fresh produce** accessibility.
  - **Wider range of solutions** for fresh produce accessibility
    - Take a step back and involve more local organizations



# FOOD FOR THOUGHT