

A report presenting best practise

"Business innovation through smart specialisation"

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A taste of farm life in a picnic basket

In the Belgian province of West Flanders, 22 farms offer visitors well-filled picnic baskets. The farm picnic offers holiday-makers a chance to vicariously enjoy the country life of today's farmers.

Experience sells like hot cakes

Carefree pleasure during an outing in the country, that's what a picnic lunch on the farm is all about. The delicious, pure farm and regional products taste even better in a unique, rural and authentic setting.

Between May and the end of September, you can enjoy a delightful farm picnic at 22 West Flemish farms. In 2017, over 5000 tourists and holiday-makers found their way to these farms. The picnic is carefully composed of products from the farm, supplemented by other regional products from nearby farms.

The pressures of everyday life slip away as you eat in leisure at the most beautiful spot on the farm. Most participating farms are located near the cycling network and walking paths, so you can perfectly combine the picnic with a cycling tour or hike (www.west-vlinderen.be) or some other activity in the region. And you'll most likely get a few glimpses of what life on a farm is like - or you can even arrange for a guided tour.



Do you want to know more?

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