Practice Abstract #14

Land of Ours: collective landscape and agriculture restoration

Target audience

Farmers, citizens, landowners, advisors, policymakers, non-specialist practitioners.

Problem encountered and objective

Land van Ons (Land of Ours) is a response to decades long exhaustion of agricultural land and nature in the Netherlands. Animals and plants are disappearing at a rapid pace, fewer and fewer species, especially on agricultural land. The Netherlands mainly consists of narrow fields without flowers, birds and insects. Land of Ours aims to bring back biodiversity, healthy soils, clean air and water, by buying agricultural land with participants' contribution and restoring it. Individuals and groups buy shares and become co-owners who help decide on land management, sustainability practices and strategy, while tenant farmers implement agreed nature-inclusive methods.

Main results / outcomes

Since 2019, Land van Ons has acquired over 4 million m² (300 ha) and has about 30,000 paying members; by mid-2025 it managed roughly 360 ha over 26 plots. The latest Annual Report (2023) shows a solid financial profile: a net €5.0 million in member contribution. Total equity increased in 2023 to €22.4 million (+30%). €7.1 million was invested in new plots, compared to €6.2 million in 2022. As of Dec 2025, Land van Ons sells its own local products from the regenerated land through the webshop, in collaboration with 6 farmers, 10 producers, a national farm shop network and pickup points.

Practical recommendations

Advisors: Design land and market strategy jointly, not sequentially — viability depends on it. Support diversified sales channels. Match retiring farmers without heirs to incoming agroecological tenants. Push certification as leverage for short-chain premiums.
Farmers: Below-market rent comes with binding biodiversity/management commitments — factor this into planning. Diversify crops for ecological and economic resilience. Invest in community ties (open days, farm shop, volunteers) — it drives visibility and loyalty.
Citizens (investors): Treat contributions as civic capital, not investment. Buying the products, not only the land, closes the loop: short-chain purchases turn passive co-ownership into active demand for the biodiversity crops the land was bought to support. Volunteering matters as much as funding, as the model depends on active participation. Local neighbors can co-fund specific acquisitions to block undesirable development.
Policymakers: Provide fiscal incentives for citizen-led land funds. Extend fiscal/market support beyond land acquisition to short-chain infrastructure to align ecological gains with financial sustainability. Adapt legal frameworks to recognize "commons" land tenure. Pre-emption mechanisms and public co-funding of the early "de-risking" phase can also support these models.

Further information

Land van Ons website https://landvanons.nl/
YouTube: https://www.youtube.com/@land_van_ons
Annual report (2024): https://landvanons.nl/wp-content/uploads/2025/07/LvO-2025-Jaarverslag-2024-09.pdf

About this abstract

Authors: Marc van Woudenberg - Amped Concepts BV
Date: Dec 2025
EU4Advice aims to lay the ground for effective capacity building of Short Food Supply Chain (SFSC) actors, by supporting advisors as catalysers of the knowledge flow from research to practice within an EU network of SFSC advisors, and by promoting the integration of SFSC advisors into national AKIS.

Funded by the European Union

This project has received funding from the European Horizon Europe research and innovation programme under grant agreement No 101059911