Practice Abstract
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The Roll-out of a Robust, Regional and Regenerative Food System in the Amsterdam Metropolitan Area

Target audience

Farmers, farmer collectives, local food initiatives, knowledge institutions, business networks, wholesalers, municipalities, advisory networks, funding programs

Problem encountered and objective

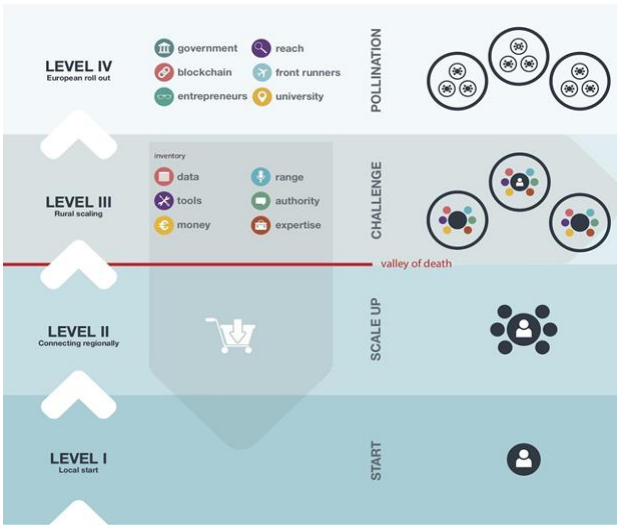
The AMA hosts many food-transition and SFSC initiatives, but they have historically operated in isolation, encountering the same market consolation dynamics, which don't allow most to scale effectively. Complexity also arises from misaligned EU, national, provincial and municipal policies. The GAIN Transition Model provides a framework to build trust, collaborate and develop markets among actors who align on a vision of a connected regional food system.

Main results / outcomes

Within 3 years, this consortium grew to 150 companies, organisations and (semi)-government bodies, 5 farmer collectives (500+ farmers) in and around the AMA, the Zuidas business district, 2 large caterers and 3 universities. For SFSC farmers, this co-creation process provided revenue in a tough market, while policymakers and advisors gained insights for policies and services. The GAIN process inspired the Municipality of Amsterdam to invite Amped to co-write the city's Food Strategy 2023–2026. As of 2025, the process has shifted to a district approach, empowering Amsterdam New West entrepreneurs, CSA farmers and citizens to establish an inclusive SFSC, connecting the daily district food market with locally grown produce, and support local ownership of this chain.

Practical recommendations

The Roll Out process uses GAIN, a gamified, stepwise framework to overcome collaboration barriers (support, data, markets, logistics) and scale short food supply chains via innovation ecosystems. It bridges the 'Valley of Death' through collective action for systemic change. **Advisors/experts & advisory networks**: Facilitate multi-actor events, map ecosystems, tailor advice per level, promote shared governance. **Farmers & collectives**: Register networks, contribute inventory (expertise, produce), join Challenge Rooms for logistics/markets. **Local initiatives**: Build regional alliances with transparent values. **Knowledge institutions**: Provide data analysis, research, student-farmer links. **Business networks & wholesalers**: Share logistics/tools, co-create value models. **Municipalities & funding programs**: Support governance, align policies/finance with levels for enabling environments.



Further information

Gamification for Sustainable Food Transitions: Supporting Multi-Level Cooperation in SFSC through GAIN
Onboarding New Regions - Utrecht University
Digital Innovations for Transformative Food Systems Governance
Let's Get Local - reversed marketplace for local crops and products

About this abstract

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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.

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