



Sector: Regenerative Agriculture Location: Belgium

Farm's Mission & Inspiration

Linked.Farm is a cooperative that was established in 2015 as a Farm2Fork platform. It was founded on the recognition that many farmers struggle to earn a sustainable livelihood from their own produce, leaving them without the financial stability or mental capacity to transition toward more agroecological and regenerative practices. The founders sought to address this gap by making farming economically viable and empowering farmers to adopt sustainable methods. Through the digital Farm2Fork platform, the business connects farmers and entrepreneurs directly with both B2B and B2C clients, facilitating fairer value chains and more transparent market access.

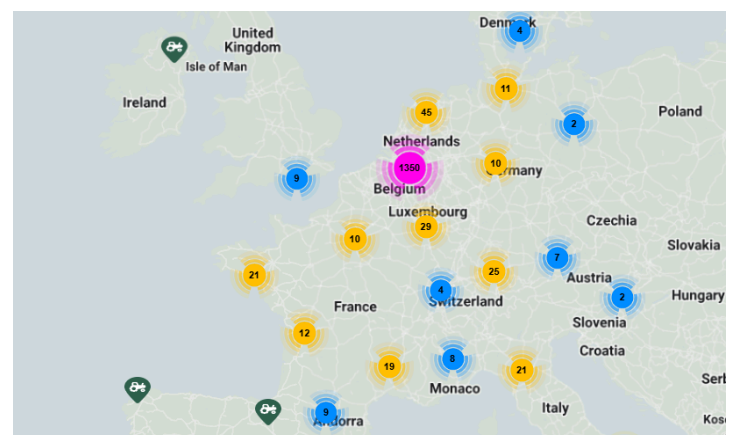


Communication and outreach extend beyond digital channels to active participation in federations such as Voedsel-Anders and Bond Beter Leefmilieu, as well as support for farmer unions like Boerenforum. The organisation also engages in numerous events and networks, including Ashoka, Citizenfund, EIT Food, and Kiemkracht, to amplify its mission. With over €12.5 million transiting through its platform

annually, the enterprise demonstrates that economic success and ecological responsibility can be mutually reinforcing pillars of modern agriculture.

Business Model

The business operates through a digital Software-as-a-Service (SaaS) platform designed to enable and streamline shorter food supply chains, helping farmers and food entrepreneurs connect directly with consumers and markets. Beyond the platform itself, the company offers a range of supporting services, including IT solutions, public procurement projects, marketing, and logistics, addressing the key barriers that prevent small producers from engaging in direct, sustainable food distribution. Most sales and interactions occur online, complemented by on-site visits to farmers to strengthen relationships and ensure the success of their operations. Collaboration lies at the heart of the model, with local hubs and partner organisations playing a pivotal role in expanding reach and maintaining a decentralised, community-based approach to food systems.



Challenges & Hurdles

One of the main challenges the business faced in its early stages was overcoming the perception that the Farm2Fork model is only suited to small-scale farmers and that products sold through such channels are inherently more expensive. Operating in a market where many customers have limited financial resources added further complexity to building a sustainable and inclusive system. Despite these obstacles, the founders embraced a mindset of continuous learning, viewing every difficulty as an opportunity for growth and adaptation.



Ongoing challenges include the loss of public funding for many food hubs in southern Belgium, which threatens the stability of regional distribution networks, and the ageing farming population, with many farmers retiring without successors, leading to the loss of valuable knowledge and experience. The



founders remain committed to addressing these systemic issues and encourage others to join their mission of making farming economically viable again, especially as reliance on traditional agricultural subsidies becomes increasingly uncertain.

Future & Opportunities

Looking ahead, the Linked.Farm envisions growth through deeper collaboration and strategic partnerships, guided by the belief that “collaborating is the new winning.” Rather than focusing solely on scaling its own operations, the company aims to strengthen the wider Farm2Fork ecosystem by building alliances that promote resilience, shared learning, and collective impact. To ensure long-term viability, the founders emphasise the need for greater autonomy for farmers and access to independent advice, free from the influence of major industrial players seeking to sell inputs and financial products. By fostering an environment where farmers are empowered with knowledge, resources, and genuine support, the business aims to contribute to a more equitable and self-sustaining agricultural future.

