

# Good Practice Cases in Sustainable Tourism Destinations

## Durbuy Local Food (Belgium)

ITEMS	SECTIONS	DESCRIPTION	PICTURES
	Name (in EN) of the destination	Durbuy	
	Administrative Organizations and Country	Municipality Belgium	
	Tourism Organizations	Local Tourism Associations	
	Surface	157 km <sup>2</sup>	
	Resident population	11.222	
	Tourism Arrivals	unknown	
	Tourism nights	350.000 / year	
WHO	Name of the leading organization	The office for local development of the Municipality	
	Website	<a href="http://www.durbuy.be">www.durbuy.be</a>	
WHY	The reason for action	To encourage local restaurants to use local food. To organize local producers to find local markets.	
	Issues and challenge	<b>We aim to be at 50% of local food in the restaurants of Durbuy. They are at 10% for the moment. The challenge is to organise professional delivery.</b>	
HOW		<p>The work now is to establish virtual platform on internet to facilitate order for restaurant and visibility for producers.</p> <p>We increased producers visibility (logo), give them a new identity and offer them different occasions to sell their products (markets, events).</p> <p>On the same time we offer restaurants to join a <b>new label : Local Food !</b> it's an opportunity to be associated with local producers.</p> <p>We increased producers visibility (logo), give them a new identity and offer them different occasions to sell their products (markets, events).</p> <p>On the same time we offer restaurants to join a new label : Local Food ! it's an opportunity to be associated with local producers.</p>	
RESULTS	Benefits	<p>We increased producers visibility (logo), give them a new identity and offer them different occasions to sell their products (markets, events).</p> <p>On the same time we offer restaurants to join a new label : Local Food ! it's an opportunity to be associated with local producers.</p>	
	Recognition and Awards	No special prize but money from the Walloon government as a pilot project.	
REFLECTION	Multiplier effect and transferability	Less transport of food products	

		<p>More local jobs for young entrepreneurs</p> <p>Opportunity for farmers to increase variety of products</p> <p>Keep our community unique</p>	
	Lessons learned and critical success factors	<p>The covered area must be at least 400 km<sup>2</sup> with a good potential of products.</p> <p>Take time to progress (be sure consumers are following) !</p>	