

Mission Model Canvas

Project title:

Food Production Hub Basel -
Shared Infrastructure for Regional Food

Created by:

Basel Food Factory

Date:

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Partners & Support 🤝

Basel Food Factory - lead, coordination, shared production model, governance

gaw - production infrastructure, operations, food technology

Genuss aus Stadt und Land - producer network, sourcing, product development

Lebensmittel Netzwerk Basel / Feld zu Tisch - farms, logistics, buyers, value-chain links

Bioflix - retail validation, market feedback

FHNW - impact measurement, viability evaluation, replication roadmap

Pilot buyers - retail, gastronomy and community catering testing and reordering products

Activities 🌀

- Co-develop 4-8 pilot products from regional, seasonal and surplus/B-grade ingredients where possible.

- Produce and distribute pilot batches through shared infrastructure, including packaging, storage, freezing and logistics.

- Validate demand, pricing, operations and impact with repeat buyers and FHNW-supported evaluation.

Ressources 🏗️

- Existing production infrastructure with food safety, freezing, storage and operational capacity.

- Regional producer and buyer network connecting farms, logistics, retailers, gastronomy and community catering.

- Product development, market validation and impact evaluation combining operational know-how, Bioflix feedback and FHNW evaluation.

Project 📦

Regional food is available, but often not convenient, storable or scalable. Food Production Hub Basel closes this missing middle by using existing production infrastructure to transform regional, seasonal and surplus ingredients into ready-to-use fresh, chilled and frozen products. Producers, gaw, logistics partners and buyers co-develop products, test demand and establish transparent workflows. The pilot creates a replicable model for resilient, climate-friendly regional food systems.

Relationship, Community 💚

- Producers co-design products and sourcing plans.

- gaw and production partners run pilot batches.

- Retailers, gastronomy and community catering test products in real operations and give feedback on quality, price, usability and logistics.

- Tastings, workshops and repeat-order loops turn the community into active co-creators, not only observers.

- Learnings are shared across the regional food ecosystem.

Channels 📱

- Direct buyer outreach, tastings, pilot production runs and test sales.

- Basel Food Factory, Genuss aus Stadt und Land, Lebensmittel Netzwerk Basel / Feld zu Tisch and Bioflix networks.

- Markthalle Basel events, partner newsletters, websites and social media.

- Repeat orders and buyer feedback as the main validation channels.

Target Groups 👤

- Primary: regional producers needing processing access; farms with seasonal surplus or B-grade produce.

- Retailers, gastronomy and community catering seeking reliable, ready-to-use regional products.

- Production partners with underused capacity and food entrepreneurs developing regional products.

- Secondary: consumers seeking accessible, climate-friendly regional food.

Budget 💰

Funding requested: CHF 50,000

- CHF 15,000 - product development & pilot production
- CHF 10,000 - coordination producers, buyers & production
- CHF 8,000 - packaging, labelling, hygiene & QA
- CHF 7,000 - equipment, storage, freezing & logistics
- CHF 5,000 - market testing, tastings & communication
- CHF 5,000 - climate impact, evaluation & replication planning
- In-kind: CHF 42,000 - facilities, equipment, utilities, operational support and expert time

Total project value: CHF 92,000

Impact 🌱

Impact: The hub makes regional food easier to process, store and use while reducing avoidable food waste from seasonal surplus and B-grade produce. It improves the use of existing production capacity and tests whether regional ready-to-use products can substitute industrial alternatives.

Verification: regional volumes processed; kg surplus/B-grade produce used; share of regional ingredients; pilot products; producer partnerships; repeat buyers; production capacity used; regional value creation; estimated climate effects.

12-month proof: 4-8 pilot products, 3-5 producers, at least three repeat buyers, tested sourcing-production-distribution process, pricing/workflow model and replication roadmap.

Scaling: A practical playbook for sourcing, production, logistics, governance, pricing and impact measurement can be adapted by other Swiss regional food networks.

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