

Feb 16, 2026 (10:00 - 11:15) · Online

# CORENET ADVISINAR – FEBRUARY 2026

## **SPEAKERS short bios:**



### **Dr Jan Willem van der Schans**

Co-Founder at Task Force Korte Keten, The Netherlands

Jan Willem graduated in business studies at the Erasmus University Rotterdam with a focus on management of change. He also obtained his PhD there on forms of self-organization in the management of natural resources. Jan Willem worked as a senior researcher in urban food supply at Wageningen Economic Research, the former Agricultural Economics Institute. As a self-employed researcher and advisor he is involved in projects about farmer entrepreneurship and sustainability. Jan Willem developed and operated for several years a coaching program to support farmers to increase their market share in short food supply chains.

In his speech he will offer an overview of shared facilities for small farmers, focusing on innovations and benefits, with concrete examples from the Netherlands.



### **Matthias Mayr**

Oberländerhof, Austria

Farmer Matthias Mayr was tired of driving his chickens around for hours on end, so he teamed up with an electrical company to found the Mobile Slaughtering Association, which builds and sells slaughtering facilities on four wheels. His aim is to keep regional value creation and improve animal welfare.

Mr Matthias Mayr explains how he came up with the idea of building the mobile poultry slaughtering facility. He describes how he realised his idea and what the mobile slaughtering facility is capable of.



**Mirijam Zimmermann**

Agricultural and forestry services Maschinenring, Austria

Maschinenring is one of the leading service providers in Tyrol. With its mobile poultry slaughtering service, it supports direct marketing at farms through professional poultry slaughtering.

This avoids unnecessary animal transport and the added value remains on the farm through the sale of meat directly from the farm.

Ms Mirijam Zimmermann talks about the promotion of the mobile slaughtering facility, the specific services offered to participating farms and the support provided to newcomers in marketing soup chickens.