

Innovation report inspiration trip De Oesterij

During a visit to the **Oesterij in Yerseke**, we were welcomed by the Dhooge brothers where we were introduced to the history of their family business. In addition to promoting their product, the Oyster, they also keen advocates of the region and encourage entrepreneurship in the region through local collaborations:

- De Oesterij uses the DNA of their location in North Zeeland combined with the DNA of their family business to develop a unique experience for visitors. Proud of their history and their ancestors, the Dhooge brothers decided to create an information centre in Yerseke. They invite customers and fishing enthusiasts to visit their company. Open seven days a week visitors can visit the museum and information centre, taste the products and buy them in the store. In addition, oyster farm tours and boat trips to their oyster plots in the Oosterschelde are available.
- De Oesterij has consciously opted for a basic design of the tasting area. This includes wooden sofas, no fancy interior and no special presentation. After all, the visitor is at the Oyster Farm and the rustic image is important as this is not a restaurant. Focus is given to the product: top quality oysters and other seafoods.
- To ensure that other companies in Yerseke also receive these visitors the Oyster Farm closes its doors every evening at 6:00 pm. That way people who like seafood for dinner are encouraged to visit local restaurants.
- Customers are offered a wide range of oysters and de Oesterij works together in partnership with other local providers.
- To celebrate the Dutch oyster season, the Oyster Farm organises together with partner companies a 3-day Oyster Festival. Other traditional local Zeeland products benefit from this festival.

