

UUDENMAAN RUOKA

Problem encountered and objective

Small specialty farms often struggle to get their goods to a large section of consumers and consumers who want to purchase these goods cannot do so conveniently. This scheme aims to give small farmers a large platform and marketing to reach a large consumer base and consumers a convenient way to purchase seasonal goods from a range of locations at once.

Main results / outcomes

Uudenmaan Ruoka is a food hub with local seasonal produce that comes straight from the food producers. Consumers choose the food they want from a range of different farms and food producers from an online platform, pay in advance and choose which hub pickup point and time to collect their goods. This makes it easy for consumers to order local and seasonal food directly from farms and have a convenient way to pick up their goods from a single location. Local farms receive an easy way to access the market and sell goods directly to consumers. Consumers may draw up a contract with a farm and commit a certain amount of money for seasonal goods. This gives the consumer a good price and allows the farm to know in advance what to produce in what quantities.

Practical recommendations

The food hub provides an online platform and the collection and distribution of goods as well as marketing and communications. The local farms sign up to be a part and supply their products as well as sell 'contracts' to consumers. Farmers receive much higher market and direct access to consumers while getting to set their own price for goods. Farms with a limited selection of specialty goods can be included in a larger shopping and picked up in one location making it more likely for consumers to purchase their goods. Farms receive better marketing and online presence together. The online platform is replicable for other regions so long as there is a similar variety of food producers to represent.

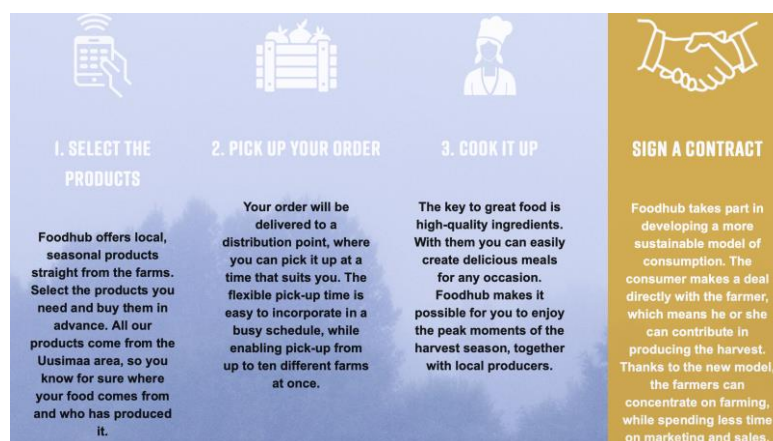


Figure 1: Overview of how the food hub works

Further information

Website: <https://uudenmaanruoka.fi/en/>
Instagram: <https://www.instagram.com/uudenmaanruoka/>

About this abstract

Authors: John Gillon – Rural Youth Europe

Date: August 2022

COCOREADO is a Horizon 2020 funded project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement. Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on ambassadorship, good practices, and a focus on youth. The project is running from January 2021 to June 2024.

Website: www.cocoreado.eu



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT NO 101000573