



Deliverable D7.6

Practice Abstracts – first bench





D7.6

Practice Abstracts – first bench

Document info

Deliverable 7.6	Practice abstracts – first bench
Version	1.0
Deliverable lead	INI
Related work package	WP7
Author(s)	Mirentxu Asín, Sonia Olza
Contributor(s)	All partners
Communication level	PU (Public)
Submission date	31 st August 2022
Grant Agreement Number	101000573
Programme	Horizon 2020 H2020-RUR-2020-1
Start date of project	01-01-2021
Duration	42 months
Project coordinator	KU Leuven





Table of contents

Document info	2
Table of contents	3
Abstract.....	4
List of abbreviations.....	4
List of partners acronyms	4
1. Introduction	5
2. Methodology.....	6
3. Summary of Practice Abstracts.....	8





Abstract

This deliverable contains the resume and contents of the 20 practice abstracts already developed under the project's activity. 15 more are expected to be delivered in the second batch resulting in a total of 35 practice abstracts by the end of the Project.

List of abbreviations

EIP-AGRI	European Innovation Partnership for Agricultural productivity and Sustainability
GA	Grant Agreement
H2020	Horizon 2020
PA	Practice Abstract
RUR	Rural Renaissance
WP	Work Package

List of partners acronyms

BSC	Nodibinajums Baltic Studies Centre
CEJA	Conseil Européen des Jeunes Agriculteurs Aisbl
CONSULAI	Consulai Consultoria Agroindustrial LDA
EV ILVO	Eigen Vermogen van het Instituut voor Landbouw- en Visserijonderzoek
INI	Iniciativas Innovadoras SAL
INTIA	Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias SA
IPS-BAS	Institute of Philosophy and Sociology
JSI	Institut Jozef Stefan
KU LEUVEN	Katholieke Universiteit Leuven
LUT University	Lappeenranta-Lahden Teknillinen Yliopisto LUT
MIJARC	Mouvement International de la Jeunesse Agricole et Catholique-Europe
RY EUROPE	Rural Youth Europe EV
UCPH	Kobenhavns Universitet





01

1. Introduction

The European Innovation Partnership for Agricultural productivity and Sustainability (EIP-AGRI) was launched by the European Commission (EC) in 2012. This initiative aimed to help all EU countries to provide their citizens with a more competitive economy, better jobs, and life standards, fostering a competitive and sustainable agriculture and forestry sector that "achieves more from less".

The EIP-AGRI adheres to the "interactive innovation model", which brings together specific actors (e.g., farmers, advisors, researchers, businesses, etc.) to work in multi-actor projects to find a solution for a specific issue or develop a concrete opportunity. In this sense, communicating about projects activities and results is much easier by a common format (see Figure 1) which facilitates the knowledge flow and enables contacting farmers, researchers and all the other actors involved in innovation projects. The EIP common format consists of a set of basic elements characterising the project, including practice abstracts (PAs). The format is developed with the aim to enable the contact with partners, incentivise efficient knowledge exchange and disseminate the results of the project in a concise and easily understandable way to practitioners.

All the PAs generated during the life cycle of COCOREADO project will be periodically uploaded to the EIP-AGRI, where the information is shared at EU level, via the EIP-AGRI project database, a unique repository which supports the dissemination of results of all interactive innovation projects. In addition, these PAs will be a useful dissemination tool to share the updates and outcomes of COCOREADO with the EIP-AGRI subgroup of innovation.

This document presents 20 PAs that have been mainly developed based on the outcomes of the good practices on novel and fair systems that partners have identified throughout the project's lifetime.





02

2. Methodology

PAs are short summaries of around 1.000 – 1.500 characters (word count – no spaces) which describe the main information/recommendations and serve end users in their daily practice. All PAs have been prepared following the guidance and Common Format of EIP-AGRI (see Figure 1) in the shape of an Excel template. Every PA must be accompanied by a short title of no more than 150 characters.

This deliverable presents the abstract practices with another design that has been prepared in order to publish them on the project website. However, this design contains the main information as required in the EIP-AGRI format (see Figure 2):

- Main results/outcomes of the activity (expected or final).
- Main practical recommendations such as the main added value/benefit/opportunities to the end user.

Both the summary and the title may be also provided in the native language of the coordinator or one of the partners. However, an English version of PAs must always be available. In addition to the PAs, the Excel template contains general information about the project, including keywords, list of partners and contacts, website and audio-visual material.

Please note that the following practice abstracts have not yet been validated by EIP-AGRI.







EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate H. Sustainability and Quality of Agriculture and Rural Development
H.5. Research and Innovation

EIP-AGRI Common format for interactive innovation projects

The interactive innovation approach under the European Innovation Partnership Agricultural Productivity and Sustainability (EIP-AGRI)^[1] fosters the development of demand-driven innovation, turning creative new ideas into practical applications thanks to interactions between partners, the sharing of knowledge and effective intermediation and dissemination.

The EIP **common format** consists of a set of basic elements characterising the project and **includes one (or more) "practice abstract" (s)**. The format was developed with two main objectives:

- (1) to enable contacting partners and incentivise efficient knowledge exchange, and
- (2) to disseminate the results of the project in a concise and easy understandable way to practitioners.

The common format allows providing information all along the life-cycle of the project. **The content of the common format can be updated at any moment** when useful, for instance in an intermediate phase of the project. Project information should at least be available at the beginning (describing the situation at the start of the project, including project title and objectives) and at the end of the project (describing the results/recommendations resulting from the project, including a final project report and one or more practice abstracts).

EIP-AGRI Common format
INSTRUCTIONS
PROJECT INFORMATION
PARTNERS
KEYWORDS
AUD

Figure 1. EIP-AGRI Common format

A	B	C	D	E	G	H	I
Practice "abstract" 1:	Several practice abstracts may be needed for one project, depending on the size of the project and the number of outcomes/recommendations which are ready for practice.						
<p>Short summary for practitioners in english on the (final or expected) outcomes. (1000-1500 characters, word count – no spaces).</p> <p>This summary should at least contain the following information:</p> <ul style="list-style-type: none"> - Main results/outcomes of the activity (expected or final) - The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? <p>This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>		Recommended	0 character(s) / 1500				
<p>Short summary for practitioners in native language</p>		Mandatory	0 character(s) / 1500				
<div style="display: flex; justify-content: space-between; border-bottom: 1px solid gray;"> EIP-AGRI Common format INSTRUCTIONS PROJECT INFORMATION PARTNERS KEYWORDS AUDIOVISUAL MATERIAL WEBSITES PA1 PA2 </div>							

Figure 2. EIP-AGRI template for PA





03

3. Summary of Practice Abstracts

Nº	PARTNER INVOLVED	TOPIC	LANGUAGE
1	INI	Connecting consumers and producers to rebalance farmers' position	English / Spanish
2	CONSULAI	Fruta Feia (PORTUGAL)	English / Portuguese
3	IPS-BAS	Farmers' Market Varna (BULGARIA)	English / Bulgarian
4	IPS-BAS	Good for you Good for the farm (BULGARIA)	English / Bulgarian
5	IPS-BAS	Borima Farm Milk Vending Machines	English / Bulgarian
6	KU LEUVEN	PLNT (BELGIUM)	English / Dutch
7	JSI	ZELENA TOČKA	English / Slovene
8	CONSULAI	PROVE – Promote & Sale	English / Portuguese
9	LUT	REKO Networks	English / Finnish
10	RYE	UUDENMAAN RUOKA	English
11	INTIA	Landare	English / Spanish
12	ILVO	Fairecoop – Fairebel	English / Dutch
13	INTIA	Ekoalde	English / Spanish
14	KU LEUVEN	Farmer Steven	English / Dutch
15	RYE	WFC - Lamb Initiative	English
16	JSI	Taste LAŠKO (STIK)	English / Slovene
17	UCPH	ØSTERGRO	English / Danish
18	ILVO	PLUKBOERDERIJ GRONDIG	English / Dutch
19	BSC	Food Hub in Āgenskalns	English / Latvian
20	CEJA	Lokalny	English / Italian



European ambassadors striving to change food systems

Problem encountered and objective

To introduce a permanent change in the way how food reaches our tables and how farmers are positioned in the food supply chain, one must engage simultaneously with social structures, values, practices, and other elements these systems consist of.

The objective of COCOREADO is 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. In a nutshell, COCOREADO is working to transform the food supply chains.

Main results / outcomes

One of the most interesting and important aspects is its focus on youth. The project has recruited youth ambassadors from all over Europe and taken them on board as partners in the project. The ambassadors can fully co-create the project outcomes alongside the consortium granting them an equal say in the food systems of the future, giving young people a way to identify their own needs and how best to work towards them.

Practical recommendations

COCOREADO involves both academic and close-to-farmers partners across Europe, recognising regional differences and barriers in terms of replicability of good practices and regional opportunities in terms of solutions. The consortium connects key youth actors in an environment that offers support and encouragement to undertake action. A key tool for creating such an environment is the COCOREADO Ambassador Training Programme, where ambassadors co-create solutions for the seed cases (ideas) that are both consumer-driven and conducive to improving farmers' incomes. These solutions are based on a systemic design approach. The project supports the organisation of workshops with regional actors to further develop solutions and win-wins for producers and consumers.



Fig 1: Photo group of the Ambassadors



Fig 2: 1st Training organised in Brussels, March 2022

Further information

[WEBSITE www.cocoreado.eu](http://www.cocoreado.eu) | [COCOREADO YouTube channel](#)

About this abstract

Authors: Mirentxu Asín, Sonia Olza – INICIATIVAS INNOVADORAS

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

Embajadores europeos por el cambio en los sistemas alimentarios

Problemática y objetivo

Para introducir un cambio permanente en la forma en que los alimentos llegan a nuestras mesas y en la posición de los agricultores en la cadena de suministro de alimentos, hay que comprometerse con las estructuras sociales, los valores, las prácticas y otros elementos que componen estos sistemas.

El objetivo de COCOREADO es reequilibrar la posición del agricultor como actor individual, actor clave en las cadenas de suministro de alimentos innovadoras y proveedor para la contratación pública. COCOREADO trabaja para transformar las cadenas de suministro de alimentos.

Principales resultados

Uno de los aspectos más interesantes es su enfoque en la juventud. El proyecto ha reclutado a jóvenes embajadores de toda Europa y los ha incorporado como socios del proyecto. Pueden crear resultados junto con el consorcio, lo que les permite participar en igualdad de condiciones en los sistemas alimentarios del futuro, ofreciendo a los jóvenes una forma de identificar sus propias necesidades y la mejor manera de trabajar para conseguirlas.

Recomendaciones prácticas

COCOREADO cuenta con la participación de entidades en toda Europa, reconociendo las diferencias y barreras regionales en cuanto a la replicabilidad de las buenas prácticas y las oportunidades regionales en cuanto a soluciones. El consorcio pone en contacto a los principales actores juveniles en un entorno que ofrece apoyo para emprender acciones. Una herramienta clave para crear esto es la formación a los embajadores, en el que crean conjuntamente soluciones para los casos semilla (ideas) que están orientadas al consumidor y que conducen a la mejora de los ingresos de los agricultores. El proyecto apoya la organización de talleres con actores regionales para seguir desarrollando soluciones y beneficios para productores y consumidores.



Fig 1: Foto grupal de los Embajadores



Fig 2: Primera formación organizada en marzo 2022, en Bruselas

Más información

WEBSITE www.cocoreado.eu | [COCOREADO Canal de YouTube](#)

Acerca de este resumen práctico

Autores: Mirentxu Asín, Sonia Olza – INICIATIVAS INNOVADORAS

Fecha: Agosto 2022

COCOREADO es un proyecto financiado por Horizonte 2020 diseñado para reequilibrar la posición del agricultor como actor individual, como actor clave en las cadenas de suministro de alimentos innovadoras y como proveedor para la contratación pública. Basado en el enfoque multi-actor y en un profundo conocimiento de los Sistemas de Conocimiento e Innovación Agrícolas (SCAI), el proyecto aplica un triple enfoque para maximizar el impacto, apoyándose en buenas prácticas y un enfoque en la juventud. Se desarrollará entre enero de 2021 y junio de 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

Fruta Feia – “Ugly fruit”

Problem encountered and objective

The Fruta Feia initiative arises from the need to reverse the trends of standardisation of fruit and vegetables that have nothing to do with food safety and quality issues. This initiative aims to combat market inefficiency by creating an alternative market for "ugly" fruit and vegetables that can change consumption patterns.

Main results / outcomes

By selling products that are rejected by the regular distribution channels due to an unwanted shape and/or size, regardless of being grown in an organic, integrated or conventional production, and only working with local farmers, Fruta Feia encourages the consumer's education not only on the matter of food waste, but also on the valorisation of the local production. It also ensures a fair price to farmers, while also managing to reach consumers with a much lower price than retailers (e.g supermarkets).

Practical recommendations

Fruta Feia is a financially self-sustainable initiative, which means, the income derived from the selling the boxes to the consumers is enough to cover the costs of carrying out the service and continuing to buy more products from the farmers, which otherwise wouldn't receive any money. Every week they work directly with the producers in the region, passing by their gardens and orchards to buy the small, large or misshapen fruits and vegetables that they cannot sell. With these products, they prepare baskets of two different sizes to sell to consumers associated with the Initiative at delivery points around the country. Consumers pay an annual fee of €5 when they collect their first basket of Fruta Feia, in addition to the cost of the basket.



Figure 1: Example of the types of products sold through Fruta Feia, usually rejected due to non-standard size.



Figure 2: Logo of the FRUTA Feia initiative, with one of the products sold.

Further information

Website: <https://frutafeia.pt/en>

About this abstract

Authors: Carolina Mendes, Joana Anjos, Rui Almeida (CONSULAI)

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

Fruta Feia

Problema encontrado e objetivos

A iniciativa Fruta Feia surge da necessidade de inverter as tendências de uniformização de frutas e legumes que nada têm a ver com questões de segurança e qualidade alimentar. Esta iniciativa visa combater a ineficiência do mercado, criando um mercado alternativo para frutas e legumes "feios" que podem alterar os padrões de consumo.

Principais resultados

Ao vender produtos que são rejeitados pelos canais de distribuição regulares devido a uma forma e/ou tamanho não desejados, independentemente de serem cultivados numa produção biológica, integrada ou convencional, e apenas trabalhando com agricultores locais, a Fruta Feia permite a educação do consumidor não só sobre a questão do desperdício alimentar, mas também sobre a valorização da produção local. Ao mesmo tempo garante o pagamento justo ao agricultor por produtos que de outra forma não seriam vendidos.

Recomendações práticas

Todas as semanas trabalham diretamente com os produtores da região, passando nas suas hortas e pomares para comprar as frutas e hortaliças pequenas, grandes ou disformes que estes não conseguem escoar. Com estes produtos preparam cestas de dois tamanhos distintos para vender aos consumidores associados à Cooperativa em pontos de entrega espalhados pelo país. Os consumidores pagam, aquando da recolha da primeira cesta de Fruta Feia, uma quota anual de 5 €, para além do custo da cesta. A Fruta Feia é também uma iniciativa financeiramente autossustentável, ou seja, o rendimento derivado da venda dos cabazes aos consumidores é suficiente para cobrir os custos da execução do serviço e da manutenção da compra de mais produtos aos agricultores, que de outra forma não receberiam qualquer dinheiro.



Figura 1: Exemplo dos tipos de produtos vendidos através da Fruta Feia, geralmente rejeitados devido ao tamanho não estandardizado.



Figura 2: Logotipo da Fruta Feia, com um dos produtos vendidos.

Mais informação

Website: <https://frutafeia.pt/pt>

Sobre este abstract

Autores: Carolina Mendes, Joana Anjos, Rui Almeida (CONSULAI)

Data: August 2022

COCOREADO é um projeto financiado pela Horizon 2020 concebido para reequilibrar a posição do agricultor como ator individual, como ator-chave em cadeias de abastecimento alimentar inovadoras, e como fornecedor para concursos públicos. Baseado na abordagem multi-actores e numa profunda compreensão dos Sistemas de Conhecimento e Inovação Agrícola (AKIS), o projeto aplica uma abordagem tridimensional para maximizar o impacto, confiando no embaixador, nas boas práticas, e num enfoque nos jovens. O projeto decorre de Janeiro de 2021 a Junho de 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

Farmers' Market Varna

Problem encountered and objective

The objective is to support small local producers and food businesses to have access to a market that values and supports their work and builds lasting and direct, face-to-face connection with local consumers.

Main results / outcomes

About 40 farmers and food producers from the region of Varna participate in the market. The farmers and food producers are the ultimate price-setters which positively affects their income and negotiating power. Their profit is not limited to a single act of exchange, but comes from developed stable connections with local consumers, which in turn allows producers to rely on regular incomes. The market is a place not only to a trade and commercial exchange, but is a social space used as a frame for organizing various campaigns for educating consumers in the advantages of organic, biodynamic and clean agricultural products and food and promoting a culture of environmentally friendly way of life.

Practical recommendations

Farmers' markets hold high potential for replicability in areas where there is a need to support small local producers to receive fair price for their produce and to build direct, face-to-face connection with local consumers. They are reflecting regional characteristics like farming systems, number of producers, consumers' habits, etc. and as such hold unique features and practices that could be replicated in different contexts. Usually, farmers' markets provide visibility and traceability of the origin of the products and serve as channels for connecting producers from peri-urban and rural areas with consumers from the city. Farmers' markets could be also used as a space for building social and cultural proximity, providing opportunities for workshops and lectures that promote environmentally friendly production and consumption of food.



Fig 1: Farmer educating consumers environmentally friendly production and consumption of food



Fig 2: A view from the market

Further information

Facebook: [www.facebook.com-Фермерски пазар – Варна](https://www.facebook.com/Фермерски пазар – Варна); e-mail: kutashky@gmail.com

About this abstract

Authors: Svetla Stoeva, Institute of Philosophy and Sociology at the Bulgarian Academy of Sciences (IPS-BAS)

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

Фермерски Пазар Варна

Проблем, изискващ решение

Целта на фермерския пазар е да подкрепи малките местни производители от района на град Варна в достъпа им до пазар, който предоставя справедлива цена за тяхната продукция и помага на фермерите да установят трайни връзки с местните потребители.

Постигнати резултати

В пазара участват около 40 фермери и производители на храни от област Варна. Те имат свобода да определят крайните цени на продукцията си, което влияе положително върху техните доходи. Тяхната печалба не се ограничава до единичен акт на размяна, а води до изграждане на стабилни връзки с местните потребители, което от своя страна позволява на производителите да разчитат на редовни доходи от реализацията на продукцията. Пазарът е място не само за търговски обмен, но се използва като социално пространство, като място за организиране на различни кампании за обучение на потребителите в предимствата на органичните, биодинамични и чисти земеделски продукти и храни и насърчаване на култура на екологично чист начин на живот.

Ползи за крайните потребители

Фермерските пазари притежават висок потенциал за репликиране в райони, където е необходимо да се подкрепят малките местни производители, за да получат справедлива цена за своята продукция и да се изгради директна връзка с местните потребители. Тези пазари отразяват регионалните характеристики на местата, в които се провежда и като такива притежават уникални практики, които могат да бъдат възпроизведени в различни контексти. Фермерските пазари осигуряват не само проследимост на произхода на продуктите, но биха могли да се използват и като пространство за изграждане на социална и културна близост, предоставяйки възможности за семинари и лекции, които насърчават екологичното производство и консумацията на храни.



Снимка 1: Фермер обяснява на потребители предимствата на екологичното производство и консумацията на храни



Снимка 2: Част от фермерския пазар

Допълнителна информация за Борима

Facebook: [www.facebook.com-Фермерски пазар – Варна](https://www.facebook.com-Фермерски-пазар-Варна); e-mail: kutashky@gmail.com

Информация за резюмето

Authors: Светла Стоева, Институт по философия и социология при БАН

Date: Август 2022

COCOREADO е проект, финансиран от Хоризонт 2020, който има за цел да подобри позицията на фермерите като индивидуални участници, като ключови играчи в иновативните вериги за доставки на храни и като доставчици за обществени поръчки. Прилагащ подход с множество участници, проектът се стреми към максимизиране на въздействието, разчитайки на посланичество, добри практики и фокус върху младите хора (фермери и потребители). Проектът се изпълнява от януари 2021 г. до юни 2024 г.

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

Good for You, Good for the Farm

Problem encountered and objective

A family of farmers strives for a fair market for their products and those of local farmers without the intervention of intermediaries, who often lower purchase prices for producers and increase them for consumers.

Main results / outcomes

The family created an innovative online platform in a collaboration with local farmers and business companies that shortens local food supply chains. The platform is connecting about 250 employees at their workplaces with 50 local farmers through direct ordering. In addition to the online platform there is a physical farm shop that offers products of local farmers and where the farmers are the ultimate price-setters. "Private" farmers' markets are also organized at local companies' backyards, thus providing face-to-face connectedness between farmers and consumers.

Practical recommendations

The initiative seeks to benefit both producers and consumers. It has high potential for replicability in areas where a better connection between rural and peri-urban producers with consumers from the cities is needed. It shortens the geographical distance between the place of production and of consumption and allows higher freshness and quality of food for consumers. It could also be applied in cases where producers are looking for new marketing channels or when they are striving for a fair market for their produce. Practitioners can expect results that are not limited to a single act of exchange, but foster stable connections with local consumers, which in turn allows producers to rely on fair prices and regular income.



Figure 1: "Private" farmers' market at local company backyard



Figure 2: Physical farmers' shop

Further information

Website: <https://xn--80abbjkh1cbrx.xn--90ae/>; Facebook: <https://www.facebook.com/DobroZaTebDobroZaFermata/>

About this abstract

Authors: Svetla Stoeva, Institute of Philosophy and Sociology at the Bulgarian Academy of Sciences (IPS-BAS)

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

Добро за Теб, Добро за Фермата

Проблем, изискващ решение

Семейство фермери търсят възможност за създаване на справедлив пазар за техните продукти и тези на други местни производители в два региона на страната, без намесата на посредници, които често понижават изкупните цени за производителите и ги увеличават за потребителите.

Постигнати резултати

Семейството фермери, в сътрудничество с 50 местни производители и три местни компании, създава на иновативна онлайн платформа, която съкращава местните вериги за доставка на храни. Платформата свързва около 250 служители на работните им места с местните фермери чрез директни поръчки. Към онлайн платформата има и физически магазин, който предлага продукти на местни фермери и където фермерите определят окончателните цени. „Частните“ фермерски пазари също се организират в дворове на местните компании, като по този начин се осигурява директна връзка между фермерите и потребителите.

Ползи за крайните потребители

Инициативата се стреми да облагодетелства както производителите, така и потребителите. Има голям потенциал за приложение в райони, където има нужда от по-добра връзка между фермери и потребителите от градовете, тъй като съкращава географското разстояние между мястото на производство и това на консумация. Може да се приложи и в случаи, когато производители търсят нови маркетингови канали или когато се стремят към справедлив пазар за своята продукция. Фермерите могат да очакват резултати, които не се ограничават до еднократен акт на размяна, а насърчават стабилни връзки с местните потребители, което от своя страна позволява на производителите да разчитат на справедливи цени и редовен доход.



Снимка 1: „Частен“ фермерски пазар в двора на местна фирма



Снимка 2: Фермерски магазин „Бакалница“

Допълнителна информация за инициативата

Website: <https://xn--80abbjkh1cbrx.xn--90ae/>; Facebook: <https://www.facebook.com/DobroZaTebDobroZaFermata/>

Информация за резюмето

Authors: Светла Стоева, Институт по философия и социология при БАН

Date: Август 2022

COCOREADO е проект, финансиран от Хоризонт 2020, който има за цел да подобри позицията на фермерите като индивидуални участници, като ключови играчи в иновативните вериги за доставки на храни и като доставчици за обществени поръчки. Прилагащ подход с множество участници, проектът се стреми към максимизиране на въздействието, разчитайки на посланичество, добри практики и фокус върху младите хора (фермери и потребители). Проектът се изпълнява от януари 2021 г. до юни 2024 г.

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

BORIMA – uncompromising quality of dairy products

Problem encountered and objective

The main problem the farmer is trying to solve is how to stop selling high quality milk to a big food producer that turns it into mass consumption and not fully natural dairy products. He is looking also for a solution on how to increase his dairy products income and avoid intermediaries.

Main results / outcomes

The farmer decided to invest his own funds, accumulated from another business, in the establishment of a dairy for the production of natural dairy products. He increases the herd of elite cows he raises on Natura 2000 pastures, feeds them with special blends to increase milk yield and relies heavily on his own milk. To avoid intermediaries in the chain and to ensure quality and regularity of supply, he buys his own distribution vehicles. The farm reaches the final customer in two ways: 1) directly, through its own shops, where it sells both fresh milk from the milk ATM and dairy products; 2) by cooperating with restaurants and other farmers who run on-line shops.

Practical recommendations

The control over the quality of milk, dairy products and distribution that the farmer achieves guarantees him the best position in the supply chain. In this way, the farmer offers consumers completely natural and healthy products. This business model is based on the farmer's best position in the supply chain and on the direct link between farmers and consumers. It has great potential for replication as it has been developed as a solution oriented towards the consumers' benefit. The innovation of this case lies in the clearly defined problem, focused on the way the farmer thinks about the consumer. He wants to deliver not just food, but uncompromising quality.



Figure 1: Elite herd and dairy products



Figure 2: Own production and distribution

Further information

Borima farm's web site: <https://fermaborima.com/ferma-borima>

An interview with the founder of the farm: <https://bit.ly/3PozaPB>

About this abstract

Authors: Petya Slavova, Institute of Philosophy and Sociology at the Bulgarian Academy of Sciences (IPS-BAS)/ Sofia university

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

Борима – безкомпромисно качествени млечни продукти

Проблем, изискващ решение

Основният проблем, за който фермерът търси решение, е как да спре да продава висококачествено мляко на голям производител на храни, който го превръща в масови и не напълно естествени млечни продукти. Фермерът търси и начин да увеличи приходите си от млечни продукти и да избегне посредниците.

Постигнати резултати

Фермерът инвестира собствени средства, натрупани от друг бизнес, в създаването на млекопреработвателно предприятие за натурални млечни продукти. Той увеличава стадото си от елитни крави, които отглежда на пасища от Натура 2000, храни ги със специални смески за увеличаване на млеконадоя и разчита основно на собственото си мляко. За да избегне посредници и да гарантира качеството и редовността на доставките, той купува собствени превозни средства за дистрибуция. До крайния клиент достига по два начина: 1) директно, чрез собствените си магазини, в които продава както прясно мляко от млекомат, така и млечни продукти; 2) чрез сътрудничество с ресторанти и други земеделски производители, които управляват онлайн магазини.

Ползи за крайните потребители

Контролът върху качеството на млякото, млечните продукти и дистрибуцията, който фермерът постига, му гарантира най-добрата позиция във веригата за доставки. По този начин фермерът предлага на потребителите напълно натурални и здравословни продукти. Този бизнес модел се основава на най-добрата позиция на фермера във веригата на доставки и на пряката връзка между фермерите и потребителите. Той има голям потенциал за възпроизвеждане, тъй като е разработен като решение, ориентирано към ползите за клиента. Иновативността на този случай се крие в ясно дефинирания проблем, фокусиран върху начина, по който фермерът мисли за потребителя. Фермерът иска да достави не просто храна, а безкомпромисно качество и продукт с натурални съставки.



Фигура 1: Елитно стадо и млечни продукти



Фигура 2: Собствено производство и дистрибуция

Допълнителна информация за Борима

Интернет страница на Борима: <https://fermaborima.com/ferma-borima>

Интервю с основателя на фермата: <https://bit.ly/3PozaPB>

Информация за резюмето

Автор: Петя Славова, Институт по философия и социология при БАН/ Софийски университет Св. Кл.Охридски

Дата: Август 2022

COCOREADO е проект, финансиран от Хоризонт 2020, който има за цел да подобри позицията на фермерите като индивидуални участници, като ключови играчи в иновативните вериги за доставки на храни и като доставчици за обществени поръчки. Прилагащ подход с множество участници, проектът се стреми към максимизиране на въздействието, разчитайки на посланичество, добри практики и фокус върху младите хора (фермери и потребители). Проектът се изпълнява от януари 2021 г. до юни 2024 г.

Интернет страница: www.cocoreado.eu



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

PLNT

Problem encountered and objective

The objectives of PLNT are diverse: to provide local products with a focus on quality and sustainability, to sell high quality food directly to the consumers in the city, to inform customers on the range of crops that are available for consumption, to obtain a fair price for the products being independent for the mass market and to decrease the impact on the environment.

Main results / outcomes

PLNT is aware of the need of primary producers to enhance their position in the chain. In this context, PLNT invests in the promotion of the market transparency. Consumers are increasingly interested in the origin of their food. PLNT communicates about the production and also chooses explicitly for a short supply chain. Doing so, PLNT is not a price taker but a price maker. PLNT hence has a strong negotiation power. PLNT also keeps a direct relation with costumers. This interaction takes for example place when products are delivered. Furthermore, customers are encouraged to give feedback and propose new ideas.

Practical recommendations

PLNT is a vertical farm that produces various herbs and microgreens in vertically stacked layers, making the most efficient use of the space. By controlling the environmental characteristics, PLNT assures also the optimal conditions. It is an important source of local food for the inhabitants of the city and, in addition, through this brand awareness consumer will always know where their food has been produced. The farm is looking for a more environmentally friendly substrates and for opportunities to revalorize substrates after harvest. Vertical farming is a very innovative farming system, and a growing number of vertical farms are founded in European cities, in order to satisfy the demand of locally produced food of the inhabitants.



Fig 1: Growing container



Fig 2: Hans Snijder (one of the founders)

Further information

Website: <https://plnt.be/>

About this abstract

Authors: Marco Moretti and Tessa Avermaete

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

PLNT

Probleemstelling en doel van het project

De doelen van PLNT zijn uiteenlopend: het aanbieden van lokale producten met een focus op kwaliteit en duurzaamheid, de direct-verkoop van kwalitatieve voeding aan consumenten in de stad, het informeren van burgers over diverse gewassen voor menselijke consumptie, het verkrijgen van een eerlijke prijs onafhankelijk van prijzen op reguliere markten, en een daling van de milieu-impact.

Resultaten

PLNT investeert in de promotie van markttransparantie. Consumenten zijn bovendien in toenemende mate geïnteresseerd in de herkomst van hun voeding. PLNT communiceert over de productie en kiest expliciet voor de korte keten. Op die manier kan PLNT zich positioneren als prijszetter in plaats van prijznemer. PLNT heeft een sterke positieve invloed in negotiaties. Bovendien onderhoudt PLNT ook een directe relatie met de consument. Deze interactie met consumenten vindt ondermeer plaats bij levering. PLNT krijgt daarbij feedback van de consument, die op haar beurt ook een bron is van innovatie.

Praktische aanbevelingen

PLNT is een vertical farm en produceert kruiden en microgroenten in vertikaal opgestelde lagen. Zo optimaliseert PLNT het plaatsgebruik. PLNT controleert de productieomgeving en kan zo inzetten op de realisatie van optimale condities voor de groei van de gewassen. PLNT is een belangrijke leverancier van lokale voeding voor stedelingen en dankzij de branding kan de consument ook verifiëren waar de gewassen worden geteeld. Het bedrijf onderzoekt nog meer milieuvriendelijke substraten en de mogelijkheden van valorisatie van de substraten na de oogst. Vertical farming is een zeer innovatief landbouwsysteem, dat steeds meer navolging krijgt in Europese steden. Het komt tegemoet aan de toenemende vraag voor lokale voeding in de stad.



Fig 1: Groeicontainer



Fig 2: Hans Snijder (Eén van de oprichters)

Meer informatie

Website: <https://plnt.be/>

Over deze samenvatting

Auteurs: Marco Moretti en Tessa Avermaete

Datum: Augustus 2022

COCOREADO is een Horizon 2020 project, gefinancierd door de Europese Commissie. Het doel van COCOREADO is het versterken van de positieve van de landbouwer, als individuele actor en als schakel in innovatieve voedselketens, evenals de positieve van de landbouwer inzake overheidsaanbestedingen. Het project volgt een multi-actorbenadering en volgt de principes van AKIS (Agricultural Knowledge and Innovation Systems). Het project is gebaseerd op een drie pijlers om de impact te maximaliseren: ambassadeurschap, goede praktijken en een focus op jongeren. Het project loopt van januari 2021 tot juni 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

LOCAL.FRESH.GOOD.

Problem encountered and objective

The deciding factor behind the collaboration of the initiative was the need for fair prices for farmers/producers/consumers, the need to introduce logistical innovation, to improve the visibility of local products and to find marketing opportunities for producers to sell (fresh) agricultural products. Zelena točka is fully operational, the largest and most advanced regional short food supply chain founded by farmers with the aim of raising consumer awareness of the importance of local food.

Main results / outcomes

By taking care of branding, promotion and sales, Zelena točka takes the burden of marketing off farmers, enabling them to bring their products to market and achieve higher prices. The establishment of a traceability system based on blockchain technology has taken the relationship between producers and consumers a step further. This raises awareness of producers, production methods and, above all, consumer confidence, which ultimately leads not only to the social recognition of producers but also to economic impact.

Practical recommendations

With increasing scandals in global food supply systems with fraudulent origins and ingredients, consumer awareness and demands are rising. They want to know where their food comes from, and they want to trust suppliers. The Zelena točka model can be replicated in any environment where there is an opportunity for different actors in the supply chain to work together and build a system based on fair relationships and reciprocity, and the understanding that everyone benefits from working together. The participation of Zelena točka as a Living Lab in the European Network of Living Labs (EnoLL) adds value and allows to test new technologies and new business models and to further validate and implement them in a multi-partner approach.



Fig 1: Distribution centre Zelena točka

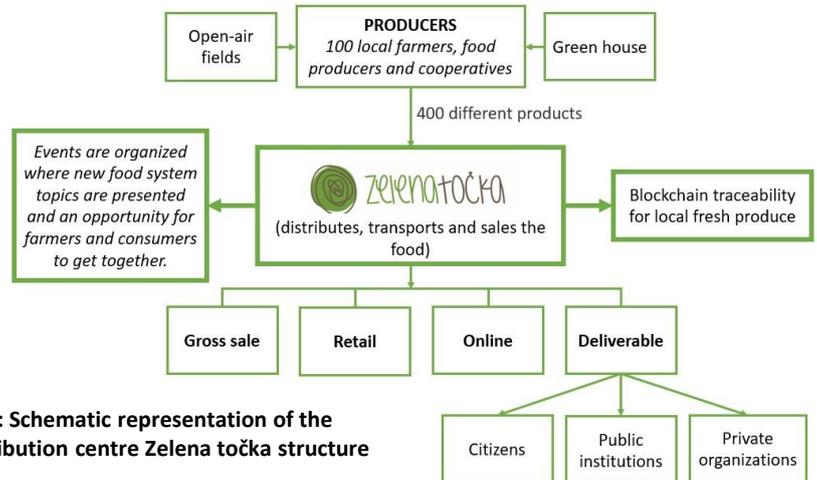


Fig 2: Schematic representation of the distribution centre Zelena točka structure

Further information

<https://zelena-tocka.si/> <https://www.facebook.com/zelenatocka.trgovina/> <https://itc-cluster.com/green-point/>

About this abstract

Authors: Tanja Dergan, Aneta Ivanovska, Marko Debeljak, Jožef Stefan Institut

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

LOKALNO.SVEŽE.DOBRO.

Obstoječi problem in cilj

Odločilni dejavniki za sodelovanje in ustanovitev Zelene točke so bili potreba po pravičnejših cenah za kmete/proizvajalce/potrošnike, potreba po uvedbi logističnih inovacij, izboljšanje prepoznavnosti lokalnih proizvodov in iskanje tržnih priložnosti za proizvajalce za prodajo (svežih) kmetijskih proizvodov. Zelena točka je tako ena največjih in najnaprednejših regionalnih kratkih verig preskrbe s hrano, ki so jo ustanovili kmetje, s ciljem ozaveščati potrošnike o pomenu lokalne hrane.

Glavni rezultati / izidi

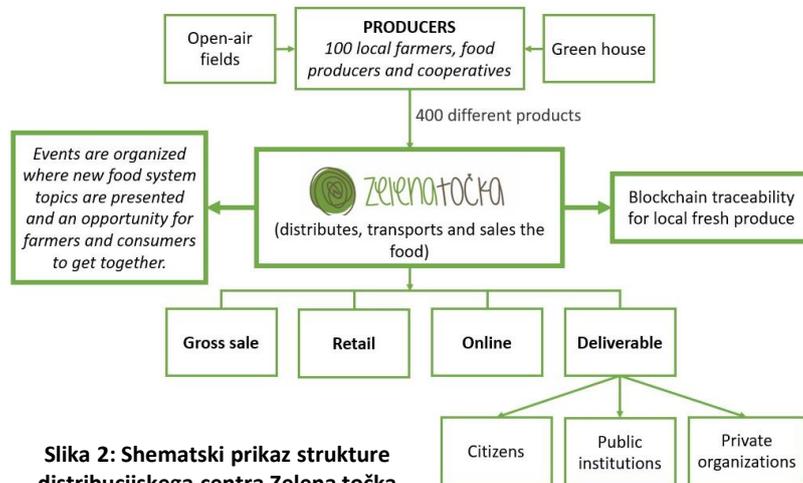
Zelena točka skrbi za blagovno znamko, promocijo in prodajo, zato kmetom odvzame breme trženja, ter jim omogoči, da svoje izdelke spravijo na trg in dosežejo višjo ceno. Z vzpostavitvijo sistema sledljivosti, ki temelji na tehnologiji veriženja blokov, se odnos med proizvajalci in potrošniki še dodatno podkrepí. Omogočanje sledljivosti povečuje ozaveščenost o proizvajalcih, proizvodnih metodah in predvsem zaupanje potrošnikov, kar na koncu ne vodi le do družbenega priznanja proizvajalcev, temveč tudi do gospodarskega učinka.

Praktična priporočila

Zaradi vse pogostejših škandalov v svetovnih sistemih preskrbe s hrano ter goljufivega izvora sestavin se ozaveščenost in zahteve potrošnikov povečujejo. Potrošniki želijo informacijo, od kod prihaja hrana, predvsem pa želijo zaupati dobaviteljem. Model Zelena točka se lahko replicira v vsakem okolju, kjer obstaja priložnost, da različni udeleženci v dobavni verigi sodelujejo in zgradijo sistem, ki temelji na poštenih odnosih in vzajemnosti ter razumevanju, da ima lahko vsakdo koristi od skupnega dela. Vključenost Zelene točke kot „LivingLab“ v Evropski mreži LivingLab (EnoLL), je dodana vednost, ki omogoča preizkušanje novih tehnologij in novih poslovnih modelov ter nadaljnje potrjevanje in izvajanje le teh v sodelovanju z več partnerji.



Slika 1: Distribucijski center Zelena točka



Slika 2: Shematski prikaz strukture distribucijskega centra Zelena točka

Dodatne informacije

<https://zelena-tocka.si/> <https://www.facebook.com/zelenatocka.trgovina/> <https://itc-cluster.com/green-point/>

Informacije o povzetku

Avtorji: Tanja Dergan, Aneta Ivanovska, Marko Debeljak, Jožef Stefan Institut

Datum: Avgust 2022

COCOREADO projekt financira program Obzorje 2020 in je namenjen uravnoteženju položaja kmeta kot individualnega akterja, ključnega akterja v inovativnih verigah preskrbe s hrano in dobavitelja za javna naročila. Projekt temelji na večdeležniški metodi in poglobljenem razumevanju sistemov znanja in inovacij v kmetijstvu (AKIS), ter uporablja trojni pristop za povečanje učinka, ki temelji na ambasadorstvu, dobrih praksah in osredotočanju na mladih. Projekt poteka od januarja 2021 do junija 2024.

Spletna stran: www.cocoreado.eu



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

PROVE - PROMOTE & SELL

Problem encountered and objective

The aim of this initiative is to resolve issues related to the marketing of local products and to take advantage of the proximity of producers and consumers in peri-urban areas. It also aims to promote new forms of short marketing chains between small producers and consumers.

Main results / outcomes

This initiative works through a box-scheme, helping producers sell their produce directly to consumers and immediately obtaining a fair price for their work, while the consumers receive quality products and have direct contact with producers. This contact allows the producers to learn more about consumer demands, while at the same time, sharing knowledge about agricultural practices used in their crops, seasonal products and their production cycles.

Practical recommendations

PROVE is a self-sustainable methodology that aims to create new associative dynamics among producers. It was developed with the support of Community Initiative EQUAL and can be replicable as it has doubled the number of sites on which it has been implemented. Its objective is to keep it local, empowering small producers and taking advantage of the proximity of producers and consumers in peri-urban areas. A cluster of 3-5 farmers in each region gets together every week to organise the orders they received that week. After gathering all agriculture products, they distribute the orders to the consumers in a box-form. The farmers also have access to training and monitoring for the implementation of the methodology, with fiscal and legal support.



Fig 1: Example of a box produced by the PROVE initiative with the slogan "Taste, it's local".

Further information

Website: <http://www.prove.com.pt/www/english.T9.php>

About this abstract

Authors: Carolina Mendes, Joana Anjos, Rui Almeida (CONSULAI)

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

PROVE – PROMOVER E VENDER

Problema encontrado e objetivos

O objetivo desta iniciativa é resolver questões relacionadas com a comercialização de produtos locais e tirar partido da proximidade de produtores e consumidores em zonas periurbanas. Visa igualmente promover novas formas de cadeias curtas de comercialização entre pequenos produtores e consumidores.

Principais resultados

Esta iniciativa funciona através de um esquema de cabazes, ajudando os produtores a vender os seus produtos diretamente aos consumidores e a obter desse modo um preço justo pelo seu trabalho, enquanto os consumidores recebem produtos de qualidade e têm contacto direto com os produtores. Este contacto permite aos produtores aprender mais sobre as exigências dos consumidores, ao mesmo tempo que partilham conhecimentos sobre as práticas agrícolas utilizadas nas suas culturas, a sazonalidade dos produtos e os seus ciclos de produção. between farmer/producer and consumer. How does it strengthen the position of the farmer.

Recomendações práticas

PROVE é uma metodologia autossustentável que visa criar novas dinâmicas associativas entre os produtores. Foi desenvolvido com o apoio da Iniciativa Comunitária EQUAL e pode ser replicável, uma vez que duplicou o número de sítios em que foi implementado. O seu objetivo é manter-se local, capacitando os pequenos produtores e tirando partido da proximidade de produtores e consumidores nas zonas periurbanas. Um grupo de 3-5 agricultores em cada região reúne-se todas as semanas para organizar as encomendas que receberam nessa semana. Depois de reunirem todos os produtos agrícolas, distribuem as encomendas aos consumidores. Os agricultores têm também acesso a formação e acompanhamento para a implementação da metodologia, com apoio fiscal e legal.



Figura 1: Exemplo de um cabaz produzido pela iniciativa PROVE, com o slogan “Prove, que é da terra!”.

Mais informação

Website: <http://www.prove.com.pt/www/english.T9.php>

Sobre este abstract

Autores: Carolina Mendes, Joana Anjos, Rui Almeida (CONSULAI)

Data: 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

REKO – fair consumption

Problem encountered and objective

In late 1990s and early 2000 food scandals, such as melamine milk to horse meat, insufficient labelling etc. had awoken consumers. Food production had become extremely industrialized, food chains centralized, and farms were closing down. There was a need for even smallest farms to survive and consumers to logistically innovatively get trusted, wholesome, natural food.

Main results / outcomes

There was a strong need to revive the connection between farmer/producer and consumer without middlemen. The aim being farmers to receive all the income from their products while using an inexpensive platform of orders through social media. This was the starting point of the movement known as REKO now spread around the world.

Practical recommendations

The main added value for the producer is governing the relations with the customer interface free of charge of a low-cost platform through innovative social media structure via voluntary consumer and/or producer admins, offering consumers the real “face of the producer”. Consumers have the benefit of meeting the farmers, exchanging views, and the opportunity to influence the production of the farm. The simplicity of the innovative concept is the reason it has successfully spread around the world and proven track record of replicability and considerable potential of scaling up inexpensively according to the resources the producer has, and the consumer base is willing to get involved.



Fig 1: Thomas Snellman, the founder of REKO-rings, source: REKO, Fair Consumption Since 2013, Dec. 2021

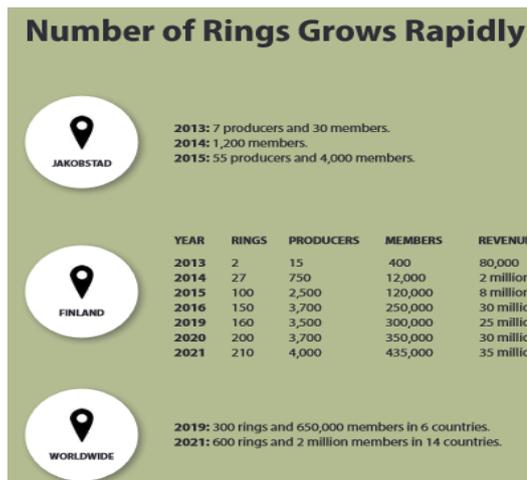


Fig 2: The Growth of REKO-rings worldwide, source: REKO, Fair Consumption Since 2013, Dec. 2021

Further information in English

https://www.pedersore.fi/assets/Dokumentarkiv/Om-Pedersoere/REKO/Reko_engelska_komprimerad.pdf

About this abstract

Authors: all material referenced to founder of REKO, Thomas Snellman; main source: “REKO, Fair Consumption Since 2013”, online publication, December 2021. Edited by Aira Sevón & Petri Niemi/ LUT University, Finland

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

REKO – rejäl konsumtion – reilua kulutusta

Ongelma, jota malli ratkaisee

1990-luvun lopulla ja 2000 luvun alussa ruokaskandaalit, melamiinimaidosta hevosensihaan, riittämättömät pakkausmerkinnät jne. olivat valpastuttaneet kuluttajat. Ruoantuotannosta oli tullut erittäin teollista, ruoka ketjuista keskittyneitä ja maatiloja lopetti toimintaansa enenevässä määrin. Pienetkin tilat piti saada tuottaviksi ja kuluttajille piti saada logistisesti innovatiivisella tavalla saada luotettavaa, ravitsevaa, luonnollista ruokaa.

Pääasialliset tulokset

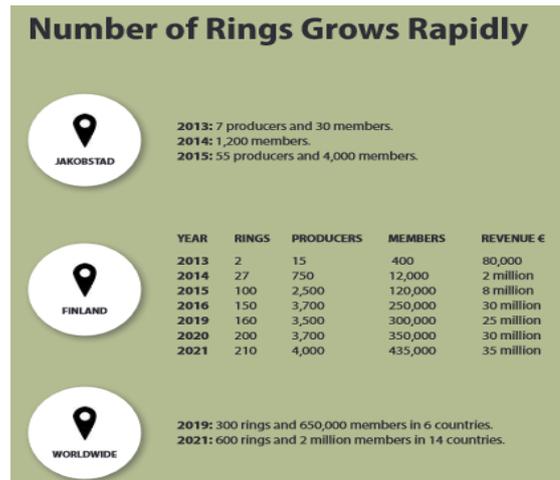
Kuluttajan ja viljelijän suora kontakti tuli elävöittävä uudelleen. Päämääränä oli, että viljelijät saisivat kaiken tuoton tuotteistaan, käyttäessään ilmaista sosiaalisen median kauppapaikkaa. Tästä syntyi REKOna tunnettu liikehdintä, mikä on nyt levinnyt ympäri maailmaa.

Käytännön ratkaisut

Lisäarvo tuottajalle on mahdollisuus hallinnoida itse kuluttajien rajapintaa, ilmaisella tai edullisella, perustuen innovatiivisesti sosiaaliselle medialle. Kauppapaikkaa hallinnoidaan vapaaehtoisesti tuottajien ja/tai kuluttajien yhteistyöllä. Näin kuluttajat saavat suoran kontaktin tuottajaan ja tuotteet saavat "kasvot" ja kuluttajat voivat esim. vaikuttaa suoraan tilan tuotantoon. Innovatiivisen REKO-konseptin yksinkertaisuus lienee syy siihen, että malli on kopioitu ja levinnyt ympäri maailmaa ja mallissa on edullista skaalattavuuden potentiaalia, riippuen viljelijän ja tilan mahdollisuuksista ja kuluttajien halusta osallistua toimintaan.



Thomas Snellman, REKO-rinkien perustaja,
lähde: REKO, Reilua kulutusta vuodesta 2013; 12/2021



REKO-rinkien maailmanlaajuinen leviäminen, I
lähde: REKO, Reilua kulutusta vuodesta 2013; 12/2021

Lisätietoja alla olevasta linkistä

https://www.pedersore.fi/assets/Dokumentarkiv/Om-Pedersoere/REKO/Reko_finska_komprimerad.pdf

Tietoja tästä tiivistelmästä

Lähteet: kaikki materiaali on peräisin REKOn perustajalta, Thomas Snellmanilta, sekä julkaisusta: "REKO, Reilua kulutusta vuodesta 2013; julkaistu netissä 12/2021". Toim. Aira Sevón & Petri Niemi/ LUT Yliopisto, Suomi

Toimitettu: Elokuussa 2022

COCOREADO on Horisontti 2020 -puiteohjelman rahoittama hanke, jonka tarkoituksena on tasapainottaa viljelijän asemaa yksittäisenä toimijana, innovatiivisten elintarvikeketjujen keskeisenä toimijana ja julkisten hankintojen toimittajana. Hanke perustuu monitoimijalähtöiseen lähestymistapaan ja maatalouden tietämys- ja innovaatiojärjestelmien syvämmään ymmärtämiseen. Vaikutusten maksimoimiseksi hankkeessa sovelletaan kolmitahoista lähestymistapaa, joka perustuu suurlähettilästoimintaan, hyviin käytäntöihin ja nuorisopainotteisuuteen. Hanke kestää tammikuusta 2021 kesäkuuhun 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

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.

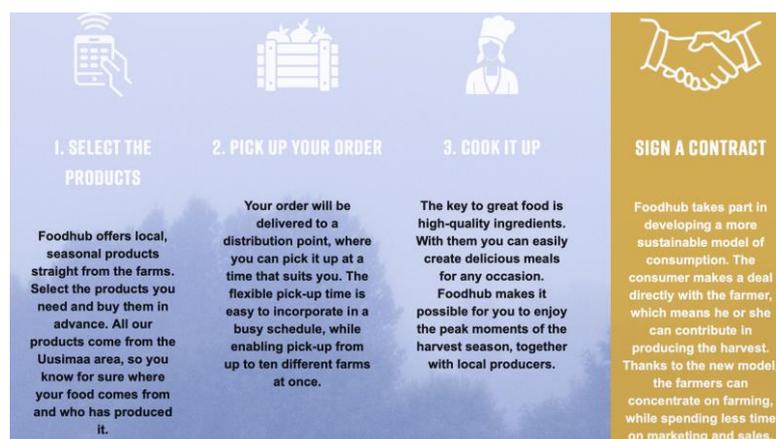


Figure 1: Overview of how the food hub works

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

LANDARE

Problem encountered and objective

Landare is a consumers association of organic products in Navarra.

Main results / outcomes

Landare is a non-profit organization with the aim of giving its members access to healthy, organic food at affordable prices. Landare is committed to local products and direct contact with farmers, which allows the establishment of fair and mutually beneficial exchange relations.

Practical recommendations

Landare is a consumers association for ecological products. The board (which represents the different members of the association), visits the farms that supply the products. This way, consumers not only understand the production process, but also know the working conditions of the workers, their contribution to the local economy, and care for the environment. The purchase of fresh products is made directly from the producer, without intermediaries. Between 10-20% is added to the producer's price for the maintenance of expenses (establishment and personnel) of the association. Since its foundation in 1992 with 15 members, its growth has been exponential up to 4,000 members today.



Fig 1: LANDARE shop



Fig 2: Vegetable line

Further information

<https://landare.org/nosotras>

About this abstract

Authors: (INTIA: Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias)

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

LANDARE

Problemática y objetivo

Landare es una asociación de consumidores de productos ecológicos de Navarra.

Principales resultados

Landare es una organización sin ánimo de lucro cuyo objetivo es proporcionar el acceso a alimentos saludables y ecológicos a precios asequibles a sus asociados. Landare está comprometida con los productos locales y en contacto directo con las personas productoras, creando una relación beneficiosa para ambos.

Recomendaciones prácticas

Landare es una asociación de consumidores de productos ecológicos. La junta directiva (que representa a los distintos miembros de la asociación), visita las explotaciones que suministran los productos. De este modo, los consumidores no sólo entienden el proceso de producción, sino que también conocen las condiciones laborales de los trabajadores, su contribución a la economía local y el cuidado del medio ambiente. La compra del producto fresco se hace directamente al productor, sin intermediarios. Al precio del productor se le añade entre un 10 y un 20% para el mantenimiento de los gastos (locales y personal) de la asociación. Desde su fundación en 1992 con 15 miembros, su crecimiento ha sido exponencial hasta los 4.000 miembros de hoy.



Figura 1: Tienda de LANDARE



Figura 2: Lineal de cereales y legumbres

Más información

<https://landare.org/nosotras>

Acerca de este resumen práctico

Autores: INTIA: Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias

Fecha: Agosto 2022

COCOREADO es un proyecto financiado por Horizonte 2020 diseñado para reequilibrar la posición del agricultor como actor individual, como actor clave en las cadenas de suministro de alimentos innovadoras y como proveedor para la contratación pública. Basado en el enfoque multi-actor y en un profundo conocimiento de los Sistemas de Conocimiento e Innovación Agrícolas (SCAI), el proyecto aplica un triple enfoque para maximizar el impacto, apoyándose en buenas prácticas y un enfoque en la juventud. Se desarrollará entre enero de 2021 y junio de 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

An innovative farmers' cooperation run by farmers & focused on fair products

Problem encountered and objective

Dairy farmers have always joined forces and joined cooperations to valorise their milk. Still, being member of a cooperation is no guarantee for a fair milk price. Most large cooperations are run by non-farmers and only at the highest level a limited number of large farmers have some influence on the decisions made. Fairecoop started a new cooperation managed by farmers and for farmers, focused on a fair price for local farmers. They buy milk from the members and process it to end products that are sold in regular retail stores under the Fairebel brand. Note that not all members of the cooperation actually supply milk to the cooperation. The cooperation negotiates with the retailers and aims to obtain a fair price for the end product so that every actor in the supply chain can get a fair income. For every liter of milk sold the supplier receive a premium of 0,1€.

Main results / outcomes

The cooperation is owned by farmers, but they also connect with consumers. Firstly, via their products, the farmers promote the Fairebel brand by telling the story. Secondly consumers can also buy (limited) shares in the cooperation.



Figure 1: Fairebel's logo



Figure 2: Fairebel dairy products

Practical recommendations

Faircoop introduces a cooperation that is owned by farmers. At the same time, they attempt to bridge the gap towards consumer via their own brand. There is definitely a potential to scale up. They started their cooperation with milk, then dairy products and later also fruit and meat became part of the project. There is also a potential to replicate Faircoop since it's part of the European Milk Board (EMB).

Further information

Website: [FAIREBEL - Het label van de producenten - Het faire product](https://www.fairebel.be)

About this abstract

Authors: Lisa Vanden Bossche , Rani Van Gompel, Elke Rogge & Fleur Marchand -ILVO

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

Een innovatieve boerencoöperatie met een focus op eerlijke producten

Probleemstelling en objectieven

Melkveehouders hebben altijd al de handen in elkaar geslagen om melk te valoriseren, alhoewel lid zijn van een coöperatie geen garantie is voor een eerlijke melkprijs. Fairecoop is een samenwerking, beheerd door boeren en voor boeren. Fairecoop koopt melk in bij de leden en verwerkt deze tot eindproducten die onder het merk Fairebel in reguliere winkels worden verkocht. De focus ligt op een eerlijke prijs voor lokale boeren. De coöperatie onderhandelt met de retailers en heeft als doel een eerlijke prijs voor het eindproduct te verkrijgen, zodat elke actor in de keten een eerlijk inkomen krijgt. Merk op dat niet alle leden van de coöperatie daadwerkelijk melk leveren aan de coöperatie.

Voornaamste resultaten

De coöperatie is eigendom van boeren, maar ze zijn ook direct verbonden met consumenten op twee verschillende manieren. Ten eerste gaan de boeren via hun producten naar de winkels en promoten ze hun Fairebel-merk door hun verhaal te vertellen en consumenten te laten proeven. Ten tweede kunnen consumenten ook aandelen kopen in de coöperatie en kunnen niet meer dan 10 aandelen kopen. Alleen boeren kunnen elk tot 50 aandelen kopen en hebben meer macht binnen de coöperatie.



Figure 1: Fairebel's logo



Figure 2: Fairebel dairy products

Praktische aanbevelingen

Fairecoop introduceert een coöperatie die eigendom is van boeren en tegelijkertijd proberen ze de kloof naar de consument te overbruggen via het Fairebel-merk. Er is een potentieel om op te schalen omdat Fairecoop startte met melk en later ook fruit en vlees. Er is ook een potentieel om Fairecoop te repliceren, omdat het deel uitmaakt van de European Milk Board (EMB), die eerlijke melk op de Europese markt wil brengen, vertegenwoordigd in 6 landen.

Meer informatie

Website: [FAIREBEL - Het label van de producenten - Het faire product](#)

Over dit abstract

Authors: Lisa Vanden Bossche , Rani Van Gompel, Elke Rogge & Fleur Marchand - ILVO

Date: Augustus 2022

COCOREADO is een Horizon 2020 project, gefinancierd door de Europese Commissie. Het doel van COCOREADO is het versterken van de positieve van de landbouwer, als individuele actor en als schakel in innovatieve voedselketens, evenals de positieve van de landbouwer inzake overheidsaanbestedingen. Het project volgt een multi-actorbenadering en volgt de principes van AKIS (Agricultural Knowledge and Innovation Systems). Het project is gebaseerd op een drie pijlers om de impact te maximaliseren: ambassadeurschap, goede praktijken en een focus op jongeren. Het project loopt van januari 2021 tot juni 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

EKOALDE

Problem encountered and objective

Ekoalde is an association that organises the marketing of organic products from Navarre at fair prices.

Main results / outcomes

Ekoalde has a dual vocation: to provide a service to its members and to offer a wide range of products to consumers at fair prices. In this way, shorter value chains are encouraged, and the value of organic products produced and processed in Navarre is promoted.

Practical recommendations

The case of Ekoalde is easily replicable and necessary in any territory in order to articulate the supply and demand of locally sourced organic products. Likewise, Ekoalde can grow without incurring large investments. The previous year, it grew considerably by winning a tender to supply school canteens in Navarre. Other growth paths are also being explored through the inclusion of products that require refrigeration (which are more expensive to store) in order to cover a larger part of the demand and reach a larger number of consumers. It is a completely new initiative in Navarre that contributes to the viability of the primary sector by dignifying the work of local producers.



Figure 1: Product delivery by the farmer: milk and yogurt



Figure 2: Preparation of orders to serve mass catering

Further information

<https://www.ekoalde.org/es/ekoalde>

About this abstract

Authors: (INTIA: Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias)

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

EKOALDE

Problemática y objetivo

Ekoalde es un centro logístico que organiza la comercialización de productos ecológicos navarros a precios justos.

Principales resultados

Ekoalde tiene 2 objetivos: dar servicio a sus personas asociadas en cuanto a distribución, logística y venta de sus productos y proporcionar productos ecológicos de Navarra a precios justos. De esta manera, se fomentan cadenas de valor más cortas y se promueve el valor de los productos ecológicos producidos y procesados en Navarra.

Recomendaciones prácticas

El caso de Ekoalde es fácilmente replicable y necesario en cualquier territorio para poder articular la oferta y demanda de productos ecológicos de origen local. Asimismo, Ekoalde tiene capacidad para crecer sin incurrir en grandes inversiones. El año anterior, sin ir más lejos, creció de manera considerable al acceder a una licitación para proveer a los comedores escolares de Navarra. También se están explorando vías de crecimiento a través de la inclusión de productos que necesitan refrigeración (cuyo almacenamiento es más costoso) para cubrir una mayor parte de la demanda y alcanzar un mayor número de consumidores.

Es una iniciativa completamente novedosa en Navarra que contribuye a la viabilidad del sector primario dignificando el trabajo de las personas productoras locales.



Figura 1: Entrega de producto por las personas agricultoras



Figura 2: Preparación de los pedidos para servir a restauración colectiva

Más información

<https://www.ekoalde.org/es/ekoalde>

Acerca de este resumen práctico

Autores: INTIA: Instituto Navarro de Tecnologías e Infraestructuras Agroalimentarias

Fecha: Agosto 2022

COCOREADO es un proyecto financiado por Horizonte 2020 diseñado para reequilibrar la posición del agricultor como actor individual, como actor clave en las cadenas de suministro de alimentos innovadoras y como proveedor para la contratación pública. Basado en el enfoque multi-actor y en un profundo conocimiento de los Sistemas de Conocimiento e Innovación Agrícolas (SCAI), el proyecto aplica un triple enfoque para maximizar el impacto, apoyándose en buenas prácticas y un enfoque en la juventud. Se desarrollará entre enero de 2021 y junio de 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



FARMER STEVEN

Problem encountered and objective

Steven has several objectives: to obtain a better and fairer price for the sold products, to make his income more stable and less affected by volatility, to become less dependent on one product and increase diversification, to empower local farmers and connect them with consumers and to gain more visibility for locally created products.

Main results / outcomes

Steven recognizes the importance of strengthen the position of the primary producers in the value chain. For this reasons, he decided to reinforce the bond with the local community and he tried to make himself less vulnerable to volatility. Through vending machines, he offers high-quality products directly to the end consumers and, in fact, the prices are less volatile than actual market prices, providing him a relatively stable revenue.

He also co-operates with a local miller and baker in order to create higher valued end products, which are sold via vending machines too. This is an example of local closed production system, and allows him and the other actors to have a fair and good income.

Practical recommendations

Steven sells a percentage of his production via vending machines, located in front of his farm. Next to his own products, he also buys and sells the ones of his neighboring farmers. Customers can also consume the products in front of the farm and interact with him. In addition, he invests in communication, especially on Instagram and Facebook, where consumers can give feedback and are updated about the activities Steven is doing in the farm. Selling products via vending machines could be an attractive option for EU farmers, which usually proves relatively easy to start. There is also some potential to scale up, but it is limited by the variety of sold products and the area in which these products are grown/produced.



Fig 1: Strawberries, one of the Steven's products



Fig 2: Bread, the result of a collaboration with a local mill and bakery

Further information

[Steven Van Hyfte \(@boer_steven\) • Instagram](#) | [Boer Steven - Home](#) | [Facebook](#)

About this abstract

Authors: Marco Moretti and Tessa Avermaete

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



BOER STEVEN

Probleemstelling en doel van het project

Steven heeft verschillende doelstellingen met zijn bedrijf. Hij wil een eerlijke prijs voor zijn producten. Hij streeft naar een stabiel inkomen en wil ook minder afhankelijk worden van één product. Hij wil diversifiëren, en lokale boeren inspireren om de kloof tussen boer en burger te dichten en lokale producten meer zichtbaarheid geven.

Resultaten

Steven erkent het belang van het versterken van de positieve van de landbouwer in de keten. Om die reden, kiest hij ervoor de band met de lokale gemeenschap te versterken en zichzelf minder kwetsbaar te maken voor externe schokken in het voedselsysteem. Via automaten biedt hij producten aan van hoge kwaliteit. Zijn prijs is daarbij heel wat minder volatiel dan de prijs op de markt.

Boer Steven investeerde, samen met een bakker uit de regio, in lokaal brood waarvoor hij het graan aanlevert. Op die manier verbetert hij ook de positieve van andere actoren in de keten.

Praktische aanbevelingen

Boer Steven verkoopt een deel van zijn productie via verkoopsautomaten op zijn bedrijf. Hij verkoopt niet alleen zijn eigen producten maar ook producten van andere boeren in de streek. Er staat ook een bank op zijn bedrijf, waar consumenten kunnen genieten van de producten. Boer Steven communiceert onder meer via Instagram and Facebook. Hij toont via sociale media zijn activiteiten op het bedrijf, en staat open voor feedback van de consumenten. Verkoopsautomaten op een bedrijf kunnen een interessante optie zijn voor heel wat Europese boeren. Het is relatief eenvoudig om op te starten. Het heeft ook potentieel voor opschaling, maar is beperkt door het regionale aanbod.



Fig 1: Aardbeien, één van de producten van Boer Steven



Fig 2: Brood, het resultaat van een samenwerking met een lokale molen en bakkerij

Meer informatie

[Steven Van Hyfte \(@boer_steven\)](#) • [Instagram-foto's en -video's](#) | [Boer Steven - Home](#) | [Facebook](#)

Over deze samenvatting

Authors: Marco Moretti en Tessa Avermaete

Date: August 2022

COCOREADO is een Horizon 2020 project, gefinancierd door de Europese Commissie. Het doel van COCOREADO is het versterken van de positieve van de landbouwer, als individuele actor en als schakel in innovatieve voedselketens, evenals de positieve van de landbouwer inzake overheidsaanbestedingen. Het project volgt een multi-actorbenadering en volgt de principes van AKIS (Agricultural Knowledge and Innovation Systems). Het project is gebaseerd op een drie pijlers om de impact te maximaliseren: ambassadeurschap, goede praktijken en een focus op jongeren. Het project loopt van januari 2021 tot juni 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

WYFC – Lamb Initiative

Problem encountered and objective

The aim of the scheme is to work with a forward thinking processor and retailer to attract Wales YFC members who produce lamb to become suppliers and to keep Young Farmers at the forefront of the industry. Ultimately the initiative is about creating a sustainable supply chain to help support the future of rural Wales. The aim is to make it easier for young farmers to get their produce on the market and to ensure they are paid a premium price for it.

Main results / outcomes

The Wales YFC Lamb Initiative is a partnership between Dunbia (Llanybydder) (a large scale red meat processor), Sainsbury's (a UK supermarket chain) and Wales Young Farmers Club (Wales YFC). The partnership provides the opportunity for Wales YFC members to supply their Welsh lamb to Welsh Sainsbury's stores at a premium price all year round. Lamb is supplied to the scheme by young farmers as members of Wales YFC. Payments are then made by Dunbia within 14 days. The scheme creates an income stream for the movement, as Sainsbury's directly contribute 40p per lamb sold, on top of the price the supplier receives, to Wales YFC. 10p of which goes to the local County Federation.

Practical recommendations

There are no contracts or restrictions to access empowering young farmers to be able to sell produce all year round with easy access to the market. The farmers are given a lot of support throughout the process including training in the scheme. Dunbia arranges haulage at collection centers throughout Wales if required and have an open-door policy that welcomes members who wish to see their lambs being processed. The lamb initiative is innovative in its simplicity and would be replicable in other regions for other products providing there was a club or organisation willing to support the scheme.

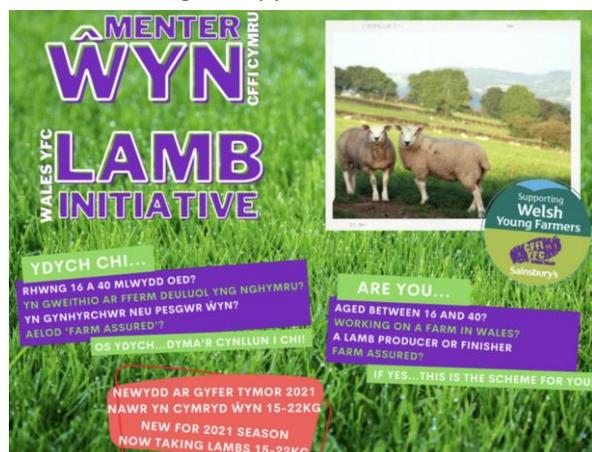


Fig 1: Information Sheet and Entry Form



Fig 2: Information Sheet and Entry Form

Further information

Information on the scheme and how to join as well as fact sheets can be found at: <https://yfc.wales/schemes/>

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

Connecting through the Taste Laško brand

Problem encountered and objective

For many regions, developing, managing and gaining visibility for their local products and services, as well as their local food producers and processors, is a major challenge. The creation of a collective brand like Taste Laško promotes and connects rural development with local products. The brand system connects local farms/producers with enterprises and provides direct distribution channels from farm to fork or from field to plate.

Main results / outcomes

STIK Laško together with the Municipality of Laško, KGZ unit Laško and Thermana Laško connects local producers, coordinates activities (Day of open door), promotes (social media) and sells the offer certified with the Taste Laško brand in its outlets. By organising trainings and events, the connection between the producers themselves and the consumers is further strengthened. The Taste Laško brand is well accepted by the local population, which is reflected in the increase in the purchase of local products by restaurants, households, public institutions and the local market. The brand is also well received by local farmers/businesses, who see it as an opportunity to improve their economic situation and of the local community.

Practical recommendations

The added value of the initiative lies in the possibility of increasing the choice of better quality, safer food, local dishes, products and services, which can be scaled-up by extending the certification of the offer to additional experiences and events, etc. The members of the Taste Laško network are committed to take part in strategic development, innovative ways of transferring knowledge, experience and skills, research activities and tenders. A dedicated team can replicate the Taste Laško brand and its core idea in other countries and other environments.



Fig 1: Regular market with local suppliers to promote and sell products under the Taste Laško brand

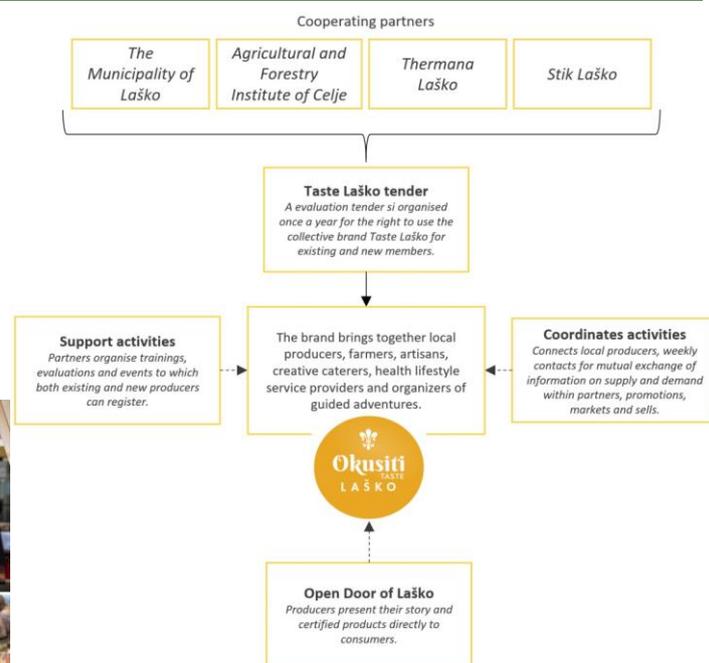


Figure 2: Schematic representation of the dimensions of the Taste Laško brand

Further information

<https://lasko.info/stik-lasko/>

<https://www.facebook.com/okusitilasko>

<https://lasko.info/okusiti-lasko/>

About this abstract

Authors: Tanja Dergan, Aneta Ivanovska, Marko Debeljak, Jožef Stefan Institut

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

Povezovanje prek blagovne znamke Okusi Laško

Obstoječi problem in cilj

Za mnoge regije so razvoj, upravljanje in pridobivanje prepoznavnosti lokalnih proizvodov in storitev ter lokalnih pridelovalcev in predelovalcev hrane velik izziv. Oblikovanje kolektivne blagovne znamke, kot je Okusiti Laško, spodbuja razvoj podeželja in z njim lokalnih proizvodov. Sistem blagovne znamke povezuje lokalne kmetije/proizvajalce s podjetji in zagotavlja neposredne distribucijske poti od vilic do vilic oziroma od njive do krožnika.

Glavni rezultati / izidi

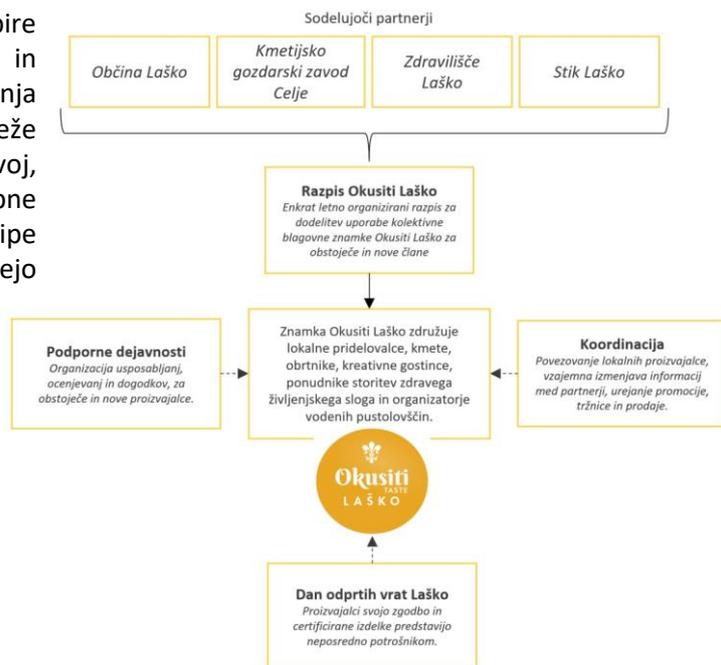
STIK Laško skupaj z Občino Laško, KGZ Laško in Thermano Laško povezuje lokalne pridelovalce, koordinira aktivnosti (Dan odprtih vrat), promovira (družbena medija) in prodaja ponudbo, certificirano z blagovno znamko Okusi Laško v svojih prodajnih mestih. S organizacijo izobraževanj in dogodkov se dodatno krepi povezava med samimi pridelovalci in potrošniki. Lokalno prebivalstvo blagovno znamko Okusiti Laško dobro sprejema, kar se kaže v povečanem nakupu lokalnih proizvodov pri gostincih, gospodinjskih, javnih ustanovah in na lokalnem trgu. Blagovno znamko dobro sprejemajo prav tako lokalni kmetje/podjetniki, ki v njej vidijo priložnost za izboljšanje svojega gospodarskega položaja in s tem tudi posledično položaja lokalne skupnosti.

Praktična priporočila

Dodana vrednost pobude je možnost večje izbire kakovostnejše in varnejše hrane, lokalnih jedi, izdelkov in storitev, ki jo je mogoče razširiti z razširitvijo certificiranja ponudbe na dodatna doživetja in dogodke itd. Člani mreže Okusiti Laško se skupaj zavzemajo za skupni strateški razvoj, inovativne načine prenosa znanja, izkušenj in veščin, skupne raziskovalne dejavnosti in razpise. S pomočjo ustrezne ekipe lahko blagovno znamko Okusiti Laško in njeno osnovno idejo repliciramo tudi v drugih državah in drugih okoljih.



Slika 1: Redna tržnica z lokalnimi ponudniki namenjena promociji in prodaji izdelkov pod blagovno znamko Okusiti Laško



Slika 2: Shematski prikaz razsežnosti blagovne znamke Okusiti Laško

Dodatne informacije

<https://lasko.info/stik-lasko/>

<https://www.facebook.com/okusitilasko>

<https://lasko.info/okusiti-lasko/>

Informacije o povzetku

Avtorji: Tanja Dergan, Aneta Ivanovska, Marko Debeljak, Jožef Stefan Institut

Datum: Avgust 2022

COCOREADO projekt financira program Obzorje 2020 in je namenjen uravnoteženju položaja kmeta kot individualnega akterja, ključnega akterja v inovativnih verigah preskrbe s hrano in dobavitelja za javna naročila. Projekt temelji na večdeležniški metodi in poglobljenem razumevanju sistemov znanja in inovacij v kmetijstvu (AKIS), ter uporablja trojni pristop za povečanje učinka, ki temelji na ambasadorstvu, dobrih praksah in osredotočanju na mladih. Projekt poteka od januarja 2021 do junija 2024.

Spletna stran: www.cocoreado.eu



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

ØsterGRO: Connects citizens to the food they consume

Problem encountered and objective

Our global food system disconnects consumers from the production of their food, both physically and mentally. ØsterGRO creates a point of connection and a relationship between producer and consumer.

Main results / outcomes

ØsterGRO is an organic rooftop farm and part of a larger network of urban food initiatives (figures 1 and 2). It is organized according to the principles of community-supported agriculture (CSA). This model, and the larger network it is part of, increases the economic security for the farmer.

The opportunity to volunteer at the farm and the personal relationships that develop between consumers and producers connects the citizens to the food they might otherwise take for granted.

Practical recommendations

Bringing food production into our cities through an urban CSA can benefit both the producers and consumers. By implementing urban farming initiatives, consumers' knowledge and connection to the food can be enhanced, enabling them to make more sustainable choices. The CSA model itself provides economic security for small-scale farmers, and the increased connection between the consumers and the food can contribute to creating a consumer preference for sustainable production.

An important lesson from the ØsterGRO case is that the economic feasibility of innovative urban food initiatives can be greatly enhanced by forming networks. By combining a number of CSA schemes and other activities, such as restaurants, the economic stability of the whole system can be ensured.

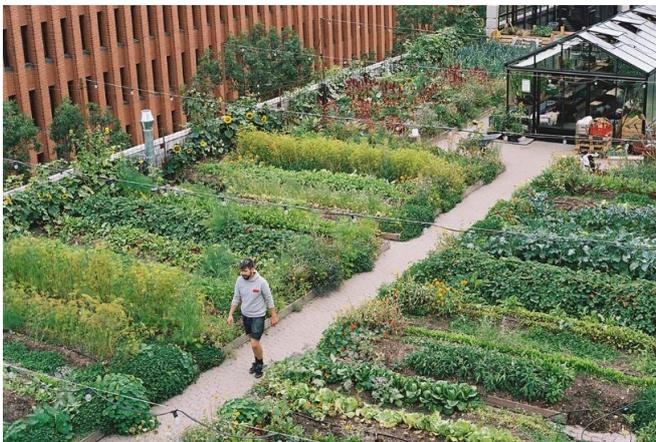


Fig 1: The ØsterGRO farm on a rooftop in Copenhagen.

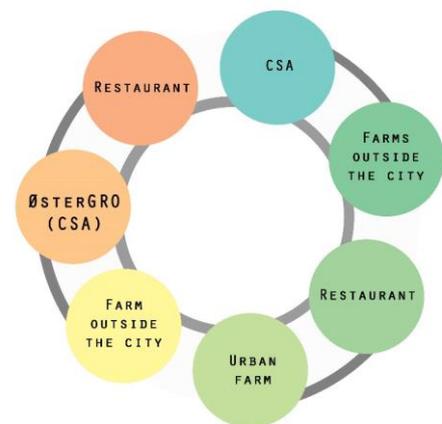


Fig 2: ØsterGRO is part of a network of initiatives.

Further information

www.oestergro.dk

About this abstract

Authors: Adam Addis Prag, University of Copenhagen

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

ØsterGRO: Forbinder forbrugerne til deres fødevarer

Problem og målsætning

Vores globale fødevarer systemer afkobler forbrugerne fra produktionen af det mad de spiser, både fysisk og mentalt. ØsterGRO skaber en forbindelse og et forhold mellem produktion og forbrug.

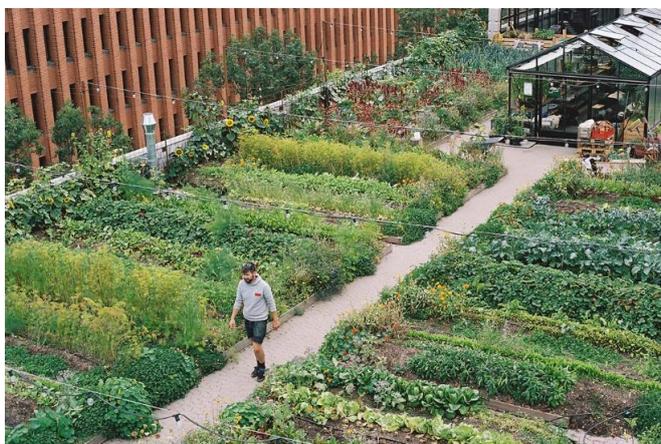
Resultater

ØsterGRO er et økologisk taglandbrug som er en del af et større netværk af fødevarerinitiativer i byen (figur 1 og 2). Det er organiseret som et fællesskabsbaseret landbrug. Den model, samt det større netværk landbruget er en del af, giver øget økonomisk sikkerhed. Muligheden for at være frivillig på taglandbruget, og det personlige forhold der udvikler sig, skaber en forbindelse til produktionen af fødevarer, som ellers ofte bliver taget for givet.

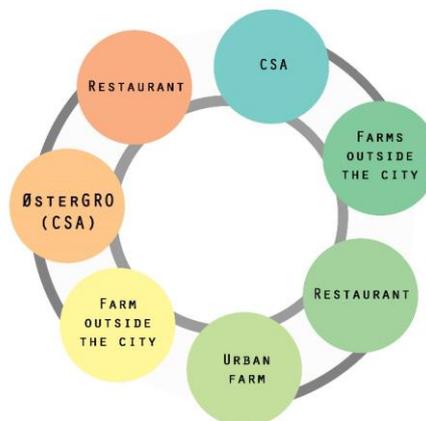
Praktiske anbefalinger

Både forbrugere og producenter drager fordel af, at fødevarerproduktion også finder sted i byen. Ved at implementere initiativer som bylandbrug, øges forbrugernes viden om og forbindelse til fødevarer, og det giver baggrund for, at træffe mere bæredygtige valg. Et fællesskabsbaseret landbrug giver økonomisk tryghed til små landbrug, og det at forbrugeren er mere forbundet med fødevarerproduktionen kan bidrage til at skabe præferencer for bæredygtig fødevarerproduktion.

En vigtig erfaring fra ØsterGRO er, at det økonomiske aspekt af innovative fødevarerinitiativer i byerne kan styrkes markant ved at samle dem i netværker. Ved at kombinere fællesskabsbaserede landbrug og andre initiativer, såsom restauranter, kan den økonomiske stabilitet sikres.



Figur 1: ØsterGRO, landbrug på et tag i København.



Figur 2: ØsterGRO er en del af et større netværk.

Mere information

www.oestergro.dk

Om dette abstract

Forfatter: Adam Addis Prag, Københavns Universitet

Dato: August 2022

COCOREADO er et Horizon 2020 projekt som har til formål at forbedre landmandens position som en individual aktør, en nøglespiller i innovative fødevarer kæder, og som leverandør til offentligt indkøb. Baseret på en multi-aktørtilgang og en dyb forståelse for Agricultural Knowledge and Innovation Systems (AKIS), gør projektet brug af en tredelt tilgang for at maksimere effekten: Ambassadørskab, gode praksisser og et focus på unge.

Projektet forløber fra januar 2021 til juni 2024.

Hjemmeside: www.cocoreado.eu



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

Community Supported Agriculture: combining strengths

Problem encountered and objective

Major concerns in agriculture are providing a livelihood for farmers, feeding the growing population and protecting the environment. Community Supported Agriculture (CSA) is an alternative that offers a solution. It's a partnership between the participant and the farmers, whereas the participant pays a fixed contribution, thus participating in the potential risks but also in the potential abundance.

Main results / outcomes

Plukboerderij GRONDIG produces (small) fruit, vegetables, eggs and natural meat in an ecological way. They work with 430 adult equivalents on the land. Participants harvest for personal use. The consumers are directly connected to the producers, they support local farms, create less waste and help to build a community. Through intensive communication via mail and in the field, the farmers are always close by. Knowledge is exchanged in all directions at all levels and efforts are made to build communities.

Practical recommendations

Plukboerderij GRONDIG is replicable in other regions and has potential to scale up. They expand their network, by working together with other businesses (restaurant, bakery, ...). And are also work on nature management, the farmers look over the grazing in a nature conservation.



Figure 1: Three farmers from the CSA plukboerderij GRONDIG

Further information

Website: www.plukboerderijgrondig.be

About this abstract

Authors: Rani Van Gompel, Lisa Vanden Bossche, Elke Rogge, Fleur Marchand - ILVO

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

Community Supported Agriculture: met ver-eende kracht

Probleemstelling en objectieven

Grote uitdagingen in de landbouw zijn onder andere het voorzien in het levensonderhoud van boeren, het voeden van de groeiende wereldbevolking en beschermen van het milieu. Community supported agriculture (CSA) is een partnerschap tussen de consumenten en de boeren waarbij de deelnemer voor het groeiseizoen een CSA-(aan)deel van de boer(en) koopt. De deelnemer betaalt aan het begin van het jaar een vaste bijdrage zodat de boer inkomenszekerheid heeft. De deelnemers nemen dus deel aan de potentiële risico's, maar ook aan de potentiële overvloed. Sommige CSA zijn beperkt tot groenten en fruit, maar anderen bieden eieren, vlees, melk, kaas, vis... Plukboerderij GRONDIG produceert (klein)fruit, groenten, eieren en natuurlijk vlees op een ecologische manier. Ze werken met 430 volwassen equivalenten op het land.

Voornaamste resultaten

De CSA verbindt consumenten en boeren op verschillende manieren. De drie boeren van Plukboerderij GRONDIG betrekken de deelnemers bij beslissingen van de CSA, alhoewel de eindbeslissing bij de boeren ligt. Het veld is 24/7 geopend en deelnemers oogsten voor eigen gebruik. Dankzij intensieve communicatie via mail en op het veld zijn de boeren altijd dichtbij. De consumenten zijn direct verbonden met de boeren, steunen de lokale boerderij, creëren minder afval en helpen een gemeenschap op te bouwen.

Praktische aanbevelingen

Plukboerderij GRONDIG is repliceerbaar in andere contexten in binnen –en buitenland en het potentieel om op te schalen. Enerzijds breiden ze hun netwerk uit, door samen te werken met andere initiatieven (zoals cateraars, restaurant, bakker en scholen). Anderzijds ook bezig met natuurbeheer.



Afbeelding1: De drie landbouwers achter CSA plukboerderij GRONDIG

Meer informatie

Website: www.plukboerderijgrondig.be

Over dit abstract

Authors: Rani Van Gompel, Lisa Vanden Bossche, Elke Rogge, Fleur Marchand - ILVO

Date: Augustus 2022

COCOREADO is een Horizon 2020 project, gefinancierd door de Europese Commissie. Het doel van COCOREADO is het versterken van de positieve van de landbouwer, als individuele actor en als schakel in innovatieve voedselketens, evenals de positieve van de landbouwer inzake overheidsaanbestedingen. Het project volgt een multi-actorbenadering en volgt de principes van AKIS (Agricultural Knowledge and Innovation Systems). Het project is gebaseerd op een drie pijlers om de impact te maximaliseren: ambassadeurschap, goede praktijken en een focus op jongeren. Het project loopt van januari 2021 tot juni 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

Food Hub in Āgenskalns

Problem encountered and objective

A historical market in Āgenskalns district in Riga is transformed into a sustainable, inclusive and multifunctional urban food hub. The food hub combines a diverse set of activities: a food market, a co-creation kitchen, catering services, a youth station, educational activities, cultural and social events, etc. Among the goals of the food hub are boosting local food economy and economic performance of local producers and improving health and wellbeing of the wider community in the neighbourhood and Riga city.

Main results / outcomes

Āgenskalns food hub improves economic and social position of farmers by providing them market infrastructure, a point of sale and access to consumers. Up to 70 local farmers and artisanal producers are involved in the food hub. Through its food-related social and educational activities, and direct links between farmers and consumers, the food hub also raises consumer awareness and knowledge about local food products and promotes sustainable consumption.

Practical recommendations

The food hub is being implemented in a public-private-people partnership. Āgenskalns food hub operator cooperates with a range of public, private and non-governmental partners to propose sustainable and innovative solutions at the hub that address needs of businesses, residents and the city development.



Fig 1 and 2: Āgenskalns food hub

Further information

<https://agenskalnatirgus.lv/>

<https://www.facebook.com/Atirgus>

About this abstract

Authors: Sandra Šūmane, Baltic Studies Centre

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

Āgenskalna tirgus

Izaicinājums un mērķi

Vēsturiskais Āgenskalna tirgus Rīgā ir pārveidots ilgtspējīgā, iekļaujošā un daudzfunkcionālā pilsētas pārtikas centrā. Tajā apvienotas daudzveidīgas aktivitātes: pārtikas tirgus, kopienas virtuve, ēdināšanas pakalpojumi, jauniešu stacija, izglītojoši, kultūras un sociāli pasākumi u.c. Pārtikas centra mērķos ietilpst vietējās pārtikas ekonomikas un vietējo ražotāju, jo īpaši lauksaimnieku, pārtikas amatnieku un mazo un vidējo ražotāju stiprināšana, kā arī Āgenskalna apkaimes un Rīgas pilsētas iedzīvotāju labklājības uzlabošana.

Galvenie rezultāti

Āgenskalna tirgus uzlabo vietējo lauksaimnieku ekonomisko un sociālo stāvokli, nodrošinot tiem tirgus infrastruktūru, tirdzniecības vietu un piekļuvi patērētājiem. Pārtikas centrā ir iesaistīti ap 70 vietējie lauksaimnieki un pārtikas amatnieki. Īstenojot ar pārtiku saistītas sociālas un izglītojošas aktivitātes un stiprinot tiešo saikni starp lauksaimniekiem un patērētājiem, Āgenskalna tirgus arī uzlabo patērētāju informētību un zināšanas par vietējiem pārtikas produktiem un veicina ilgtspējīgu patēriņu.

Praktiski ieteikumi

Āgenskalna pārtikas centrs tiek attīstīts publiskā, privātā un pilsoniskā sektora partnerībā. Āgenskalna tirgus vadītāji sadarbojas ar vairākiem publiskiem, privātiem un nevalstiskiem partneriem, lai piedāvātu ilgtspējīgus un inovatīvus risinājumus tirgū, kas risina uzņēmumu, iedzīvotāju un pilsētas attīstības vajadzības.



Foto: Āgenskalna tirgus

Tālāka informācija

<https://agenskalnatirgus.lv/>

<https://www.facebook.com/Atirgus>

Par šo anotāciju

Autors: Sandra Šūmane, Baltic Studies Centre

Datums: Augusts, 2022

COCOREADO is Eiropas Savienības pētniecības un inovāciju programmas Apvārsnis 2020 projekts, kura mērķis ir uzlabot lauksaimnieka kā individuāla un centrāla dalībnieka stāvokli inovatīvās pārtikas sagādes ķēdēs un publiskos pārtikas iepirkumos. Pamatojoties uz daudzdalībnieku pieeju un lauksaimniecības zināšanu un inovāciju sistēmas konceptuālo ietvaru, projekts ietekmes palielināšanai izmanto trīskāršu pieeju, kas ietver labās prakses, projekta vēstniekus un fokusu uz jaunatni. Projekts ilgst no 2021. gada janvāra līdz 2024. gada jūnijam.

Mājaslapa: www.cocoreado.eu



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

A virtual platform to link farmers and consumers and provide local food!

Problem encountered and objective

Consumers want to eat more local and healthy food, but they lack the time to make their groceries in the local shops. What if there was a virtual platform connecting consumers with local farmers and food artisans? Good news: it already exists... in Poland! Founded in 2013, Lokalny Rolnik has a network of farmers, and it serves 120000 customers with fresh, organic and local food. Customers self-organize local action groups and pick the goods in several selling points across the main Polish cities.

Main results

Wondering about the positive outcomes? Farmers and consumers are more closely connected. They share the same vision of providing and accessing local, quality and organic food production at affordable prices. It is up to the farmer to set the price on which the products are sold through the platform. The platform charges exclusively for marketing and logistical fees. Farmers receive up to 80% of the selling price and they share the risks with the platform owners in case of failures. As a result, the position of the farmer in the food chain is strengthened.

Practical recommendations

Roklany Rolky has a strong potential of replicability and scaling up as long as there is demand from consumers and the availability of a network of farmers to meet it. This project is innovative in the sense that it uses technology to bring like-minded people together. It boosts food literacy of consumers on the origin of food, empowering local communities and creating social dynamism.



Figure 1: farmers meet consumers



Figure 2: food boxes

Further information

Visit the website: [Zdrowa żywność wprost od rolnika – sklep LokalnyRolnik.pl](https://www.lokalnyrolnik.pl)

About this abstract

Authors: Alice Minichini, Project Manager at the European Council of Young Farmers (CEJA)

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

Una piattaforma virtuale che unisce produttori e consumatori e offer cibo locale!

Problematica e obiettivo

I consumatori vogliono mangiare cibo locale e salutare. Tuttavia non hanno molto tempo a disposizione per fare la spesa presso i produttori locali. E se esistesse una piattaforma virtuale che unisca i consumatori con gli agricoltori e produttori di cibo locale? Ecco una buona notizia: esiste già...in Polonia! Creata nel 2013, Lokalny Rolnik ha un network di 140 agricoltori e fornisce a 120 000 consumatori cibo fresco, biologico e locale. I clienti auto-organizzano gruppi di acquisto locale, fanno l'ordine e ritirano la spesa in vari punti delle città polacche.

Risultati

E gli impatti positivi? Innanzitutto i produttori e consumatori sono più collegati. Condividono la stessa visione di un sistema alimentare locale, di qualità e biologico a prezzi accessibili. Il produttore stabilisce il prezzo di vendita dei suoi prodotti. La piattaforma aggiunge i costi legati al marketing e alla logistica. I produttori ricevono come ricavo fino all'80% e condividono con la piattaforma i rischi in caso di problemi o perdite del raccolto. In definitiva, la posizione dell'agricoltore nella filiera alimentare viene rafforzata.

Suggerimenti pratici

Roklany Rolky è un'iniziativa con grande potenziale di replicabilità. Il progetto è innovativo poiché utilizza la tecnologia per unire persone con la stessa visione del sistema alimentare. Promuove una conoscenza e consapevolezza sull'origine del cibo, potenzia le comunità locali e crea dinamismo sociale.



Figura 1: I contadini incontrano i consumatori



Figure a: food boxes

Informazioni aggiuntive

Visita il sito: [Zdrowa żywność wprost od rolnika – sklep LokalnyRolnik.pl](https://www.lokalnyrolnik.pl)

Su questo estratto

Autori: Alice Minichini, Project Manager presso il Consiglio Europeo dei Giovani Agricoltori (CEJA)

Data: Agosto 2022

COCOREADO è un Progetto Horizon2020 creato per potenziare la posizione dell'agricoltore, attore principale nelle filiere alimentari innovative e nell'approvvigionamento pubblico. Basato su un approccio multi-attore e sul concetto di Sistema della Conoscenza e dell'Innovazione in Agricoltura (AKIS), il Progetto ha un approccio su tre fronti, che si fonda sui concetti di "Ambassador", buone pratiche e un focus sui giovani.

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



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

COCOREADO PARTNERS

