



How to establish local food supply chain groups in Croatian and Hungarian rural areas

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Programme of the training

- 1) SFSC vs direct selling
- 2) What shall I know about my territory?
- 3) Accessible value chains
- 4) Who are the consumers of my SFSC?
- 5) Producers and their products
- 6) How to open new dimension in local food system?
 - 1) Defining the main objectives
 - 2) Engagement of farmers
 - 3) Selection of farmers and products (criteria)



Why must we do?

GOOD PRACTICES FROM MY EXPERIENCES



1. Direct selling vs SFSC

A little repetition

What is it? Please underline the correct answer

1. SFSC vs. direct selling
2. SFSC vs. direct selling
3. SFSC vs. direct selling
4. SFSC vs. direct selling
5. SFSC vs. direct selling



1. Farm shop and open-day programme (IT)



2. Biarritz farmers' market (FR)



3. Boxes for companies (FR Toulouse-Airbus Aviation Company)

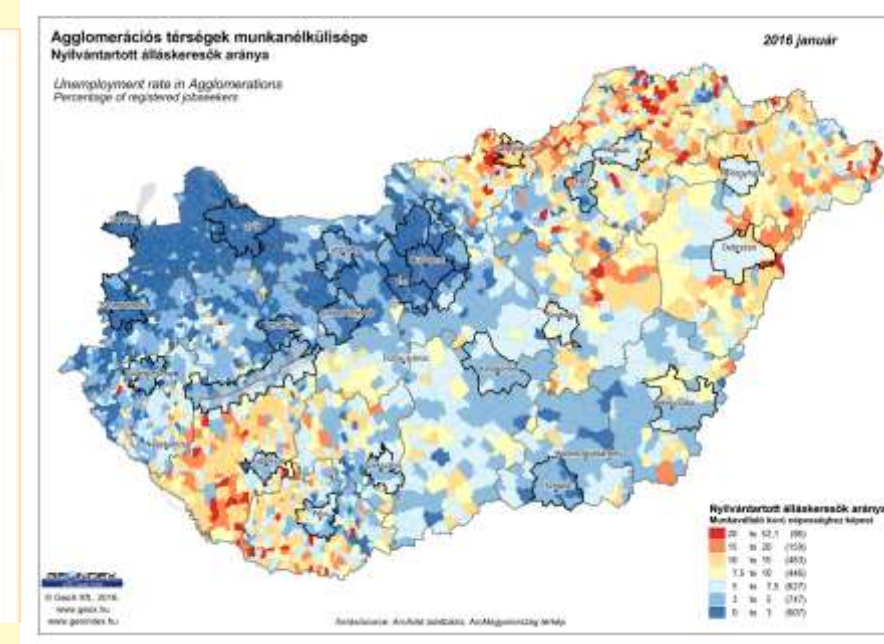
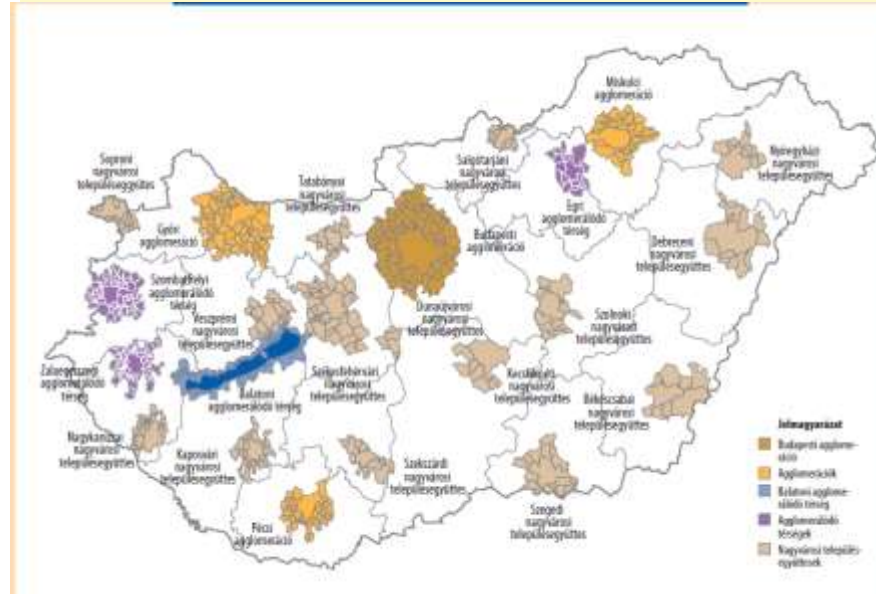
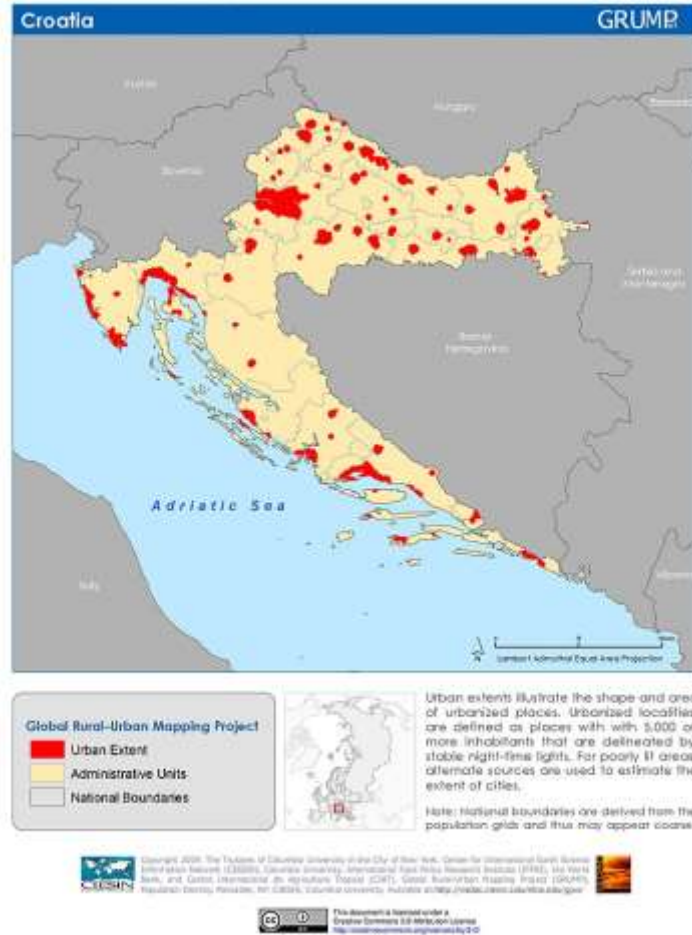


4. Breakfast with shop (AT)



5. Food processing together with consumers from farmers' fresh products (FR)

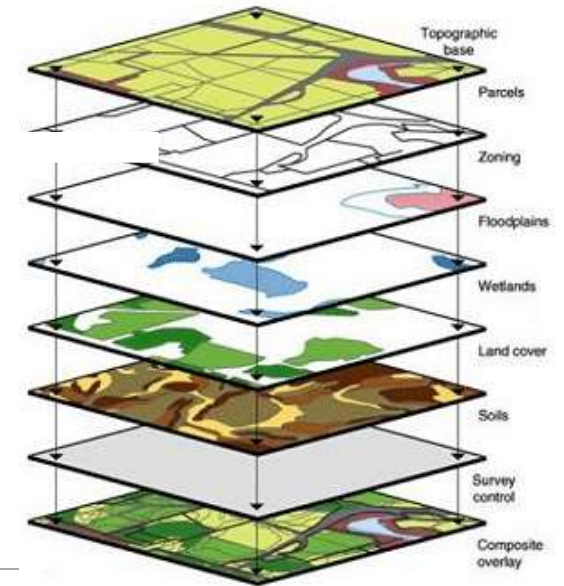
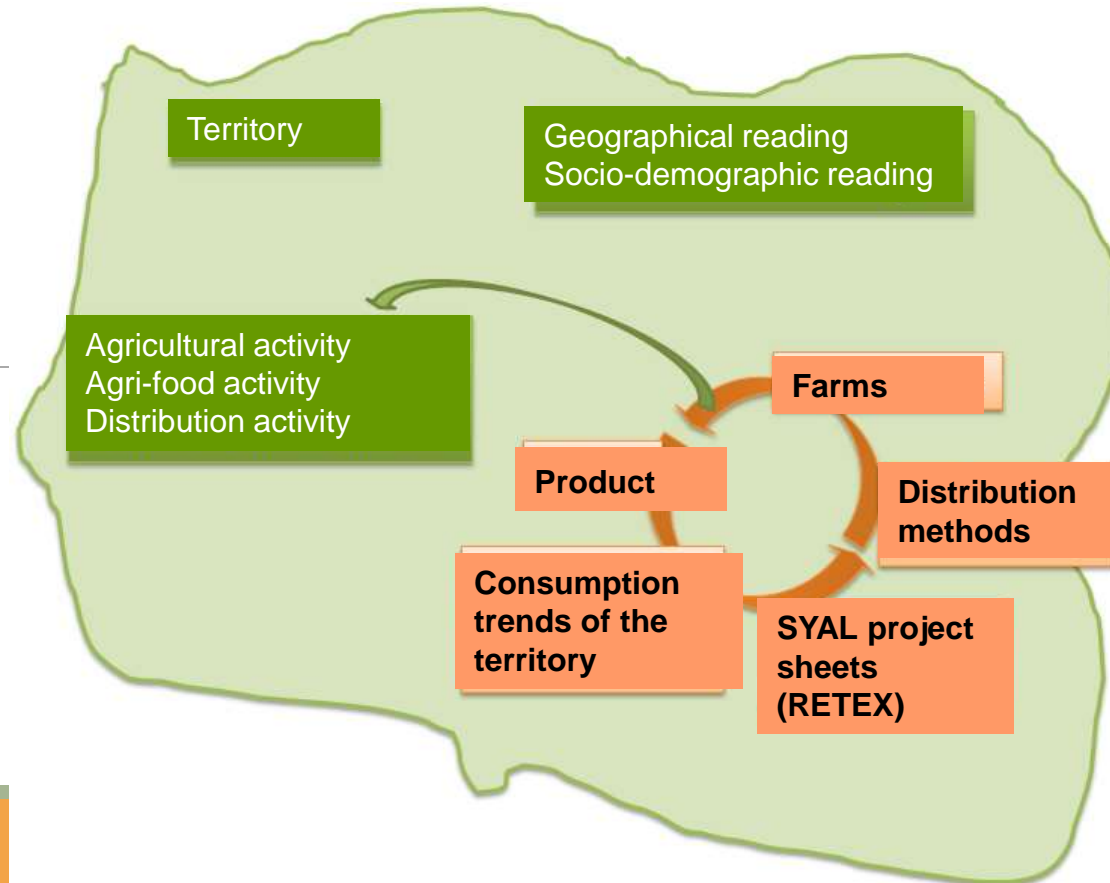
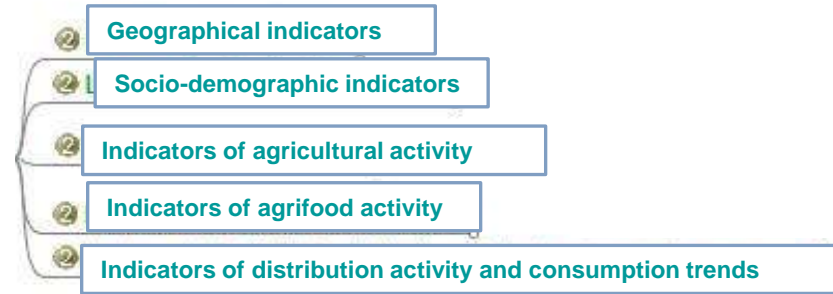
URBAN EXTENTS



2. What shall I know about my territory?

Diag-Syal

Territory



Sub-trees

SEGIRA - typology of NUTS 3 regions of the European Union

1. "Large European Cities"

2. "Semi-urban areas with land use pressure"

3. "Cities not aggregated with their surroundings"

4. "Balanced rural areas with declining manufacturing sector"

6. "Coastal and mountain areas"

7. "Eastern periphery – agriculturally dominated"

- excluded region with strong agricultural dependence
- excluded region with weak agricultural dependence
- Excluded region with strong agricultural dependence with high environmental values
- Developing region with strong agricultural dependence
- Developing region with weak agricultural dependence
- Developing region with strong agricultural dependence with high environmental values

8. "Strong" rural regions

9. "Central and North European industrial regions"

10.: "Rural Regions with significant Industry"

12. "Eastern periphery – industrialized"

13. "Rural areas with strong rural development"

1. Nagy európai városok

2. Városi átmeneti térségek erős tájhasználattal (Kecskemét)

3. Városok és tőlük teljesen eltérő vidéki térségek (pl.: Hévíz)

4. Kiegyensúlyozott vidéki térségek hanyatló iparral (Lago Como környéke)

6. Tengerparti és hegyvidéki térségek

7. Keleti periféria agrárdominanciával

- Leszakadó térség erős agrár függőséggel
- Leszakadó térség gyenge agrár függőséggel
- Leszakadó térség erős agrár függőséggel, jelentős környezeti értékekkel
- Fejlődő térség erős agrár függőséggel
- Fejlődő térség gyenge agrár függőséggel
- Fejlődő térség erős agrár függőséggel, jelentős környezeti értékekkel

8. Erős, fejlődő vidéki térség (főleg az új tagállamokban)

9. Ipari régiók (Közép- és Észak-Európa)

10. Vidéki régiók jelentős iparral

12. (Keleti periféria) iparosodott vidékkel

13. Vidéki térségek erős vidékfejlesztéssel (Toszkán vidék, szlovén alpesi tájak, Ausztria agrárturizmus)

Territorial value - TRADI-OVATION

- ❖ Territory
- ❖ Rural
- ❖ Areas
- ❖ Development (through)
- ❖ Innovation
- ❖ Orgaization
- ❖ Valorization
- ❖ Agri-food systems
- ❖ Technology (user-friendly)
- ❖ ICT (sharing)
- ❖ Online
- ❖ Networking

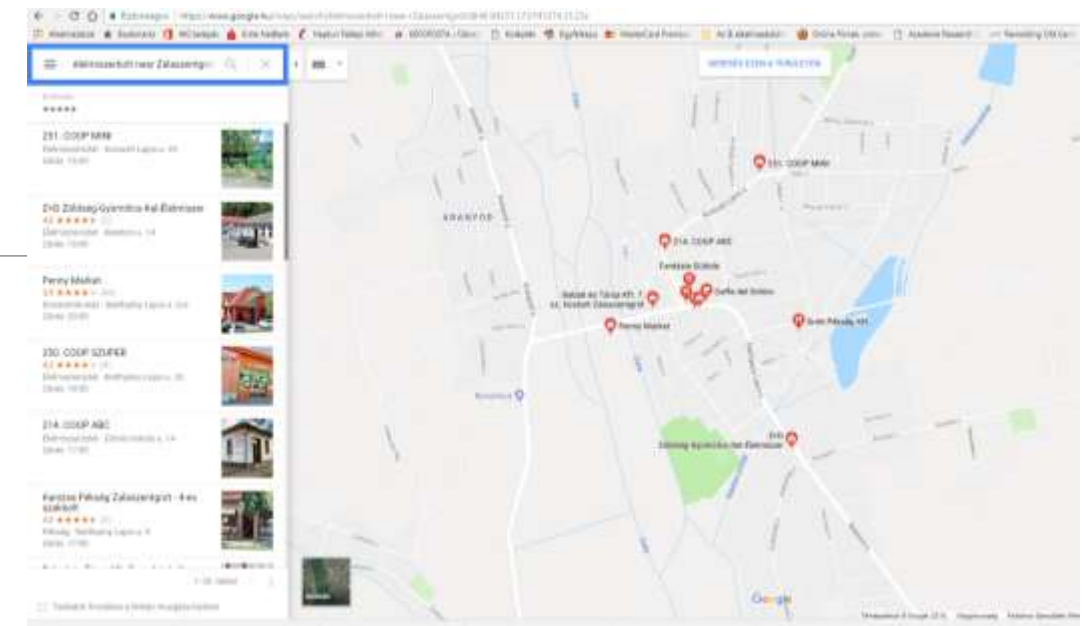
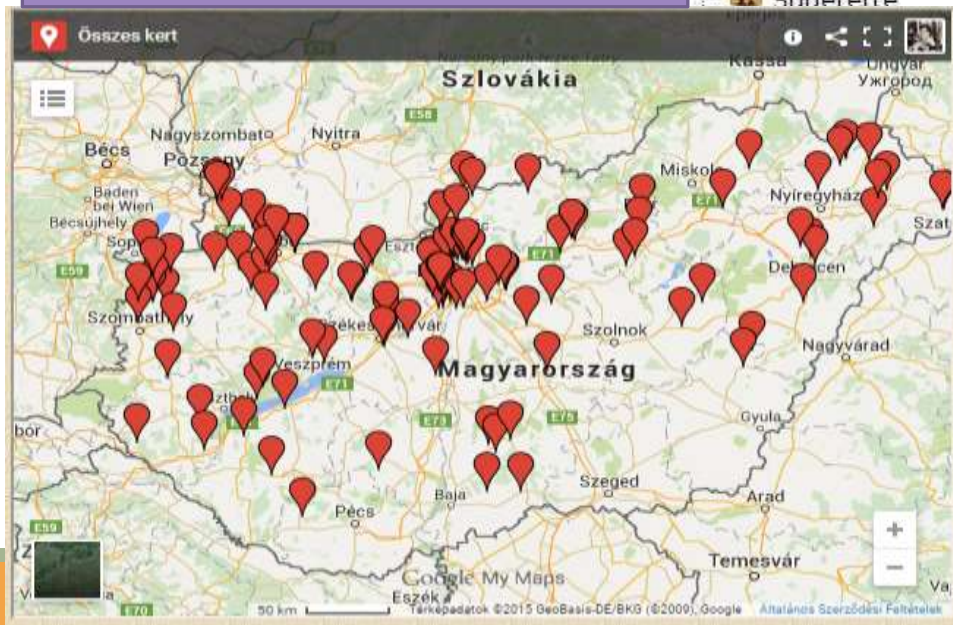
These are the main components with which the innovative process can be structured

Question: how is it possible to turn the words to practical action as a new model of territories management and promotion

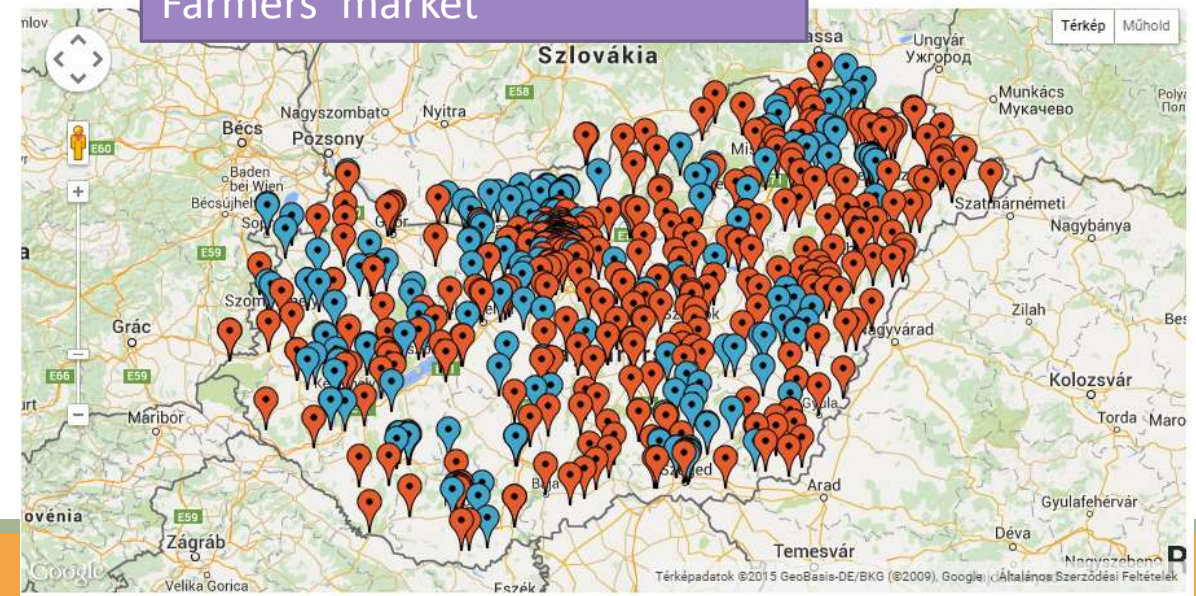
3. Identify the accessible value chains

- Se nourrir
- Boucherie charcuterie
 - Boulangerie
 - Épicerie
 - Hypermarché
 - Personnes âgées : foyers restaurants
 - Personnes âgées : service de repas à domicile
 - Poissonnerie
 - Produits surgelés
 - Restaurant
 - Restaurant universitaire
 - Sunérette

Pick your own farms



Farmers' market



Characteristic of a good SFSC (site selection criteria)

Pedestrian oriented

Community oriented

Variety of vendors

Local flavor

Ample farmers with plentiful supply

Easy destination for customer to get to

Simple parking

Access to near-by major roadway (DRIVE)

Access for farmer's vehicles

Location visible and identifiable

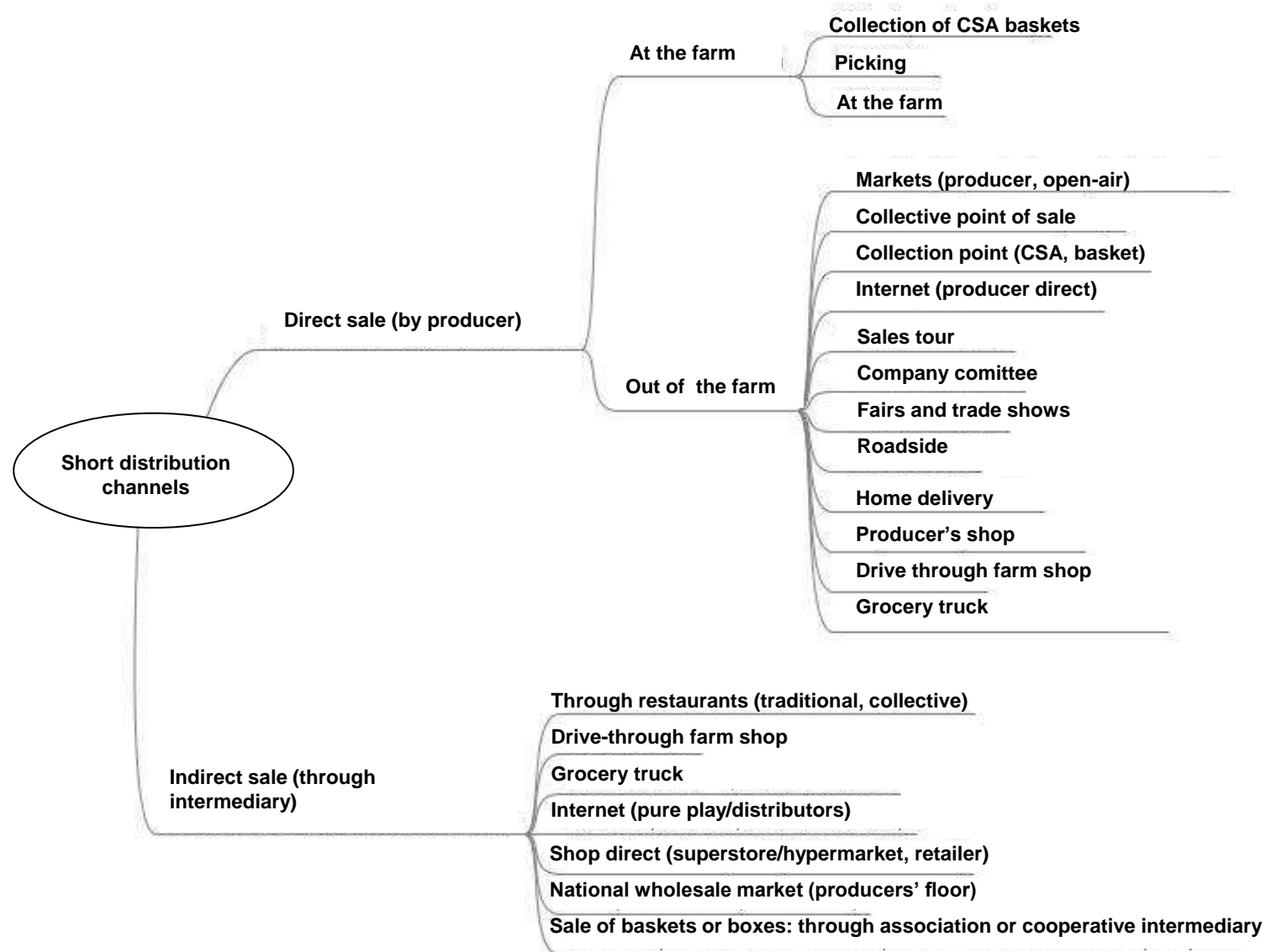
Easy to find

Clean and attractive location

Solid waste disposal

Restroom for the public





4. Who are the consumers of my SFSC?

- Improving demand for strong farmers-consumers relationship
- Citizens look for reliable products
- **But just 7 % of the Hungarian people**

Who will be my consumer at local level:

- **tourists? National or international**
- **Inhabitants rural or town?**
- **Transit traffic?**



Higher education level



7% (AKI)

Household with higher income



Urban people



With family





Consumer trends

Local labels

Healthy food

Hyper-local food:

In the UK and many other countries now, there is a growing trend for dishes created with ingredients sourced within walking distance.

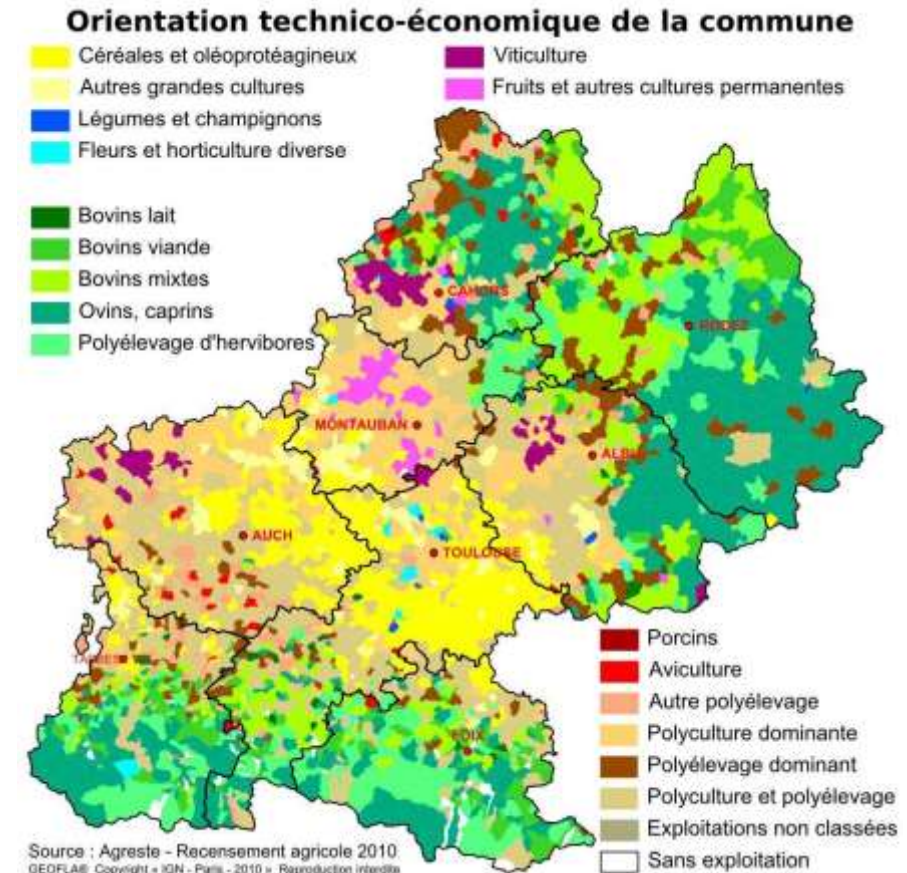
Fermented food

Smart shopping

Home delivery innovation

Sustainability spotlighted

5. Producers and their products



How to open new dimesion in local food system?

Defening the
main objectives

Engagement of
farmers

Identify a market
manager

Selection of
farmers and
products (criterai)

A market/SFSCs' manager is responsable for:

- Acting as main contact person of „market”
- Overseeing day-to-day market operations
- Collecting user fees
- Obtaining proper permits and insurance
- Enforcing rules and regulations
- Recruiting farmers
- Controlling farmers and product mix
- Handling complaints and disputes
- Working with markets'/SFSCs' board
- Establishing strong community contacts
- Check with local authority for required permits and rules



„After hard work from the beginning (from 2004) on the quality, tracability, today our farmers' market has found its identity and it has become acknowledged by our consumers.”

Identify and recruit farmers

1. What is your main objective?

- Solidarity, profitability, competitiveness....?
- Local economic development
- Local food system establishment

2. step: Attendance

- Which products (raw materials, processed food) – which producers?
 - ... what if two meat producers work together?
- Distance from market place (in Hungary 52/2010 decree, 852/2014 EU regulation)

3. step Mobilizing farmers for collaboration

- Not an easy task in our region
- Meetings 3-4 times and possibilities for discussion
- Show good practices
- It's a psychological, historical question

What do you propose for farmers?



Value proposition by Foodhub

TASTE THE COUNTRY HERE IN THE CITY

Balázs & Balázs – Founders of FoodHub.hu



HISTORY

In 2014 a small team of farmers and food distribution experts get together and launched an online marketplace - AzEnPlacem.hu besides a easy marketplace for the farmers with Foodtruck which is opened up for weekly.

Our idea is to create a platform of the fresh, organic, farm-sourced products and make them available to everyone in the city of Budapest. Farmers told us they want to focus on planting, cultivating, picking, feeding and husbanding their animals and not spending so much of time with driving around, selling, delivering and administering. So, they said they could give rise both to their production capacity and keep or even increase the level of the quality of their products if there were someone who could take care of the sales, marketing and accounting aspects instead of them. As they believe this is how a farmer could best serve his community!

After experiencing this so many times, we were inspired to start our own local food distribution company. So FoodHub.hu was born.



FoodHub Inc Budapest Ltd. | Budapest | info@foodhub.hu | +36 30 777 2608



HEALTHY - NATURAL - ORGANIC

FoodHub.hu actively manages the aggregation, processing, packaging-labeling, marketing and sales of source-identified food products from local farmers and distribute for urban farmer markets, online and for conventional food retailers and restaurants.



DIRECT FROM FARMERS

- Seasonal Fruits & Veggies
- Milk, Cream & Yoghurt
- Eggs, Cheese & Tofu
- Meat, Wild & Fish
- Bread, Pasta & Noodles

FACTS & FIGURES

Startup Founded | September, 2016

Launched MVP | October, 2016

Funding 1 | €150,000 | February, 2017

Funding 2 | €800,000 | October, 2017

Expanded team 5 employees | April, 2017

Users 40 farmers, 460 family, 9 restaurant | Sept, 2017





4. step: Requirements

Check required permits and rules with all the farmers -

Check equipments and utensils require proper sanitation

Check packaging and labeling

Own product?

Charte for engagement



- Approach of small farmer
- Engagement social
- Engagement ethical
- Networking
- Participation at education
- Practice agro-ecology

 **2 - Compte-rendu
de visite d'agrément positive**

 **Lettre type**

Madame, Monsieur,

La commission d'agrément qui s'est déplacée sur votre ferme le JJ/MM/AAAA, a émis un avis favorable à votre demande d'adhésion dans le réseau "Bienvenue à la Ferme" pour votre/vos activité/s de

Pour nous confirmer votre agrément, nous vous remercions de nous retourner la charte éthique ainsi que le/s cahier/s des charges signés.

Par votre adhésion au réseau "Bienvenue à la ferme", vous vous engagez à :

- informer le relais de tous changements qui ont une incidence sur les prestations
- valoriser la marque "Bienvenue à la ferme", notamment en apposant le logo sur vos supports de communication (signalisation routière, dépliants, site Internet...)
- être à jour de vos cotisations annuelles,
- souscrire une assurance couvrant tous les risques (responsabilité civile, accident du travail...)
- se conformer aux textes législatifs et réglementaires en vigueur
- être actif dans la vie du réseau en participant notamment aux réunions et animations mises en place par le relais et en répondant aux enquêtes
- assurer un accueil de qualité à vos hôtes, et une bonne image de l'agriculture, notamment en parlant de votre métier et en maintenant la ferme propre.

Votre adhésion vous permet de paraître sur le site Internet www.bienvenue-a-la-ferme.com ainsi que dans les prochaines éditions du réseau.

Vous trouverez également ci-joint le catalogue et le bon de commande des outils de promotion "Bienvenue à la Ferme" : n'hésitez pas à en commander pour mettre en valeur votre appartenance au réseau.

Je vous prie d'agréer, Madame, Monsieur, l'expression de mes meilleures salutations.

Le Président,

 **NOS
PRODUCTEURS
FERMIERS**
s'engagent à

Respecter leur terroir,
Cultiver leur terre,
Produire et élever sur leur ferme,
Transformer leur production,
Commercialiser en direct leurs produits
Accueillir sur leur ferme,
Conseiller et prendre plaisir à
présenter le fruit de leur travail.



www.bienvenue-a-la-ferme.com





EURÓPAI
EGYÜTTMŰKÖDÉS NAPJA

Közös határon, közelebb egymáshoz



Magyarország-Horvátország
Határon Átnyúló Együttműködési Program



Thank you for your attention!

Köszönöm a figyelmet!

Hvala na pozornosti!