HOW TO SUPPORT SHORT SUPPLY CHAINS AND ENHANCE DIRECT FARM SALES

Organics Europe Youth Event 2022, September 1st
Farmers’ market
Collective farmer shops
Community supported agriculture
Solidarity purchase groups
Agritourism
Farm shops
Self service farm shops
Online sales from farms

How to support short supply chains and enhance direct farm sales
What are the benefits of short food supply chains?

Environmental benefits

- Promote organic food
- Improve animal welfare conditions
- Reduce food waste
- Use minimal or eco-smart packaging
- Shorten distances between production and consumption

Higher production standards, better management of natural resources and biodiversity protection
What are the benefits of short food supply chains?

Social benefits

- Higher autonomy and bargaining power
- Increase cooperation and solidarity within the food chain
- Consumer awareness and knowledge about local food
- Promote gender equality and social inclusion
- More transparency and mutual trust

These projects have received funding from the European Union’s Horizon 2020 research and innovation programmes under grant agreements 641392 and 771325.
What are the benefits of short food supply chains?

**Economic benefits**

- Higher profit margins from fewer intermediaries
- Support the local economy
- Fairer prices for farmers
- Better access to fresh, seasonal and high-quality foods

These projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreements No 779924 and 773785.
What to expect

09.30 Why we are here
09.40 How Bio Suisse supports direct farm sales (Oli, Mathilde, Michèle)
10.10 Workshop I
10.40 Move your legs
10.50 Workshop II
11.20 Summary
11.50 Your «take home message»
Workshop I & II

Choose 2 out of 3 topics:

- E-commerce solutions for farms – potentials and risks
- Community supported agriculture – launching new initiatives
- The 7 Ps of marketing – creating the perfect marketing mix
Digital solutions for shorter supply chains – challenges and how to address them
The challenge

How to support short supply chains and enhance direct farm sales
The challenge

How to support short supply chains and enhance direct farm sales
The solution

How to support short supply chains and enhance direct farm sales
Community supported agriculture – launching new initiatives
What is Community Supported Agriculture (CSA)?

- **Idea**: partnership between producers and consumers for a long-term engagement

- **Goal**: build a more sustainable food system
  → Encourage a local, sustainable, solidarity-based and human-sized agriculture

- Each CSA initiative is **unique** in its form and organization

- **Products delivered**: usually baskets of vegetables and other fresh products e.g. meat, cheese, milk…

Regularly deliver products at a transparent price

Pay in advance and sometimes work a few hours at the farm
Why does it make sense?

- **Risks are shared** between producers and consumers

- **Trustworthy relationship** between producers and consumers

- Geographical proximity between producers and consumers
  - Locally based consumption

- **Transparent** and clear communication of prices and production methods

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**Producers:**
- Pre-financing their crops
- Providing security against climate risks
- Ensuring a fair income

**Consumers:**
- Pay in advance at a transparent price
- Usually have to work a few hours in the farm
- Fight against food waste
- Enriching experience

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How to encourage CSA in Switzerland?

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How to support short supply chains and enhance direct farm sales

Organizations supporting CSA

Bio Suisse
& Agridea

RVL
SoLaWi
FRACP

FiBL

urgenci.net
How Bio Suisse supports farms along the 7 Ps of Marketing
The 7 Ps of Marketing

- Product
- Person
- Packaging
- Price
- Place
- Process
- Promotion

How to support short supply chains and enhance direct farm sales
How we support ecological and economical packaging

- Online Shop for branded promotion materials
- Farmers get 50% off
- Customizable labels
- Free product label proof
- fact sheets in which various packaging examples were evaluated for different products
How we support high quality products

“Bio Gourmet” quality award

- Experts test the submitted products according to the criteria "appearance", "smell and aroma", "taste", "texture", "harmony" and "finish".
- Feedback to producers on every submitted products
- High media attention for particularly good products
- Use of “Bio Gourmet” logo
How we support knowledge exchange

- ProBio is an advisory project which promotes the exchange of knowledge among farmers in working groups and at events
- Since 2021: there are also events for direct farm sales
- Events with expert and experience exchange
- Experts as well as moderation are compensated
How we support fair pricing

- Price survey of around 100 direct marketers every year
How to define a fair price

What others ask for the same product

What your target group is willing to pay

What you need to pay a fair salary

the price triangle
How we support solid processes

- FiBL offers courses about processing
- Bio Suisse developed photography courses

How can we lower hurdles on the way to certification?

How can we make the license for our label more attractive to start-ups?

How can we answer the question of processing in an easier manner?
Let’s talk about organic

- Very high brand awareness
- We propose stories to editorial offices and work with media partners
- Storytelling and social media: blog, facebook, instagram, newsletter → approx. 50,000 recipients
- Financial support for annual farmers’ markets and events in different regions
Where to find Bio Suisse farm products

Betriebe in deiner Nähe

Kaiser Schmitz AG
Schweizerhof
Engelhard Kopf
Spie Münster

Neueste News

Vollkornbrot zu verkosten...
Lamm- und Veilchensuppe von... (details)
Eidgenossen Süsses post... (details)
Lebensmitteln mit Vollkorn...
Verrückte Suppen vom... (details)
Fußball und Süßes... (details)

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The Customer journey

**Awareness**
- Farm billboard
- Media
- Online platforms
- Market
- Existing customers

**Consideration**
- Competition
- Reviews
- Website
- Accessibility
- Opening hours

**Decision**
- Availability
- Payment methods
- Advice

**Receipt**
- Newsletter
- Farm party
- Social media

**Recommendation**
- Survey
- Evaluation
- Referral

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The 7 Ps of Marketing

- Product
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- Packaging
- Price
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- Process
- Promotion

How to support short supply chains and enhance direct farm sales
Link list

- biomondo.ch
- shop.printlogistik.ch/bio-suisse » Betriebsnummer & bioshop oder individuelles Passwort
- bio-suisse.ch » Bio Suisse erleben » Bio-Gourmet-Produkte
- bioaktuell.ch » Verarbeitung » Verpackung
- bioaktuell.ch » Markt » Direktvermarktung » Marktpreise
- bioaktuell.ch » Markt » Direktvermarktung » Partizipative Landwirtschaft
- bioaktuell.ch » Markt » Direktvermarktung » Gemüseabo
- bioaktuell.ch » Agenda
- probio.bioaktuell.ch
- solawi.ch
- fracp.ch
- regionalevertragslandwirtschaft.ch

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