

How to develop short food chains and diverse agricultural production in a pandemic time



Siksali Development Centre, Estonia

STEDNET meeting, Žužemberk, SLO

July 9-10, 2021

General context/background in Estonia

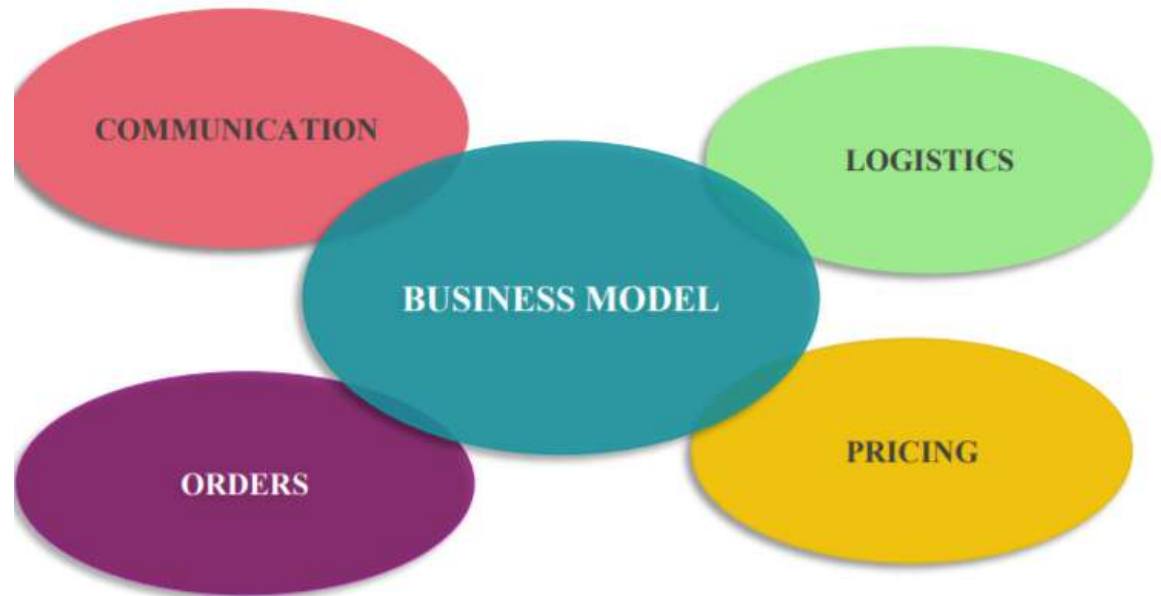
- Estonia is divided into 15 counties
- All areas have their own culinary identity and local food networks, farmers markets and farmers unions
- There is no centralized distribution system for local food nor a company that offers this service nationwide
- In general the restaurants and chefs order local food products directly from farmers
- Many food networks and distributors use mainly social media to introduce their products to customers

General context/background in Estonia (2)

- There is very little business to business (B2B) local food distribution in Estonia
- Most distributors and farm shops sell directly to end customers and are not active in B2B selling.
- The most popular direct selling point is regular farm market, which is organized jointly by local farmers.
- Usually they organize the market once or twice per week

Local debate results (from 2020, before Covid)

- Format: Focus group meeting
- Invited participants: representatives of two food networks, a farm shop, a distributor and a chef
- Topics (regarding the food chain) that were covered:



Main challenges that were identified



Main conclusions

- There is no existing business model for B2B distribution that is regional or nationwide
- Most of the food networks and distributors sell actively to clients at shops and markets
- They do not reach business clients yet
- The number of restaurants and businesses using local food could be higher

Main conclusions (2)

- There is a need for an e-platform where producers could upload information about their products and where chefs can make orders
- Information about the products needs to be very specific for chefs to make sure they get exactly what they need for their menus
- All parties like the idea of using a distribution company between restaurants and farmers...
- ...yet everyone agreed that there still needs to be personal contact, meaning that the products should not become anonymous and chefs need to know where and from whom the products come from
- All participants agreed that a wider usage of e-platforms in selling local food products B2B is the future and all parties will need to adjust their daily practices

Main idea taken from the focus group -

- to further work on B2B distribution of local food

- This coincided with a big (2,5 million eur) project that was headed by the Ministry of Agriculture, and worked with the topic „Baltic Sea Food“
- Our organisation worked as a subcontractor, elaborating the evaluation report for the piloting within that international project
- Synergy – piloting a new business model for B2B local food distribution in the local food network called „**Taluturg**“ (**Farmers Market**) in South Estonia
- *Taluturg* – 11 years old cooperative of local food producers representing products of 350 producers

Then the Covid pandemic started....

- ...and the piloting was affected by this
- As the HoReCa sector was practically closed down, it was a very bad timing for introducing Business 2 Business sales. Therefore the idea was postponed.
- On the positive side - the e-shop, which was launched as a reaction to the pandemic, is now a very important sales channel.

Take a look at: <https://taluturg.ee/e-pood/>


The online-platform was launched in a much shorter timeframe than was initially planned, as the demand for online shopping and home-delivery service increased significantly among local people.

E-store (<https://taluturg.ee/e-pood/>)

E-POOD

- Puu- ja köögiviljad (153)
- Liha- ja kalatooted (194)
 - Sink (13)
 - Vorst (23)
 - Vinnutatud liha (6)
 - Sealiha (26)
 - Veiseliha (43)
 - Lambaliha (9)
 - Linnuliha (15)
 - Ulukiliha (2)
- Kala (59)
 - Marineeritud kala (5)
 - Kuivatatud kala (3)
- Konserv (50)


Alates 49€ tasuta tarne!




Enne E-Poodi sisenemist vali transpordimeetod!

EN ISE JÄRELE	SMARTPOST (PIIRATUD TOOTEVALIK)	KULLER (KUNI 10KM LINNAPIIRIST)
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ARNU



TALLINN



Other initiatives:

- **South-Estonia Food Network** (<https://let.ee/et/>) - a farmer cooperative, which was established in 2008. The main sales channel is the e-platform (ca 2/3 from all orders), where the producers publish their available products and prices.



The screenshot shows the website for Lõuna-Eesti Toiduvõrgustik. The header includes the logo with the tagline "Talu- ja mahekaup otse koju kätte!", a search bar with "Otsi", and navigation links: AVALEHT, KATEGOORIAD, ERIPAKKUMISED, TALUNIKUD, and LET ÜL. The main content area features a list of categories under the heading "KATEGOORIAD" and a large graphic with the text "PUHAS EESTI TOIT" over an image of fresh vegetables.

Lõuna-Eesti Toiduvõrgustik
Talu- ja mahekaup otse koju kätte!

Sisene

Otsi

AVALEHT KATEGOORIAD ERIPAKKUMISED TALUNIKUD LET ÜL

KATEGOORIAD

Näita kõiki tooteid	
Puu- ja köögiviljad (127)	+
Piimatooted, munad (4)	+
Metsaannid (11)	+
Joogid (1)	+
Maitseained (5)	+
Teraviljatooted (0)	+

PUHAS EESTI TOIT

Database of local food producers
on Rural Tourism Organisation's website [https://
kohaliktoit.maaturism.ee/](https://kohaliktoit.maaturism.ee/)

Kohalik toit
Eesti toidu- ja joogitootjate andmebaas

interre
Baltic Sea Region
Baltic Sea Food

KOHALIKE TOOTJATE ANDMEBAAS | EESTI TOIDU LUGU | ANDMEBAASIGA LIITUMINE | PIIRKONDLIKUD KOOSTÖÖPARTNERID | INFO

Otsi kohalikke tootjaid

☐ Toidu- ja joogitootja ☐ Talutoodete pood

Otsi märksõna järgi

Vali maakond ▼

Vali toodete kategooria(d) ▼

HARJU (26) LÄÄNE-VIRU (10)
LÄÄNE (24) RAPLA (14) JÄRVA (7)
JÕGEVA (11)
PÄRNU (28)
SAARE (71) TARTU (22)
VILJANDI

- **Farm-market “Talust koju” (From farm to home) – a private company** (<https://www.talustkoju.ee/>)

an e-platform and logistic solution for delivering high-quality local food products and some pre-prepared meals for the end customers in Tallinn and its surrounding area. The distributor (company “Talust Koju”) makes purchases from the farmers, assembles the orders and these are delivered to the clients twice a week (Tuesday and Friday) in cooperation with a logistics partner.

Recommended:

Video presentation in English: Network and online market "From Farm to Home" is available at:

<https://www.youtube.com/watch?v=aFe-JbDCqOQ>

Provides information on solutions at the time of Covid; the company shares their practical experiences in the local food chain




Talust koju (from farm to home) e-shop grew into a bigger e-shop and brand „true goods“

Terved 2 korda nädalas! Reedese tarne tellimusi kogume eelneva teisipäeva kella 16-ni ning teisipäevase tarne tellimusi eelneva reede kella 16-ni

E-pood ▾ Joogipood Retseptid

true.goods
TOO GOOD TO BE TRUE

🔍 Otsi Toiduallikad Kontakt 👤



Seekordseid tellimusi kogume kuni reede, 09.07 kella 16-ni. Tellimused toimetame kohale teisipäeval, 13.07 kella 15.00-22.00 vahel.

Meie elustiilipoe valikut iseloomustavad märksõnadena palju mahekaupa maailma eri paigust, kohalikud väiketootjad, kõrge kvaliteet ja jätkusuutlik maailmavaade. Soovime kogu selle headuse tuua otse Sinu koju, olles meile teadaolevalt Eesti esimene null toidukaoga e-pood ja annetades toidu enne aegumist Eesti Toidupangale.

Külasta poodi

Thank you for your attention !