



AGROBRIDGES – BUILDING BRIDGES BETWEEN PRODUCERS AND CONSUMERS

Short Food Supply Chain (SFSC) business models - Face-to-Face

19 June 2023



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BRIDGES

Definition of the business model

In the Face-to-Face, consumer purchases a product directly from the producer/processor on a Face-to-Face basis. Three sales channels of this business model are considered in the analysis: A) Farm shops, B) Farmers' markets, C) Pick-Your-Own



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Examples of organisations/services that follow this model

Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Manna Organic Store	https://mannaorganicstore.ie/	Co. Kerry, Ireland	Farm shops	Face-to-Face
Castlegregory Farmers' Market	https://tastekerry.ie/farmers-markets-kerry/ https://www.facebook.com/castlegregorymarket/	Co. Kerry, Ireland	Farmers' markets	Face-to-Face
Bakara Farm Çiftliği	https://www.bakarafarm.com/index.php	Bursa/Türkiye	Farm shops	Face-to-Face
Datça Murat Çiftliği	https://www.datcamuraticiftligi.com/kategori/sebze-meyve?qclid=Cj0KCQjwzdOIBhCNARIsAPMwjbzWhbgy485ANp934kRox91ChfG6VBbKNRNhlwIbrBDDgm4q3Q4uE0aAinuEALw_wcB	Istanbul/Türkiye	Farmer's markets	Face-to-Face



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Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Miel de Rancho Cortesano	Rancho Cortesano, museo de la miel	Andalusia, Spain	Farmers' markets	Face-to-Face
Mercado agroecológico San Jerónimo	----	Sevilla, Andalucía, Spain	Farmers' markets	Face-to-Face
Organizacja - społeczność	https://myzbieramy.pl/	Poland	Pick-Your-Own	Face-to-Face
Instytucja publiczna	https://podkarpackiebazarek.podrb.pl/	Subcarpathia, Poland	Portal with announcements from farmers	Face-to-Face
Bienvenue à la ferme	https://www.bienvenue-a-la-ferme.com/	France	Farm events	Face-to-Face



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Zoek de Boer	https://zoekdeboer.nl/borderijwinkels/	Netherlands	Farm shops	Face to Face
De Hoge Born	https://dehogeborn.nl/	Wageningen, Netherlands	Farm shops	Face to Face
Pluktuin de Bosrand	https://www.pluktuindebosrand.nl/index.php/nl/	Wageningen, Netherlands	Pick-Your-Own	Face to Face



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Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Cooperativa Coraggio	https://www.coop-coraggio.it/	Lazio Region, Italy	Farm shops	Face-to-Face
Azienda Agricola Massola	https://www.facebook.com/aziendaAgricolaMassola	Piedmont region, Italy	Farm shops	Face-to-Face
Campagna Amica	https://www.campagnaamica.it/la-nostra-rete/mercato/mercato-di-campagna-amica-al-circo-massimo-di-roma/	Lazio Region, Italy	Farmers' markets	Face-to-Face
Farmers' Market San Paolo	https://www.turismoroma.it/it/luoghi/farmers-market-san-paolo	Lazio Region, Italy	Farmers' markets	Face-to-Face



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Αγρόκτημα Οικολογικής Γεωργίας – Δημήτρης Λίτσας (Organic Farming - Dimitris Litsas)	https://pigolampides.gr/venue/agroktima-oikologikis-georgias/	Central Macedonia, Greece	Farm shops	Face-to-Face
Ένωση Αγροτών Βιοκαλλιεργητών Βόρειας Ελλάδας (Union of Organic Farmers of Northern Greece)	https://www.biologikesagores.gr/	Northern Greece, Greece	Farmers' markets / street markets	Face-to-Face



Examples of organisations/services that follow this model

Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Suomen lammasyhdistys (Finnish sheep breeders association)	https://lammasyhdistys.fi/kuluttajalle/suoramyyntitilat/	Finland	List of farm shops selling sheep meat for consumers	Face-to-Face
aitojamakuja.fi	https://aitojamakuja.fi/en/companies-on-map-2/	Finland	Search engine for farm shops, farmers' markets etc.	Face-to-Face
Hedelmä- ja marjanviljelijäin liitto (Association of fruit and berry growers)	https://hmlry.fi/suoramyynti/	Finland	List of farms that offers self-picking of berries or direct sales on the farm	Face-to-Face
Pro-Luomu (Organic food association)	https://proluomu.fi/luomumansikka-suoraan-tilalta/	Finland	List of farms that offers self-picking of organic strawberries	Face-to-Face



Examples of organisations/services that follow this model

Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Rokkedyssegård	Rokkedyssegård	Region Zealand / Denmark	Pick-Your-Own, farm shop and farm café	Face-to-Face
Fru Møllers Mølleri	Fru Møllers Mølleri	RegionMidt/ Denmark	Farm mill and farm shop	Face-to-Face
Gaardbageren	Gaardbageren	RegionMidt / Denmark	Farm bakery and farm shop	Face-to-Face
Kræmmergaard	Kræmmergård	RegionMidt / Denmark	Pick-Your-Own and farm shop	Face-to-Face



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