



AGROBRIDGES – BUILDING BRIDGES BETWEEN PRODUCERS AND CONSUMERS

Short Food Supply Chain (SFSC) business models - Online Trade

19 June 2023



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N° 101000788.

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BRIDGES

Definition of the business model

In Online Trade, products are traded online using the farmer's website or using shared marketing websites. Two sales channels of this business model are considered in the analysis: A) Online Food Trade - Post box delivery, B) Online Food Trade - Box scheme subscription & Direct Delivery



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Examples of organisations/services that follow this model

Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Økoskabet	Økoskabet	Region Sjælland / Denmark	Delivering own and other producers' products to online customers, who pick up the goods themselves from temperature-controlled pickup boxes at various locations.	Online Trade
Årstiderne	Aarstiderne	Region Syd / Denmark	Organic meal boxes with estate-grown vegetables and other products can be purchased through a subscription.	Online Trade
Skagen Food	Skagenfood	Region Nord / Denmark	Meal boxes with fresh fish and organic vegetables can be purchased through a subscription.	Online Trade



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REKO	https://aitojamakuja.fi/en/reko-for-consumers/	Finland	Ordering products directly from the producer via Facebook - Pick-up points	Online Trade
Kotitila	https://kotitila.fi/	Uusimaa / Finland	Online Sales - either to be picked up from store or from various pick-up points	Online Trade
Ruokaa Läheltä	https://shop.ruokaalahelta.fi/	Varsinais-Suomi / Finland	Online Sales - delivers local food from local producers and processors directly to customers	Online Trade
Korjuu.com	https://korjuu.com/	Finland	People can order any of the local products found on the platform, then either pick it up from the seller, or any of the events the seller organization is exhibiting at.	Online Trade
DeliPlate	https://deliplate.fi/	Finland	Direct sales channel for trading between producers and their customers. Each Producer / Seller is responsible for which areas they deliver products to and can use the solution they want for delivery.	Online Trade



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La ruche qui dit oui	https://laruchequiditoui.fr/fr	France	Ordering baskets	Online Trade
La Ferme Auvergnate	https://www.lafermeauvergnate.fr/fr/	Puy de Dôme, France	Home delivery.	Online Trade
Wikifarmer	https://wikifarmer.com/market/el/	Greece	Individual online sales - Delivery via post/courier.	Online Trade
Telarakı.com	https://www.telaraki.com/	Central Macedonia / Greece	Online sales - Subscription & Direct delivery.	Online Trade
Firma – Pora na Pola	https://poranapola.pl/	Mazowieckie / Poland	Online Sales on Demand - Delivery by Post	Online Trade



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Mercato Itinerante	https://mercatoitinerante.it/	Regione Piemonte / Italy	Online Sales on Demand - Delivery by Post	Online Trade
L'Alveare che dice sì	https://alvearechedice.si.it/it-IT/assemblies/7420	Regione Piemonte / Italy	Online Sales - Subscription & Direct Delivery	Online Trade
Beechlawn Organic Farm	https://beechlawnorganicfarm.ie/	Co. Galway, Ireland	Online Sales on Demand - Delivery by Post	Online Trade
moy hill farm	https://www.moyhillfarm.com/farm-shop	Co. Clare, Ireland	Online Sales - Subscription & Direct Delivery	Online Trade
Pickit Fresh	https://pickitfresh.nl/consument/	Limburg, Netherlands	Online Sales - Subscription & Direct Delivery	Online Trade



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Bioalverde	https://bioalverde.mientidad.com/	Andalusia / Spain	Online Sales on Demand - Delivery by Post	Online Trade
Conservas Artesanales Contigo	https://www.conservasartesanalescontigo.es/	Andalusia / Spain	Online Sales on Demand - Delivery by Post	Online Trade
Más que lechugas	https://masquelechugas.com/	Andalusia / Spain	Online Sales on Demand - Delivery by Post	Online Trade
Radikal Z Lab	https://radikalzlab.com/	Andalusia / Spain	Online Sales on Demand - Delivery by Post	Online Trade
Agroboca	https://www.agroboca.com/proyecto-agroboca	Spain	Online Sales on Demand - Delivery by Post	Online Trade



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Germencik Organik Pazar	https://www.germencikorganik.com/?gclid=Cj0KCQjwzdOIBhCNARIsAPMwjbwhadXbSydIF6HUQtUDW3Ny4_Vt4QE1bJ1zcLkrs-cnNCqs_T57vRUaAvCzEALw_wcB	Aydın / Türkiye	Online Sales - Subscription & Direct Delivery	Online Trade
Greenada	https://www.greenada.com/	Antalya / Türkiye	Online Sales - Subscription & Direct Delivery	Online Trade



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