



# AGROBRIDGES – BUILDING BRIDGES BETWEEN PRODUCERS AND CONSUMERS

*Short Food Supply Chain (SFSC) business models - Retail Trade*

*19 June 2023*



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## Definition of the business model

In Retail Trade, products are produced and sold within the region of production, and consumers are made aware of the local nature of the product at the point of sale. The sales channel considered in the analysis is: Retail Store - with the product origin being highlighted.



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## Examples of organisations/services that follow this model

Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Gram Slot	<a href="#">Gram Slot</a>	Region Syd / Denmark	Delivers the castle's products directly to Rema1000	Retail Trade
Øllinggård Mejeri	<a href="#">Øllingegaard Mejeri</a>	Region Sjælland / Denmark	7 farmers and 1 dairy sell products directly to the merchants.	Retail Trade
De 5 gårde	<a href="#">De 5 Gaarde</a>	RegionMidt / Denmark	5 large farms develop and sell products with a shared branding.	Retail Trade



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Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Villen kauppa	<a href="https://villenskauppa.fi/">https://villenskauppa.fi/</a>	Pirkanmaa / Finland	Retail store specialized to local foods	Retail Trade
Kesko	<a href="https://www.kesko.fi/media/uutiset-ja-tiedotteet/uutiset/2022/uusi-toimia-lahiruoan-puolesta-digitaalinen-alusta-tuopientuottajien-tuotteet-yli-1200-k-ruokakaupan-nahtaville/">https://www.kesko.fi/media/uutiset-ja-tiedotteet/uutiset/2022/uusi-toimia-lahiruoan-puolesta-digitaalinen-alusta-tuopientuottajien-tuotteet-yli-1200-k-ruokakaupan-nahtaville/</a>	Finland	Chain of retail stores (K-kaupat), created a digital platform for local producers to facilitate cooperation between producers and retailers.	Retail Trade
Osuuskauppa	<a href="https://pirkanmaanosuuskauppa.fi/news/suomen-ainoa-lahiruokalahettilas-tietaa-tekevansa-tarkeaa-tyota/">https://pirkanmaanosuuskauppa.fi/news/suomen-ainoa-lahiruokalahettilas-tietaa-tekevansa-tarkeaa-tyota/</a>	Pirkanmaa / Finland	Local food ambassador (lähiruokalähettiläs) to help small producers make their products available and increase the appreciation and recognition of local food.	Retail Trade



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Le grand panier bio	<a href="https://www.grandpanierbio.bio/">https://www.grandpanierbio.bio/</a>	France	Specialized commerce	Retail Trade
La ferme auvergnate	<a href="https://www.lafermeauvergnate.fr/fr/">https://www.lafermeauvergnate.fr/fr/</a>	Puy de Dôme, France	Local commerce	Retail Trade
Bios Coop	<a href="http://www.bioscoop.gr/">http://www.bioscoop.gr/</a>	Central Macedonia / Greece	Retail Stores (e.g. supermarket highlighting origin)	Retail Trade
To Koukouli	<a href="http://www.tokoukouli.gr/">http://www.tokoukouli.gr/</a>	Central Macedonia / Greece	Retail Stores (e.g. supermarket highlighting origin)	Retail Trade
The Little Cheese Shop Dingle	<a href="https://thelittlecheeseshop.ie/">https://thelittlecheeseshop.ie/</a>	Co. Kerry, Ireland	Retail Stores (e.g. supermarket highlighting origin)	Retail Trade



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Cascina Roseleto	<a href="http://www.roseleto.it/">http://www.roseleto.it/</a>	Regione Piemonte / Italy	Retail Stores (e.g. supermarket highlighting origin)	Retail Trade
Agricoltura Nuova	<a href="http://www.agricoltura-nuova.it/punti-vendita/">http://www.agricoltura-nuova.it/punti-vendita/</a>	Regione Lazio / Italy	Retail outlet for company products	Retail Trade
Albert Heijn	<a href="https://www.ah.be/shopp/streeckgenoten">https://www.ah.be/shopp/streeckgenoten</a>	Netherlands	Supermarket	Retail Trade
Firma - Kooperatywa Dobrze	<a href="https://dobrze.waw.pl/">https://dobrze.waw.pl/</a>	Warsaw/ Poland	Retail Stores (e.g. supermarket highlighting origin)	Retail Trade



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Service / Organisation	Link	Region / Country	Sales Channel	Business Model
Conservas Artesanales Contigo	<a href="https://conservasartesanalescontigo.es">Conservas Artesanales. Paté, cremas de untar y mermeladas (conservasartesanalescontigo.es)</a>	Andalusia / Spain	Retail Stores (e.g. supermarket highlighting origin)	Retail Trade
Mercado Social La Rendija	<a href="https://mercaosocial.larendija.com">Mercao Social La Rendija   Tienda ecológica y local con compromiso social</a>	Andalusia / Spain	Retail Stores (e.g. supermarket highlighting origin)	Retail Trade
Mopaş Online Supermarket	<a href="https://mopas.com.tr/meyve/c/1.1">https://mopas.com.tr/meyve/c/1.1</a>	Istanbul / Türkiye	Retail Stores (e.g. supermarket highlighting origin)	Retail Trade



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