

FARMER'S MARKET CALLED “LILIONKERT” (Lilygarden)

D2.1 Template for description of innovative solutions for Short Food Supply Chains (draft prepared by Campden BRI Hungary)

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Project code:

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Template for good practice cases

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Dissemination Level		
PU	Public	
PP	Restricted to other program participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

1. Title of the case description

FARMER'S MARKET CALLED "LILIOMKERT" (Lilygarden)

2. Indicate your role in the Smart Food Supply Chain:

- individual member of the chain:
- chain operator:
- network operator:
- association:
- technical, scientific, or management expert:
- advisor:
- policy maker:
- other:

3. Indicate the region (if applicable): local supplier market

4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety							X		X	X				
	food quality							X		X	X				
	trust							X		X	X				
	ethical aspects														
	accessibility														
Needs of the chain actors	fair price														
	increased negotiating power														
	shared use of available resources							X		X	X				
	product development support														
	access to markets and consumers	X	X								X				
	access to infrastructure														

1: Farming

2: Primary production

3: Transport

4: Processing and packaging

5: Storage

6: Logistics

7: Sale

8: Product integrity, authenticity, transparency

9: Marketing concepts

10: Food chain management and networking for enhancing cooperation among chain actors

11: Business modelling

12: Policy environment

13: Legal requirements

14: Labelling

5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

The farmer's market gives a new platform for the common promotion of the products. It brings together the different actors along the supply chain. Beneficial for the customers because a wider range of products become available. Local farmers and small producers usually have the problem, that on which way, in which distribution channel they can sell or promote their products. Actually, small enterprises have the opportunity in collaboration with other partners to sell in local markets their special, not in a large-volume produced e.g. marmalade, cheeses, dairy product, honey, sausage, ham, handmade tools, etc. products, highlight the value of the local gastronomy.

- **Describe the enabling function(s) and the practical benefit(s) - (e.g. for which types of problems and opportunities is used and can it be used, and how)**

Producer's market Liliomkert at Káptalan-tóti, Hungary". Káptalan-tóti is a small village in Central Danubium in the Káli basin, close to the North coast of the lake Balaton which is very popular holiday area during the summertime. The Káli basin is a famous vine district which became recently a very popular holiday making area of the middle class. It is famous for its gastronomy, cycling, tracking. The producer's market has started cca 8-9 years ago and it became a fairly big direct market place opened on Sunday mornings. Products directly from growers, specific varieties, traditional foods (sausages, hams, cheeses, jams, wine, bakery products), artisan foods, craftsman products (non-food) are sold.

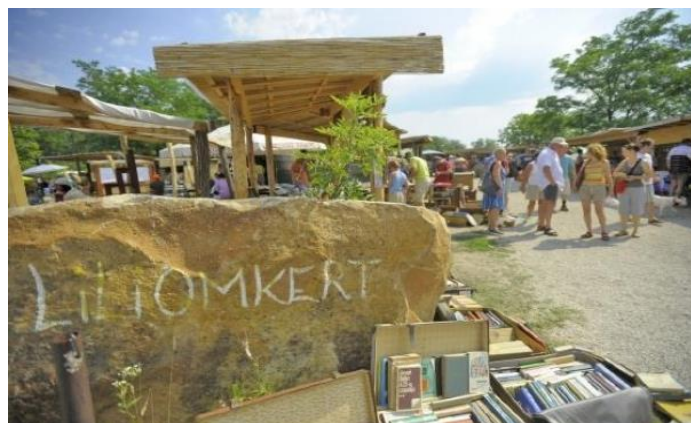
- Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organizational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.

Farmer’s market’s marketing is not a simple shopping activity, it is rather an attraction with entertainment activities. It provides a wide range of the traditional, region specific processed and fresh products continuously and reliably available and it also gives a floor for making directly contacts between producers and customers.

technological

non-technological

The farmer’s market “Liliomkert” in Káptalantóti, Hungary:



1. Figure: The map and the market "Liliomkert"

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

It's a farmer's market, in the Central Danubium in the Káli-basin, Hungary.

Products directly from growers, traditional foods, sausages, hams, cheeses, jams, wine, bakery products, artisan foods, craftsman products (non-food) are sold.

- **Describe the distribution channels of the product(s)**
 - The farmer's market in Káptalantóti -Liliomkert- is open on each Sunday from 9-12 a.m.
 - The farmer's market in Római-part, Budapest is open on each Saturday from 8-14 during the day.
- **Describe what makes the innovation work.**
 - Specific varieties of products
 - Decent income for retailers
 - Traditional foods, artisan foods, craftsman products (non-food) are sold and promoted
 - Products come directly from growers
 - No transport (time and costs efficiency)
 - Attraction of the location in the country
 - The network of the national farmer's markets enhances the importance and the dignity of the Hungarian food- and agriculture
 - Respect of the nature, preservation of the environment and support of the talents
 - Program, shopping activity for the families and couples
 - Committee improvement, the shoppers can directly contact with the producers
 - It brings together the different actors along the supply chain
 - Collaboration in the food sector (tourism, gastro, festivals, etc.)
 - It's not country or product specific, so easy to adopt anywhere
 - Making these products continuously and reliably available and visible for public

- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**
- a: List the relevant necessary resources (including the estimated cost) for the specific innovation.
Please list the relevant ones only (list is annexed)**

MATERIALS:

- products from the local growers (fresh vegetable and fruits)
- products from the local producers (traditional foods, sausages, hams, cheeses, jams, bakery products, artisan products)
- Non-food craftsman products

HUMAN:

- human resource for the operation of the market

FINANCIAL

- emblematic membership cost for the retailers

- b: List the relevant necessary capabilities for the specific innovation.
Please list the relevant ones only (list is annexed)**

FOOD SAFETY AND QUALITY:

- policy requirements and legal regulations concerning the small producers is applicable

ACCESS TO MARKETS AND MARKET SUCCESS:

- the market provides good opportunity for success for small retailers

- **The method/technology was established by**

NAME: “LILKOMKERT” FARMER’S MARKET

ADDRESS: Petőfi Street, Káptalanóti, Hungary

DEALER AND SERVICE POINTS:

- Farmer’s Market in Káptalanóti, Hungary on each Sunday
- Market in Római-part (Roman-Coast), Budapest, Hungary on each Saturday

6. Describe the results, achievements and typical failures

Since it is in a touristic district in cca 15-20 km distance (10-20 minutes drive) from the main holiday resorts of the North cost of lake Balaton it became a significant tourist attraction and a very attractive shopping facility. It is a successful case for short food chains in combination with regional food, hospitality and tourism. The social innovation aspect is not relevant here.

7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)

Collaboration, more exciting promotions of the products, links the food sector to tourism, gastro, festivals, etc.

8. Aspects, methods for transfer of methods for other SFSC members

The market opens its sister market in a very frequented part of Budapest, Római part, where the most popular products taking into account seasonality are made available for the citizens. The method is easy to transfer, it makes new opportunities to open farmer's markets in a suitable place.

9. Recommendations for members of other SFSCs for further applications

This is a great idea, no country or product specific, so wider adaptation of the idea is very easy.

Look and find a nice place to establish a new farmer's market or look after the already existing ones and be a member of the market's community.

Local markets can be offered for each farmer and small producer. It's a great opportunity to sell and promote own, artisan, handmade products, while the connection can be built up with customers from the different parts of the country or with the tourists from abroad.

10. More information is available at (web), if it is relevant

<http://liliomkert.lapunk.hu/>

Annex

1. Checklist for necessary resources (tangible and non-tangible):

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial*

*: estimated cost:

0 - 10 000 Eur
10 001 - 50 000 Eur
50 001 - 100 000 Eur
100 001 - 300 000 Eur
300 001 – 1 000 000 Eur
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

2. Checklist for the necessary capabilities

- **food safety:**
 - basic skills to comply with the EU food safety regulations
 - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
 - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP

- **food quality:**
 - ability to define the target segments of consumers for SFSCs
 - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
 - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
 - food quality culture (motivation, responsibility for food quality);
 - production experiences which help to provide the expected quality reliably, uniformly;
 - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
 - meeting (local) legal requirements, application of the labelling rules;
 - ability to access the consumer willingness to pay for specific products of SFSCs.

- **trust:**
 - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
 - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
 - application of the labelling rules and branding (mandatory and voluntary);
 - ability to meet third party certification requirements

- **ethical aspects**
 - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
 - culture for ethical food production and supply;
 - ability to implement necessary measures to ensure ethical food production and supply;
 - ability to access the consumer willingness to pay for products meeting ethical aspects

- **accessibility to consumers:**
 - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
 - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
 - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
- **shared use of available resources:**
 - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - the level of value chain management culture;
 - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
 - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
 - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
 - access to innovative technologies; distribution and marketing solutions and methods. management systems;
 - access to local input for R+D covered by other aspects

- **access to markets: and market success**
 - effective promotion, customer service, efficient and innovative sales methods;
 - ability to understand consumer's needs;
 - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
 - unique value propositions;
 - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
 - stock control;
 - ability to access to required raw materials within a restricted geographical area

- **access to infrastructure:**
 - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;

- **management:**
 - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
 - improving; ability to motivate, authorize staff;

- **production, processing:**
 - management system, production experience, specific controlling, monitoring, continuously;
 - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
 - any additional specific resources necessary for the application of the specific innovation.