

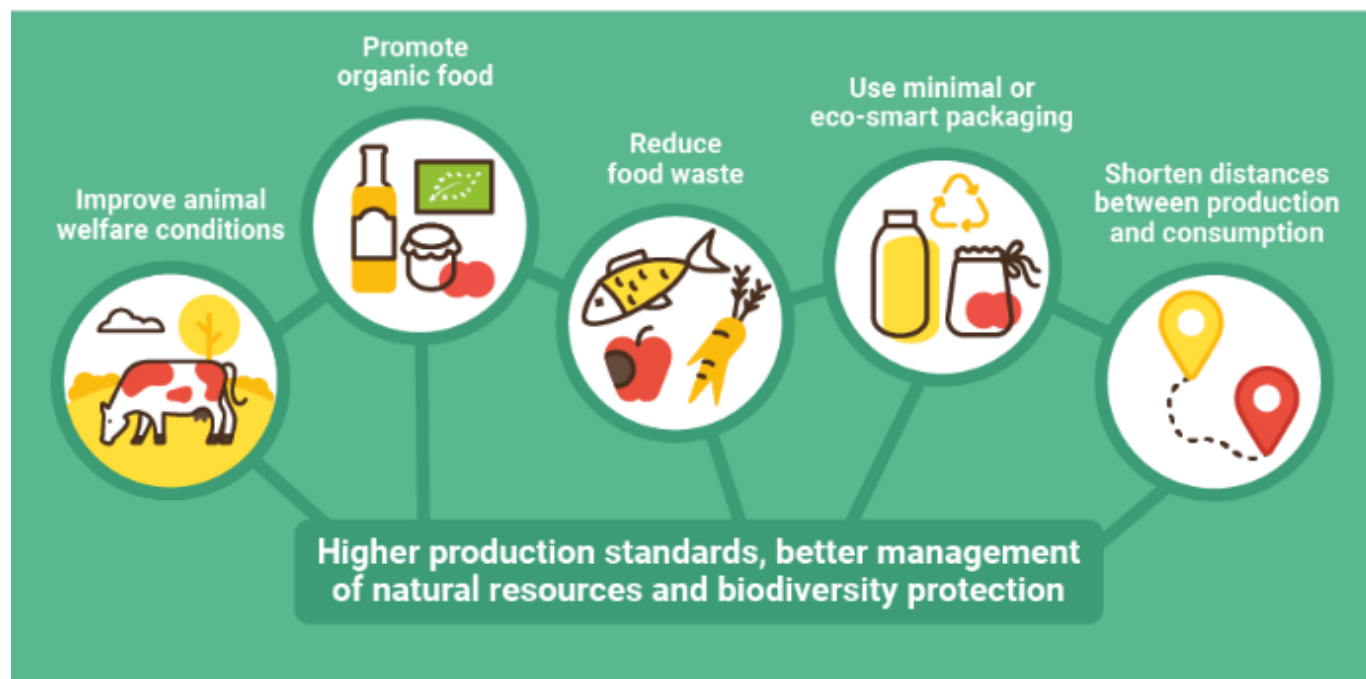
# HOW TO SUPPORT SHORT SUPPLY CHAINS AND ENHANCE DIRECT FARM SALES

Organics Europe Youth Event 2022, September 1st



# What are the benefits of short food supply chains?

## Environmental benefits




These projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreements No 678024 and 773785.



# What are the benefits of short food supply chains?

## Social benefits




 These projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreements No 678024 and 773785.



# What are the benefits of short food supply chains?

## Economic benefits



 These projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreements No 678024 and 773785.



# What to expect

09.30 Why we are here

09.40 How Bio Suisse supports direct farm sales (Oli, Mathilde, Michèle)

10.10 Workshop I

10.40 Move your legs

10.50 Workshop II

11.20 Summary

11.50 Your «take home message»

# Workshop I & II

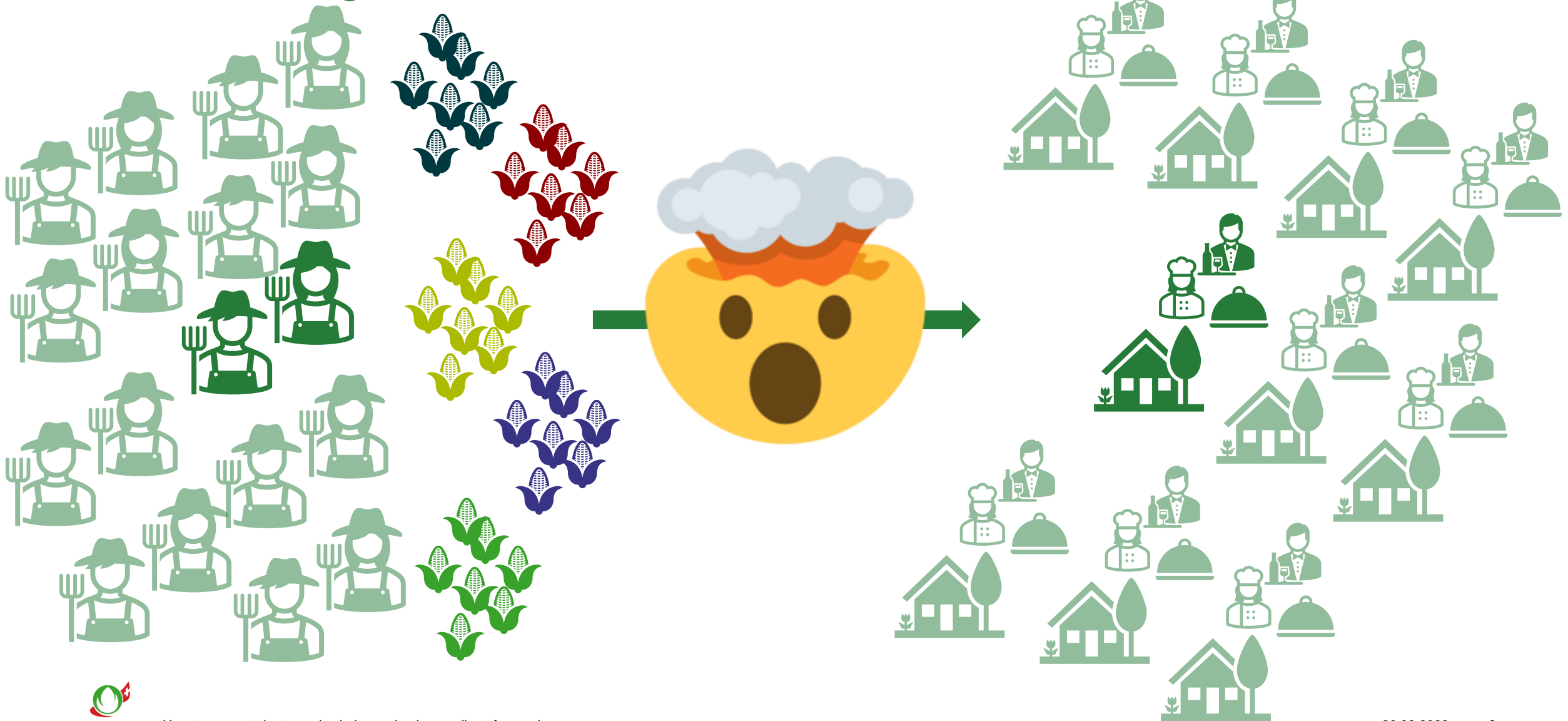
Choose 2 out of 3 topics:

- E-commerce solutions for farms – potentials and risks
- Community supported agriculture – launching new initiatives
- The 7 Ps of marketing – creating the perfect marketing mix

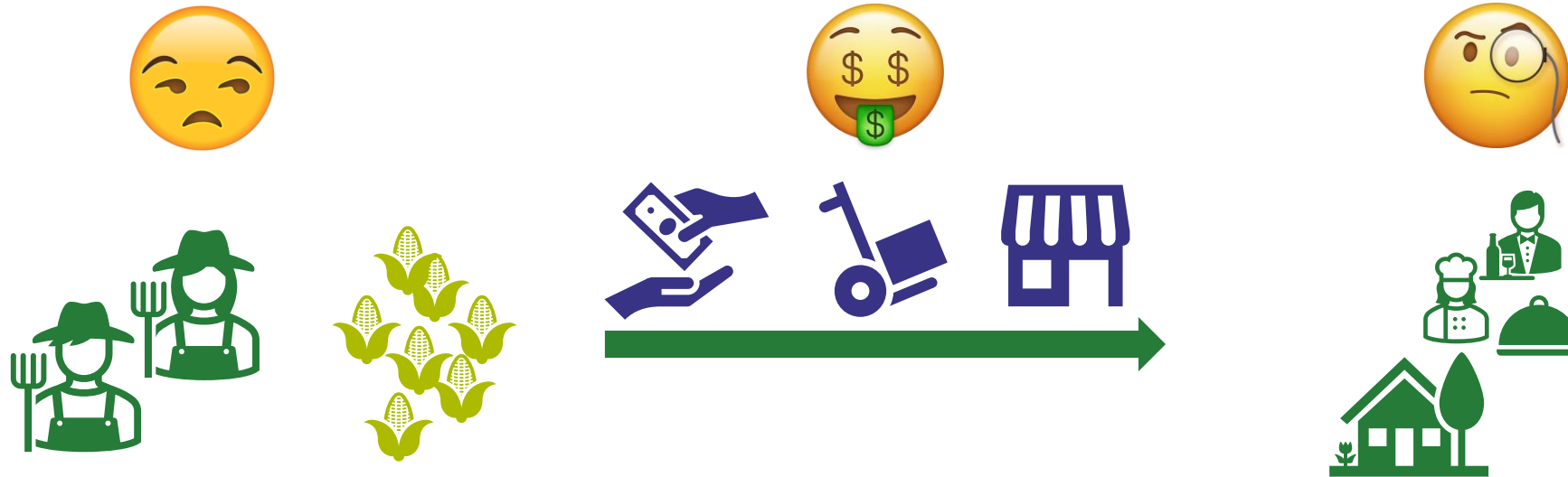
# Digital solutions for shorter supply chains – challenges and how to address them



# The challenge



# The challenge



# The solution



# Community supported agriculture – launching new initiatives

# What is Community Supported Agriculture (CSA)?

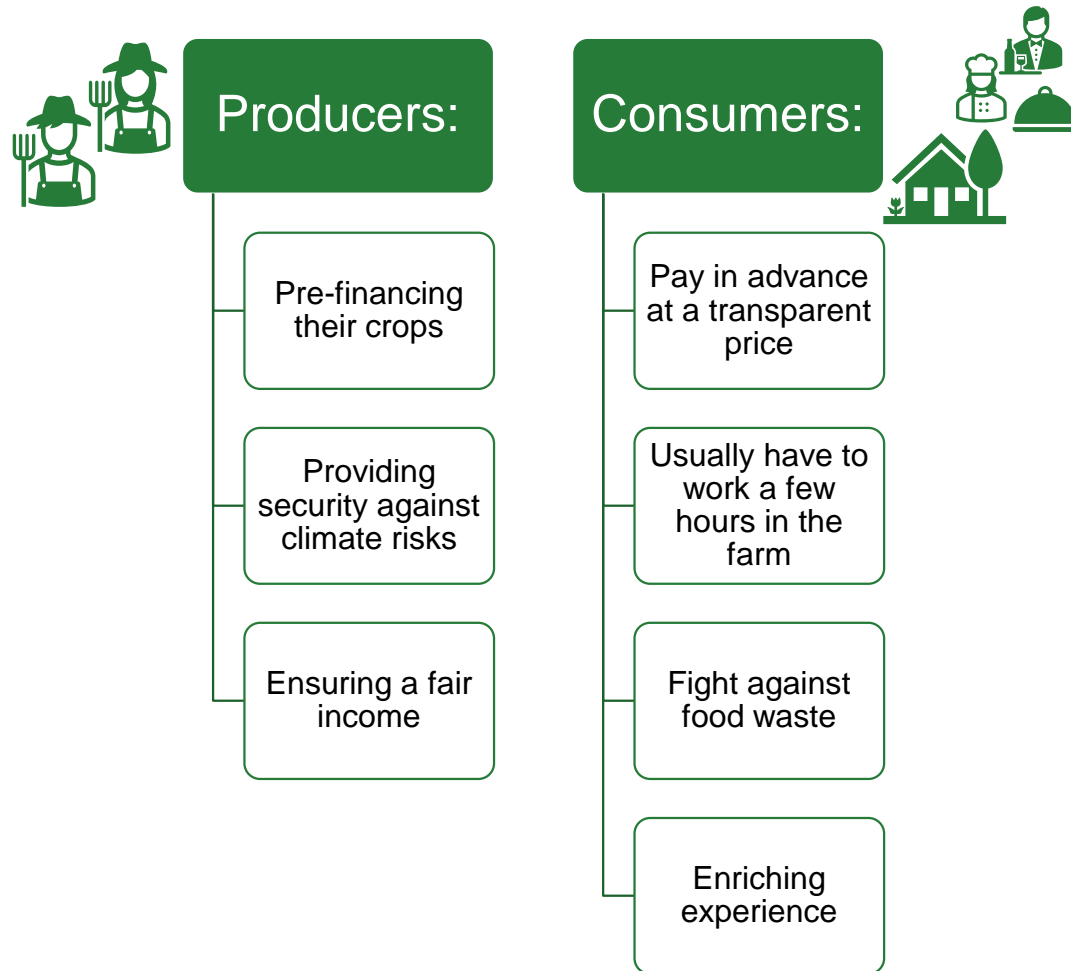
Regularly deliver products at a transparent price



Pay in advance and sometimes work a few hours at the farm

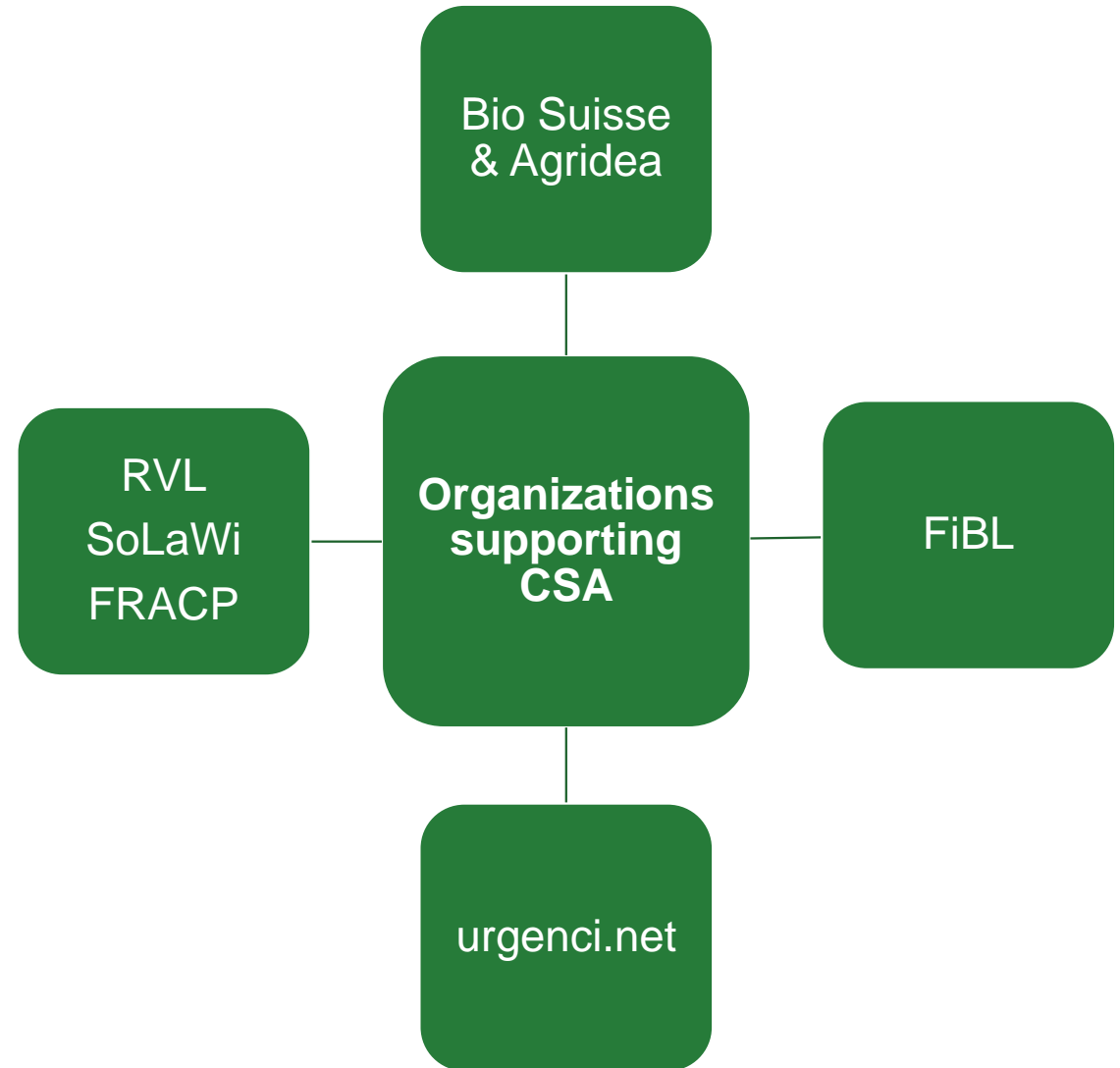
- **Idea:** partnership between producers and consumers for a long-term engagement
- **Goal:** build a more sustainable food system  
→ Encourage a local, sustainable, solidarity-based and human-sized agriculture
- Each CSA initiative is **unique** in its form and organization
- **Products delivered:** usually baskets of vegetables and other fresh products e.g. meat, cheese, milk...

# Why does it make sense?



- **Risks are shared** between producers and consumers
- **Trustworthy relationship** between producers and consumers
- Geographical proximity between producers and consumers
- ➔ **Locally based consumption**
- **Transparent** and clear communication of prices and production methods

# How to encourage CSA in Switzerland?



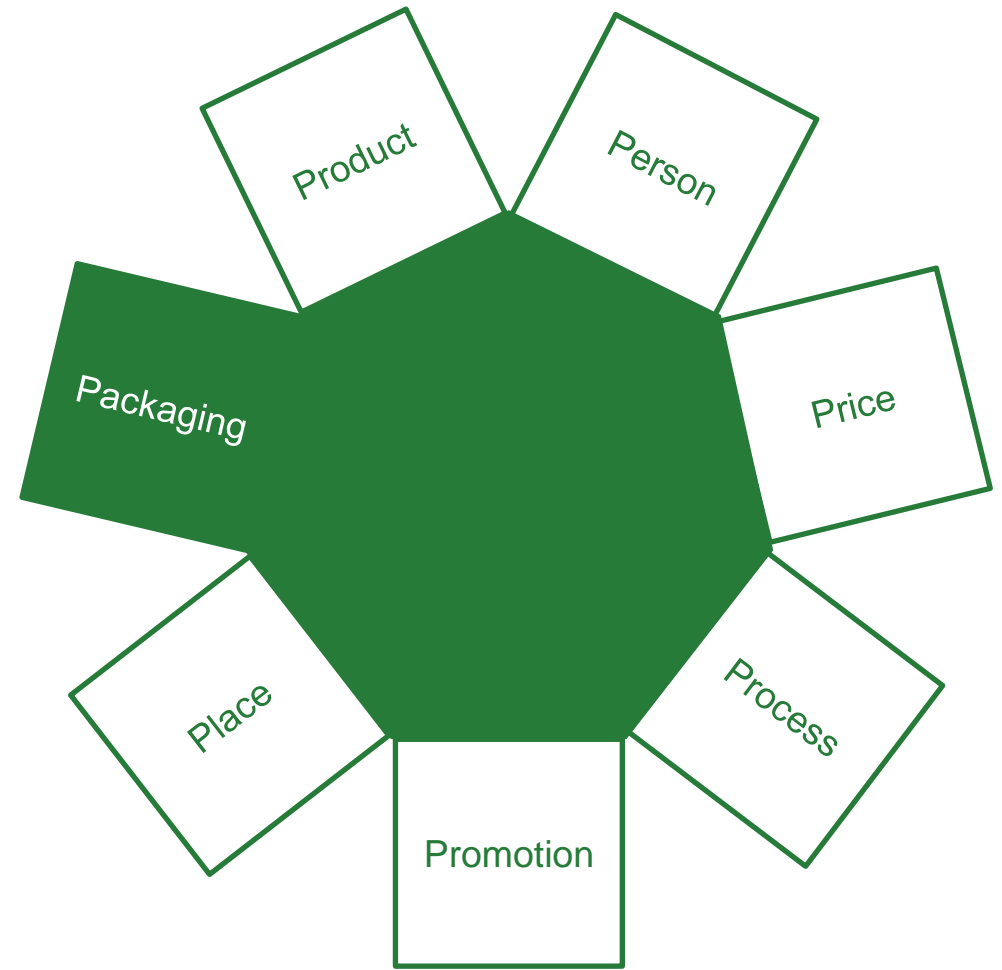
# How Bio Suisse supports farms along the 7 Ps of Marketing





# How we support ecological and economical packaging

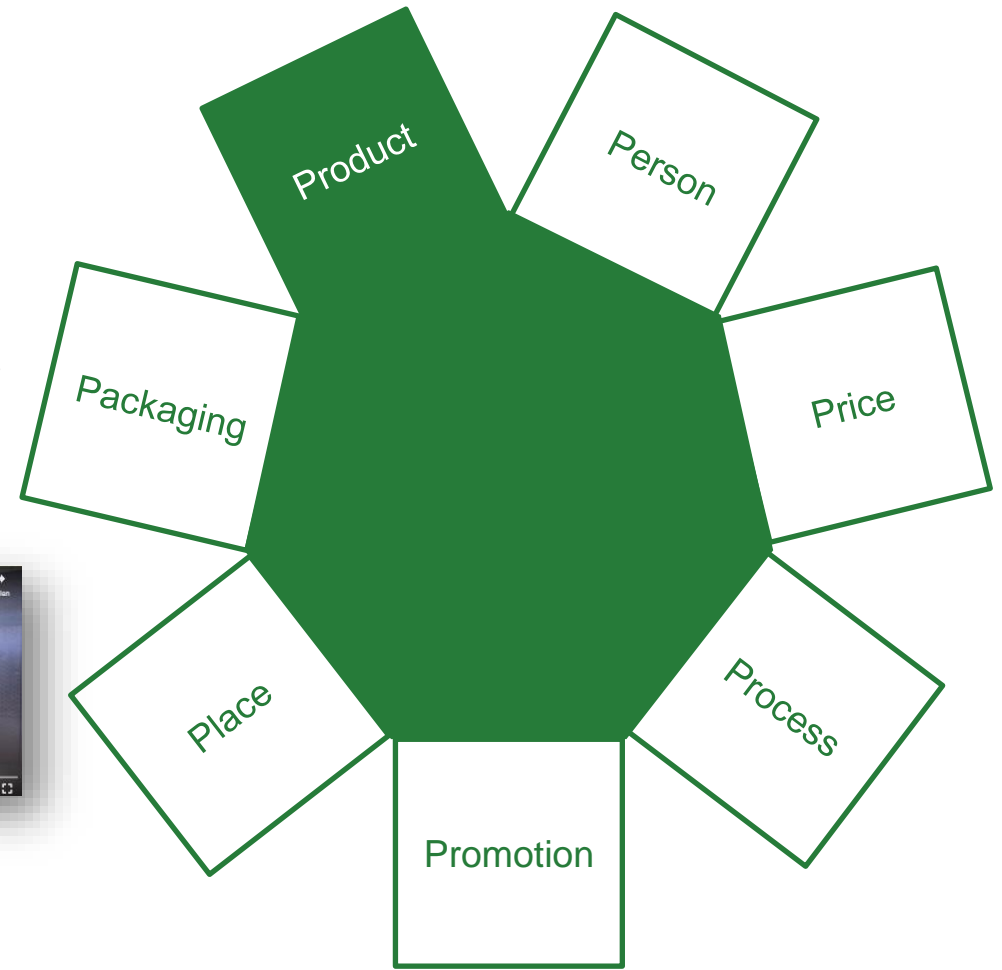
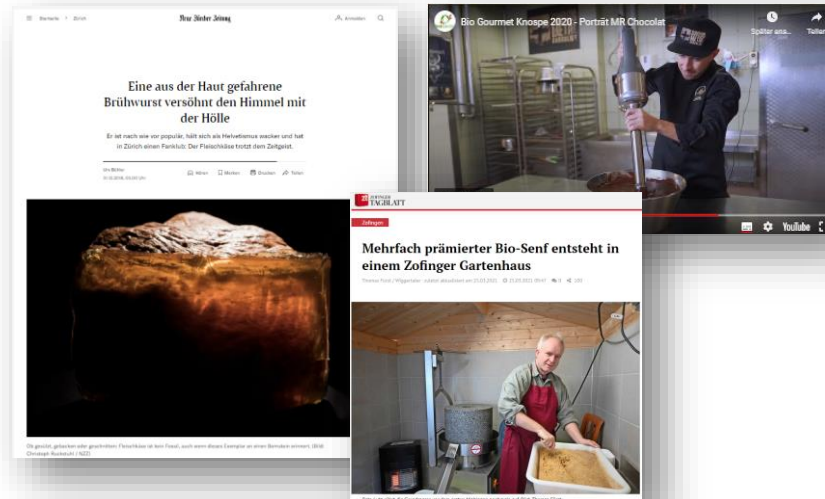
- Online Shop for branded promotion materials
- Farmers get 50% off
- Customizable labels
- Free product label proof
- fact sheets in which various packaging examples were evaluated for different products



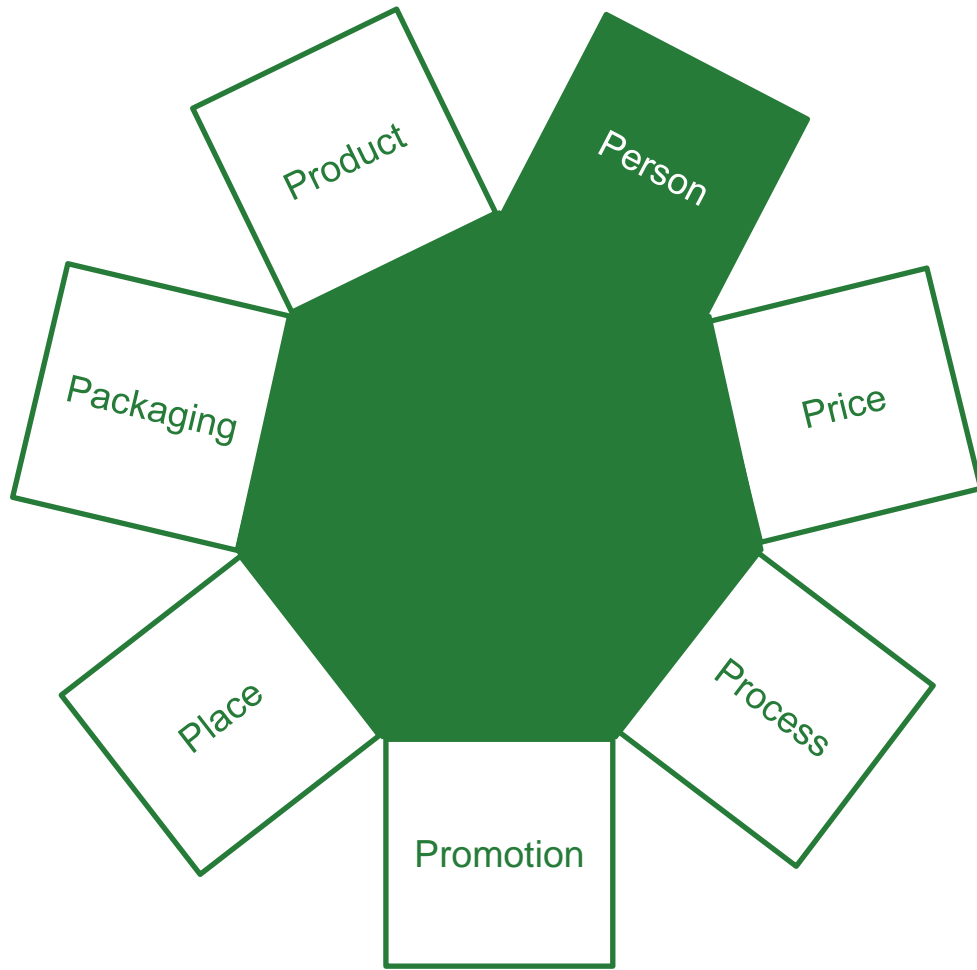
# How we support high quality products

## “Bio Gourmet” quality award

- Experts test the submitted products according to the criteria "appearance", "smell and aroma", "taste", "texture", "harmony" and "finish".
- Feedback to producers on every submitted products
- High media attention for particularly good products
- Use of “Bio Gourmet” logo

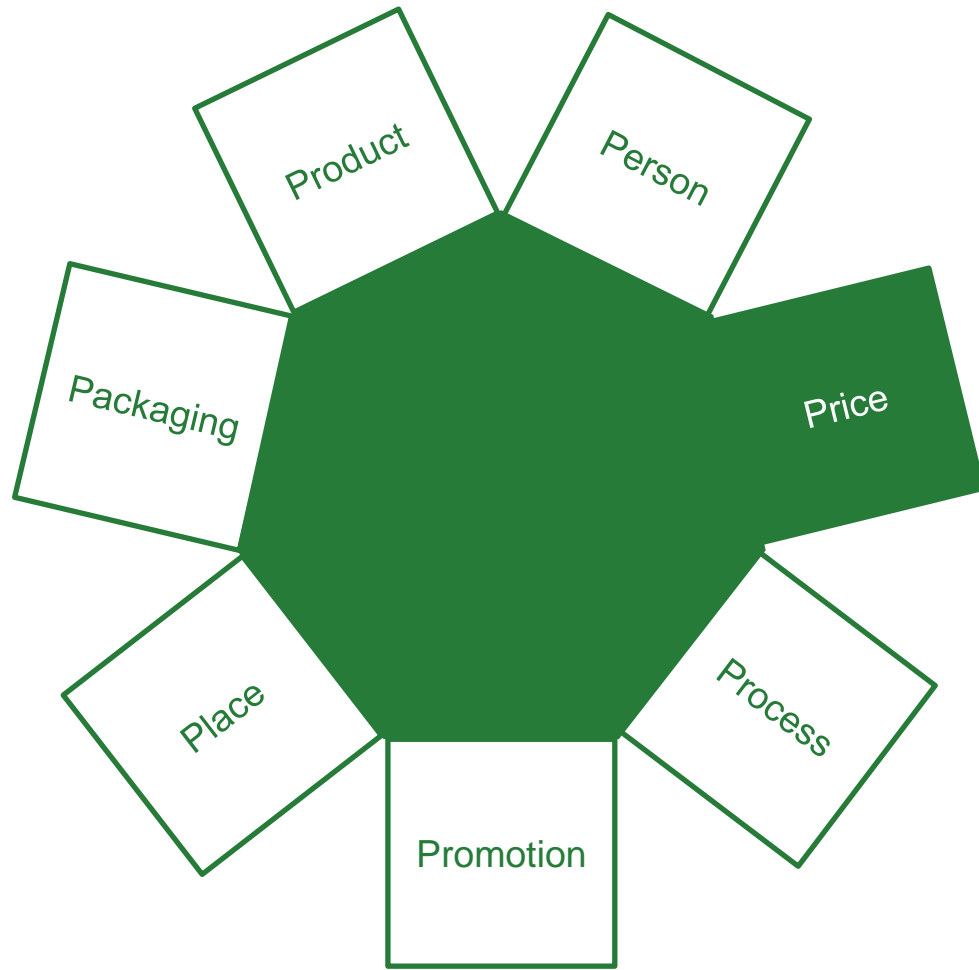


# How we support knowledge exchange

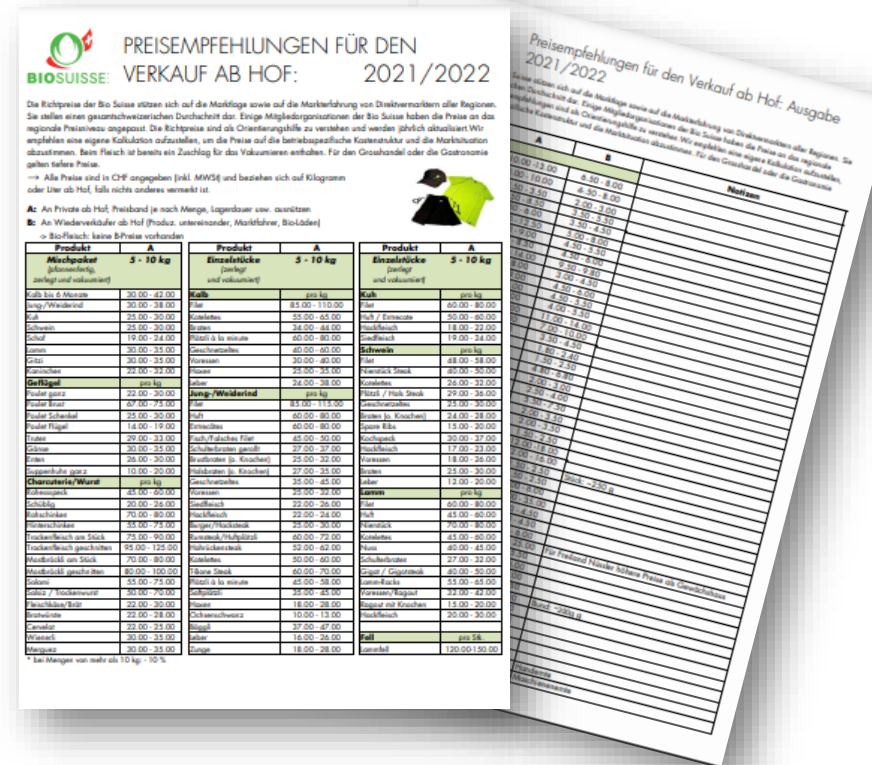


- ProBio is an advisory project which promotes the exchange of knowledge among farmers in working groups and at events
- Since 2021: there are also events for direct farm sales
- Events with expert and experience exchange
- Experts as well as moderation are compensated

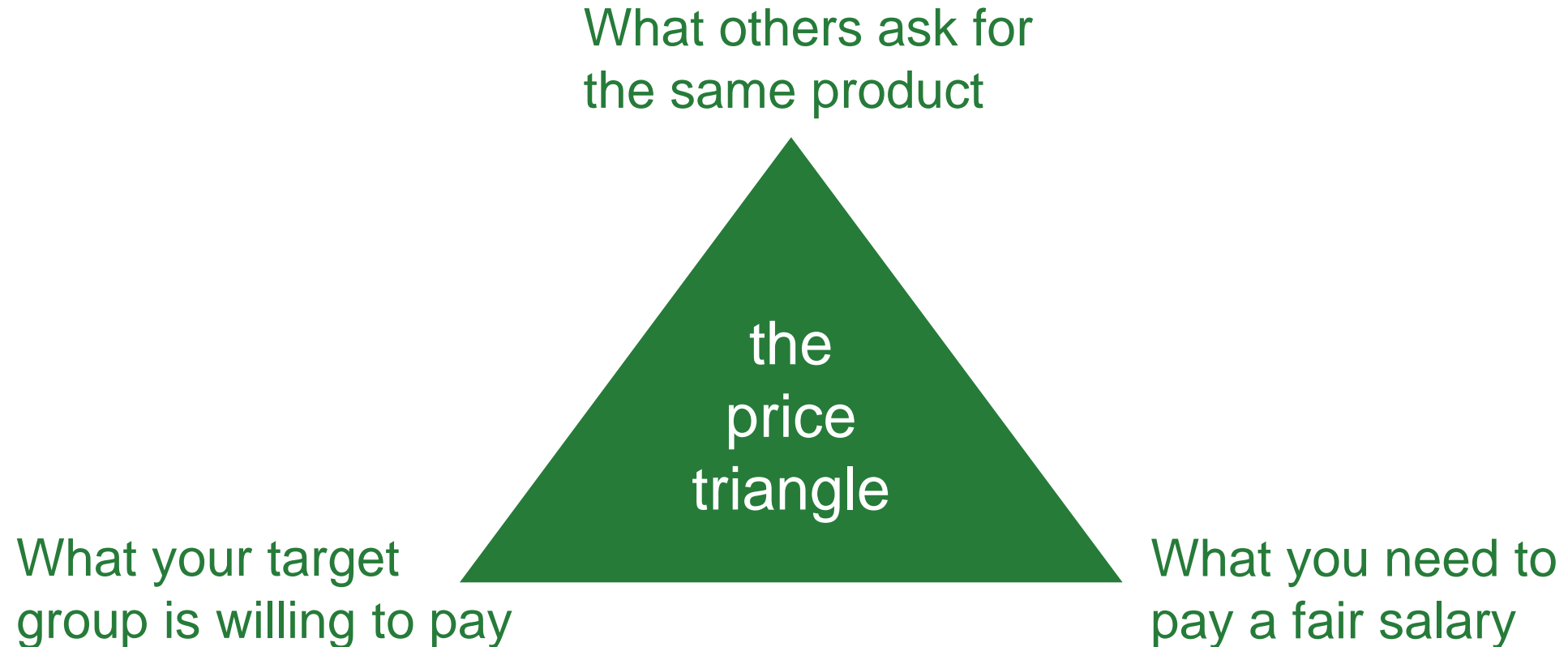
# How we support fair pricing



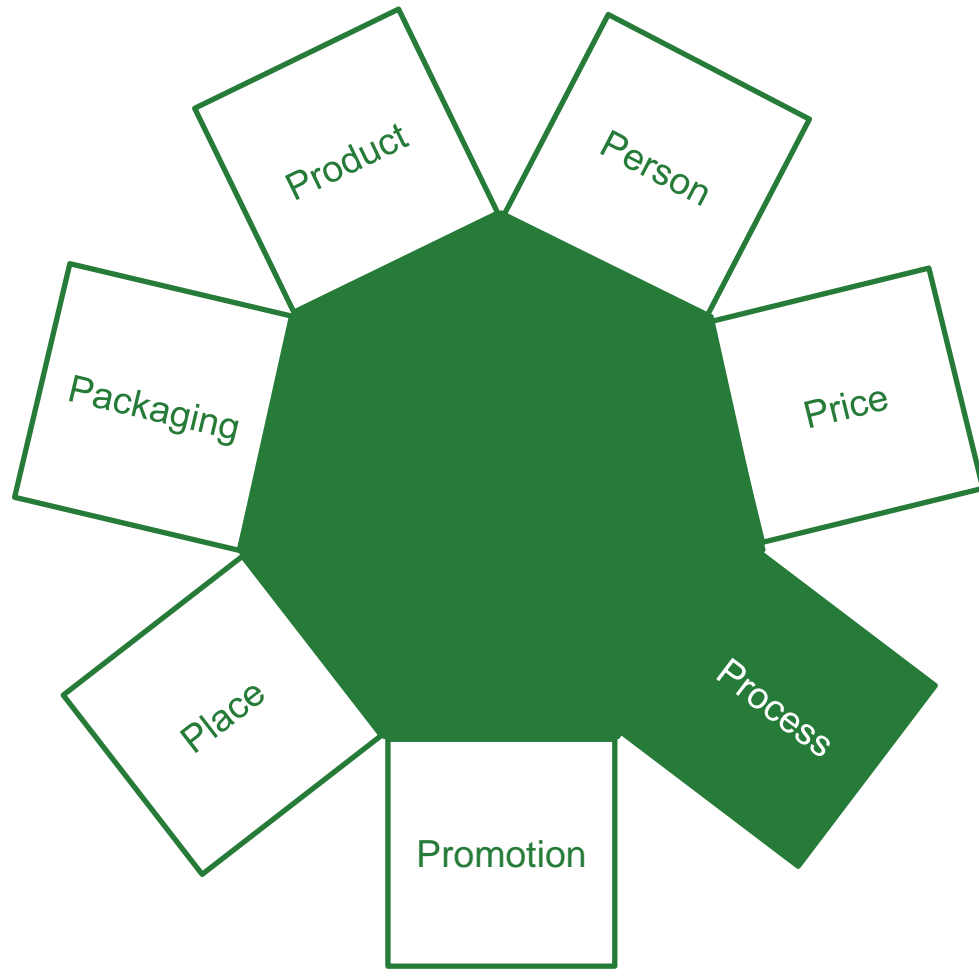
- Price survey of around 100 direct marketers every year



# How to define a fair price



# How we support solid processes



- FiBL offers courses about processing
- Bio Suisse developed photography courses

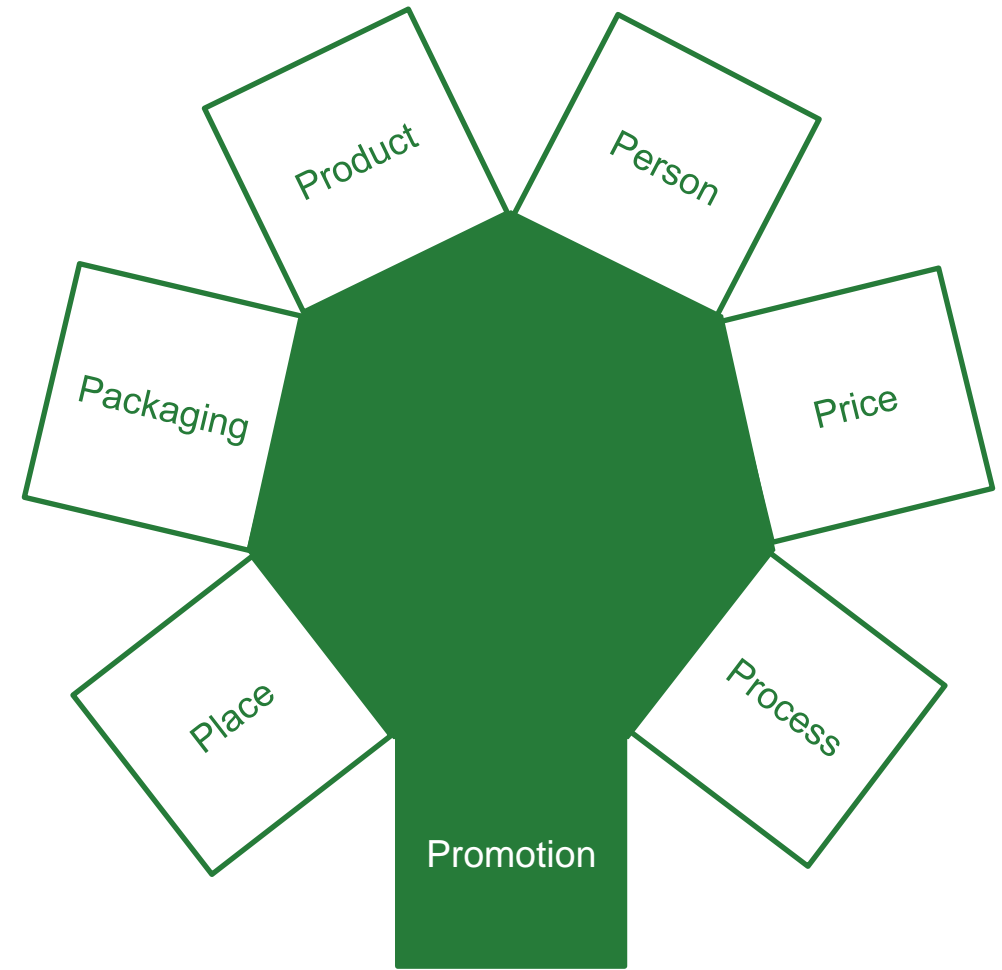
How can we lower hurdles on the way to certification?

How can we make the license for our label more attractive to start-ups?

How can we answer the question of processing in an easier manner?

# Let's talk about organic

- Very high brand awareness
- We propose stories to editorial offices and work with media partners
- Storytelling and social media: blog, facebook, instagram, newsletter → approx. 50,000 recipients
- Financial support for annual farmers' markets and events in different regions





# Where to find Bio Suisse farm products

**biomondo**

**Der Marktplatz der Schweizer Bio-Landwirtschaft.**  
Bestelle regionale Produkte direkt vom Bio-Hof.

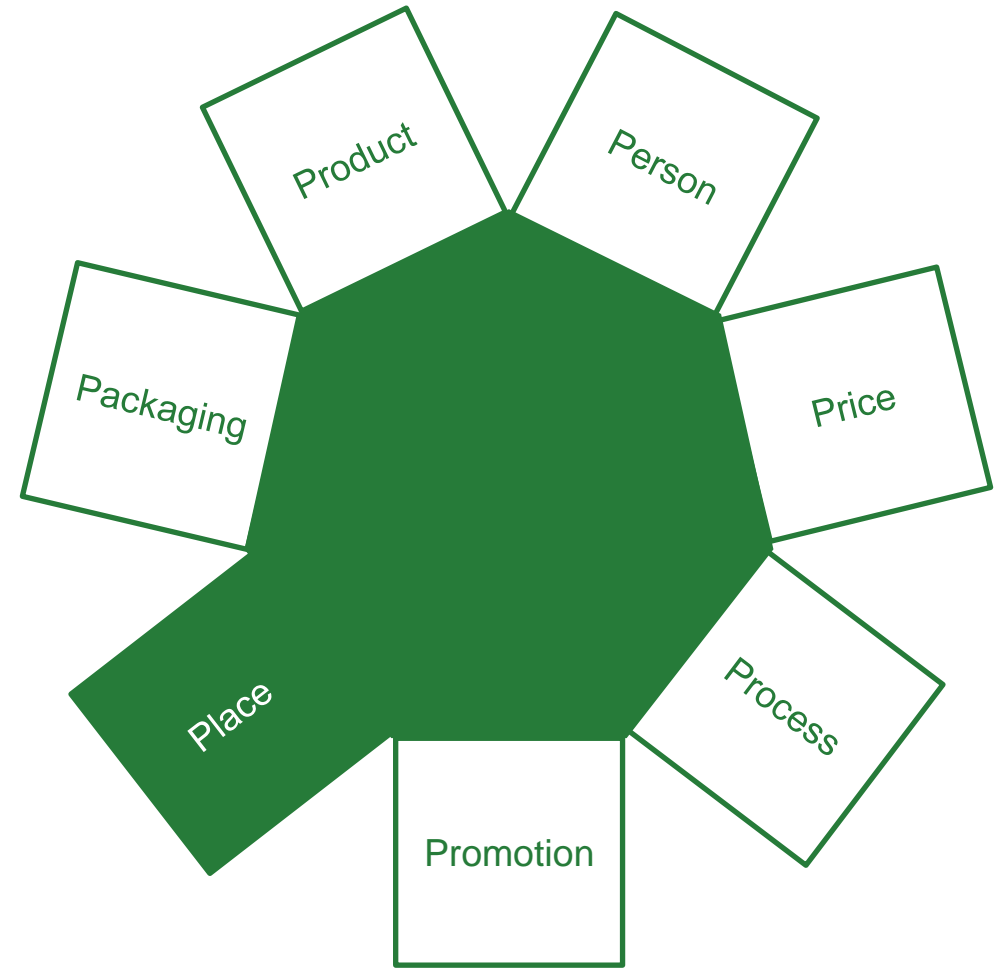
Früchte & Gemüse | Brot & Backwaren | Milchprodukte & Eier | Fleisch, Fisch & Alternativen | Getränke | Vorläge & Non-Food | Dienstleistungen & Events | Pflanzen & Gartensartikel

Betriebe in deiner Nähe [Alle anzeigen](#)

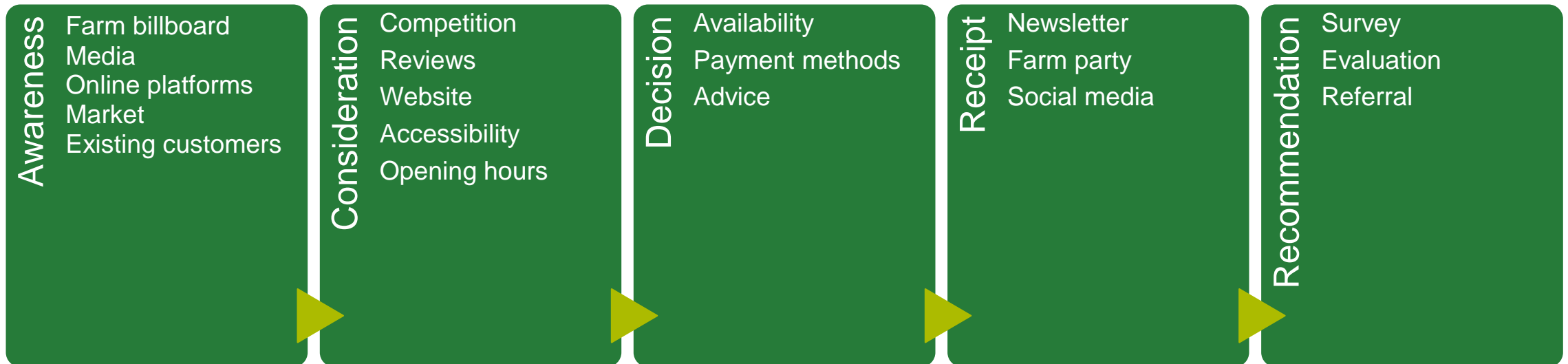
<p>5077 Efringen</p> <p><b>Käfers Schloss AG</b> Wir sind Raphael und Michael und führen im Aargauischen Fricktal einen Gemüse-... Spinatbrosen   Gemüsebau Eigene Hofverarbeitung</p>	<p>5079 Zeihen</p> <p><b>Schwarzacherhof</b></p>	<p>5079 Zeihen</p> <p><b>Engadinerhof</b> Unser Betrieb umfasst rund 7 Hektar Naturwiese. Seit über 30 Jahren züchten...</p>	<p>5079 Zeihen</p> <p><b>Egon Meier</b></p>
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Neuste Inserate

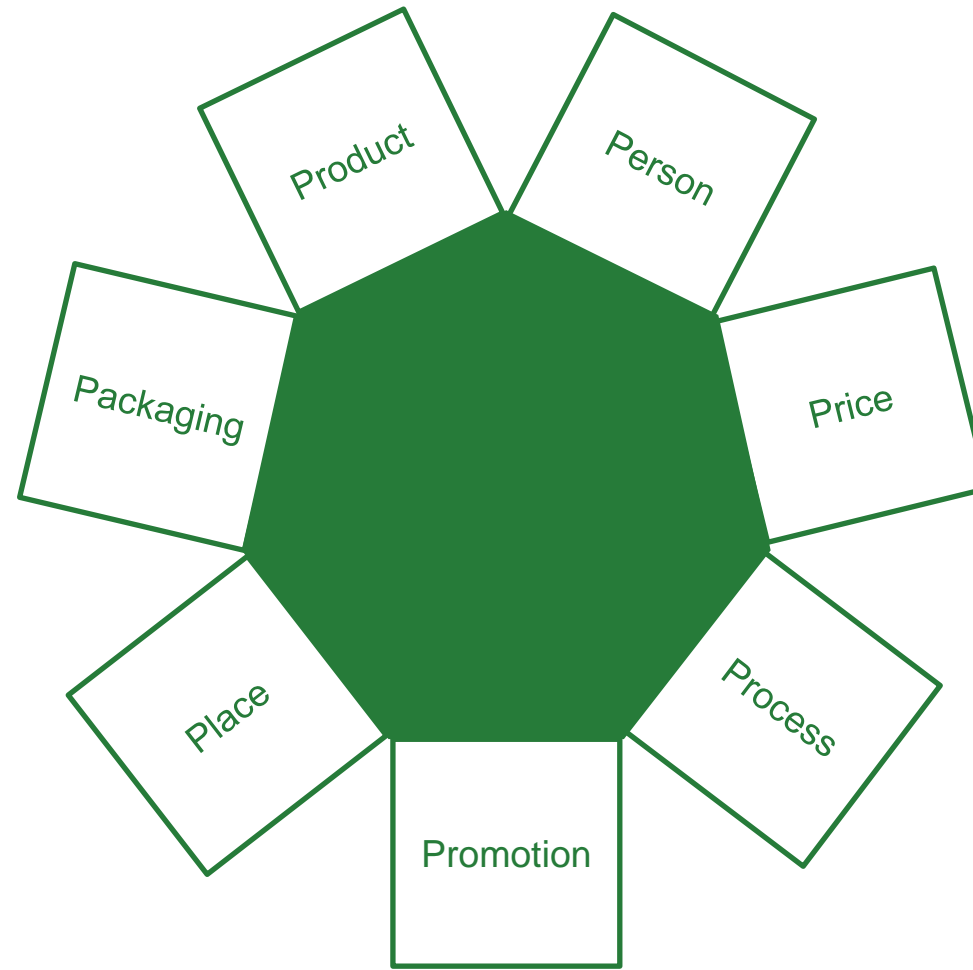
<p>9630 Wetzwil</p> <p><b>Wollschweinefleisch zu verkaufe...</b> Unsere Wollschweine werden bis zu 14 Monate alt. Sie sind auf unserem Betrieb...</p> <p>CHF 37 / kg</p>	<p>9630 Wetzwil</p> <p><b>Lammfleisch vom Milchschaft z...</b> Unser erstklassiges Lammfleisch vom Milchschaft ist geschmackvoll und zart.</p> <p>CHF 32 / kg</p>	<p>8217 Wilchingen</p> <p><b>Süsmost past. 1Liter...</b> Süsmost aus gesunden Äpfeln von Saison 2021</p> <p>CHF 1.80 / Stück</p>	<p>3957 Erschmatt</p> <p><b>Ur-Roggenbrot mit Walliser...</b> Traditionelles Bio Ur-Roggenbrot mit Walliser Bergkräutern. Aus 100% Bio...</p> <p>CHF 5.50 / Stück</p>
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# The Customer journey

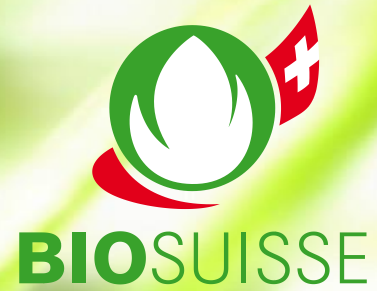


# The 7 Ps of Marketing



# Link list

- [biomondo.ch](https://biomondo.ch)
- [shop.printlogistik.ch/bio-suisse](https://shop.printlogistik.ch/bio-suisse) » Betriebsnummer & bioshop oder individuelles Passwort
- [bio-suisse.ch](https://bio-suisse.ch) » Bio Suisse erleben » Bio-Gourmet-Produkte
- [bioaktuell.ch](https://bioaktuell.ch) » Verarbeitung » Verpackung
- [bioaktuell.ch](https://bioaktuell.ch) » Markt » Direktvermarktung » Marktpreise
- [bioaktuell.ch](https://bioaktuell.ch) » Markt » Direktvermarktung » Partizipative Landwirtschaft
- [bioaktuell.ch](https://bioaktuell.ch) » Markt » Direktvermarktung » Gemüseabo
- [bioaktuell.ch](https://bioaktuell.ch) » Agenda
- [probio.bioaktuell.ch](https://probio.bioaktuell.ch)
- [solawi.ch](https://solawi.ch)
- [fracp.ch](https://fracp.ch)
- [regionalevertragslandwirtschaft.ch](https://regionalevertragslandwirtschaft.ch)



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