

MATNYTTIG

Rebekka Bond

2018



Norwegian Farmers and Smallholders Union

- ◆ It has 7,000 members, with 260 local chapters and 18 county chapters.[5] The headquarters are in Oslo. The members' newspaper is *Bonde og Småbruker*.
- ◆ It functions both as a labour union and as a trade union. It was founded in 1913, and negotiates together with the Norwegian Agrarian Association against the Norwegian Ministry of Labour and Social Inclusion about agricultural subsidies



MATNYTTIG

- ◆ LOCAL FOOD MOBILIZATION PROJECT
- ◆ Aiming to increase local food production in Norway, stimulate better profitability and raise awareness of consumers about the importance of small scale food production and local processing.

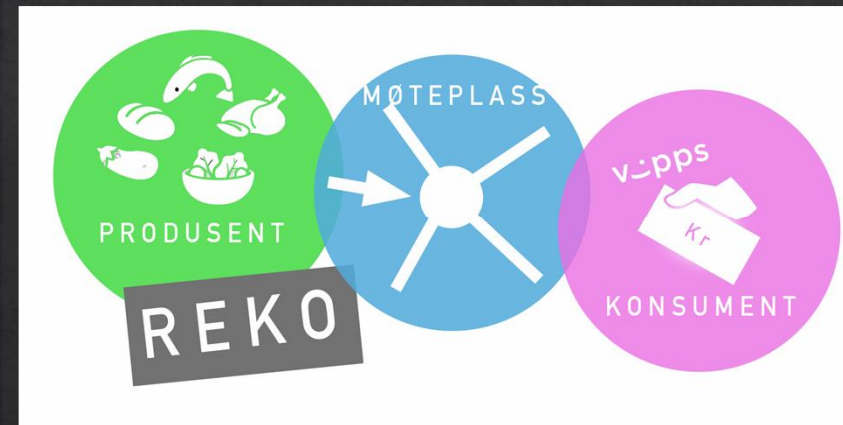


Local food trade



REKO NETWORKS

- ❖ The REKO retail and distribution model offers customers a way of ordering products directly from the producer, without the need for middlemen.
- ❖ The REKO networks operate via Facebook as closed groups in which orders and deliveries are agreed on. The groups are run by volunteers, who do not receive payment for their contribution.



REKO

A larger piece of the sales pie for the producer



FOUNDER

- ◆ The founder of REKO, Thomas Snellman.
- ◆ Finish small-scale farmer



The REKO food network

- ◆ Inspired by the French AMAP system.
- ◆ 'rejal konsumtion' ('fair consumption')
- ◆ REKO was introduced through two piloting groups in Vaasa and Pietarsaari in the Western parts of Finland in June 2013.



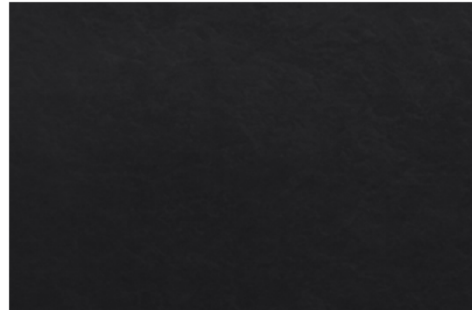
REKO's main principles

- ◆ No retail sales (no middlemen allowed)
- ◆ Keeping things as local as possible.
- ◆ No membership fees.
- ◆ Each producer is responsible towards the authorities (paying taxes, following laws)

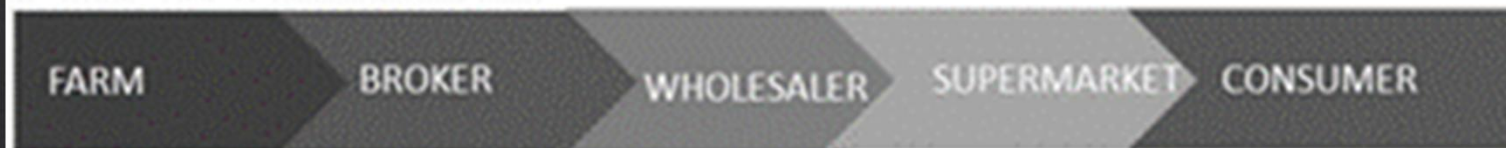


REKO

- ◆ Studies suggest that the exchange of food is motivated by ethical considerations (i.e. justice, fairness, ecological concerns) and by sentiments of solidarity between producers and consumers.



TRADITIONAL FOOD SUPPLY:



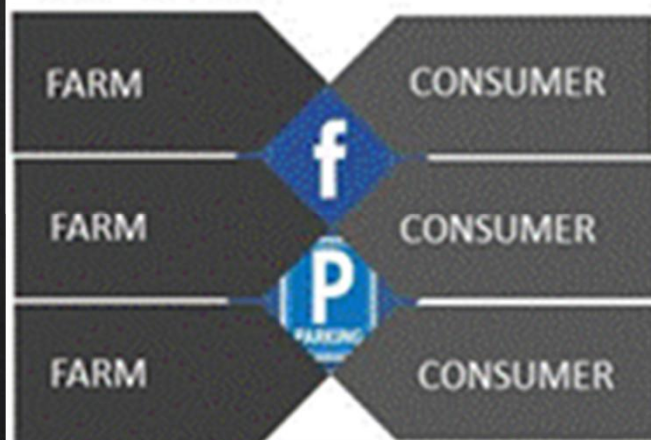
FARMER'S MARKET:



COMMUNITY SUPPORTED AGRICULTURE (CSA):



REKO MODEL:



MOTIVATION

- ◇ The motivation behind it was to increase the share of the profit of farmers.
- ◇ A way to halt the rate of bankruptcy and disappearance of farms in Finland.
- ◇ Operations are open and transparent, producer are obliged to provide information on production.

ADMINISTRER SIDEN

- ◆ The administrators' role is to coordinate the activities within the local REKO group, decide on a place and time for deliveries, and accept or reject producers and consumers from the Group.
- ◆ It is up to each REKO group to set their own rules and decide who was allowed to sell in the group.



REKO-RINGEN HADELAND

Lokalt og direkte

Neste utlevering er 21.02.2018 kl. 19.00-19.30

Utlevering på parkeringen utenfor Lunner rådhus.

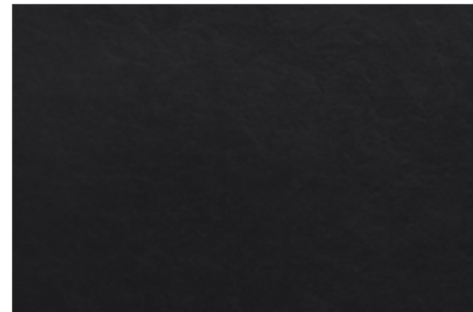
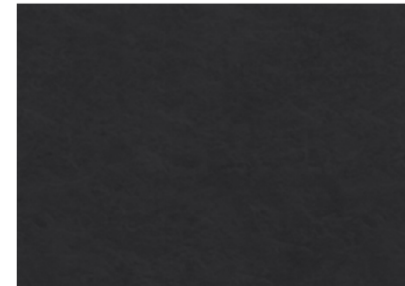
SIDEN FOR DEG SOM VIL KJØPE MAT FRA
LOKALE PRODUSENTER

STARTING A REKO-NETWORK

- ◆ A REKO network may be started by anyone. The name of the network should include the word 'REKO'. Each group's description includes information on the principles of operation for the group.
- ◆ The network moderator has the right to determine other criteria to be used in selection of producers for the REKO network.

Differed from other supply chains

- ◆ REKO model abolishes all middlemen
- ◆ The REKO model is heterogeneous in its content, allowing different types of producers.
- ◆ The use of Facebook as a trading platform and public car parks for the coordinated delivery points has made it possible to scale up the trade within this niche market, with some groups consisting of more than 10,000 members.



REKO

Finland

- ◇ 300 000 customers since 2013
- ◇ 250 networks
- ◇ 4000 produces

Sweden

- ◇ 100 000 customers since late 2016
- ◇ 50 networks
- ◇ Ca 1000 producers

Norway

- ◇ 20 000 since november 2017
- ◇ 15 networks
- ◇ ca 200



BENEFITS FOR PRODUCER

POSSIBILITIES

- ◇ FLEXIBLE
- ◇ TIME-SAVING
- ◇ ADVANCE RESERVATIONS

ECONOMIC OPINION

- ◇ BETTER PROFIT
- ◇ INCREASE SALE
- ◇ LARGE CUSTOMER GROUP
- ◇ INDIRECT ECONOMIC OPINION
- ◇ CUSTOMER CONTACT
- ◇ VISIBILITY
- ◇ COOPERATION

REKO - from a customer perspective



- ◇ FRESH GOODS OF DESIRED QUALITY.
- ◇ ANIMAL WELFARE
- ◇ ENVIRONMENT
- ◇ ECO
- ◇ ETC ...
- ◇ WANT TO SUPPORT SMALL SCALE PRODUCERS
- ◇ SOCIAL
- ◇ DIRECT CONTACT WITH PRODUCER