

SKIN Good Practice Recording Template

REKO	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	<p><u>Valorisation</u>: add value through global marketing. <u>Social, Economic and Environmental Sustainability</u>: Connection between producers and consumers, Community pride and animation, Recognition of producers, profitability, Market "on-line" for multiple producers, Preservation and valorisation of small farms;</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<p><u>Learning and empowerment</u>: Reduction in dependance of powerful actors in the chain and a more direct relationship with consumers.</p> <p><u>Efficiencies and process innovations</u>: management of small product quantities.</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<p><u>Governance - internal</u>: Mediator/facilitator</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<p><u>variety</u>: Collaborative hubs, bringing together supplies from multiple small producers; <u>efficiency</u>: online shop; <u>connection</u>: bringing together small producers</p>
<p>EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Short description of the 'good practice': REKO organises the deliveries of local produce directly from farmer to consumer using Facebook to do the ordering. Inspired by a similar project in France, it is the first of its kind in Finland. A number of volunteers in Finland have created Facebook groups where you can do just this! They have called it REKO, and farmers can use the groups to announce which products they have available and customers can make an order. Customers usually pick up and pay for their order at a local marketplace. Stopping for a chat with the farmer is also part of the deal. There is no formal organisation behind each REKO group, so no administrative costs involved. The administrators of the Facebook groups are volunteers, and the delivery points are strategically chosen so that no rents are involved. In fact, some supermarkets offer free space for the local REKO groups, to attract customers.</p>
	<p>Main results/outcomes of the activity (expected or final):</p>

The system provides advantages for both producers and consumers. With REKO, consumers can discuss directly with the grower about which production methods he/she uses. The products are seasonal, locally produced food, there is no unnecessary packaging or transport. It also offers benefits for the producers as extra costs are reduced - there are no middlemen. In addition waste is reduced to almost nothing as farmers only harvest and bring what has been ordered.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

These are the basics of REKO: In essence it is about getting rid of middle men and at the same time creating an efficient delivery system where a large amount of local producers and consumers meet so that time spent on the actual delivery/pick-up is brought to a minimum.

Further information/Reference:

http://www.aitojamakuja.fi/reko_eng.php?sm=1

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.

Short description of the 'good practice':

REKOssa paikalliset tuottajat myyvät tuotteensa suoraan asiakkaille Facebook-ryhmän kautta. Rekon toimintamalli on tuotu Ranskasta. Facebook-ryhmät, joissa myynti tapahtuu, ovat kokonaan vapaaehtoisvoimin perustettuja ja ylläpidettyjä. Ryhmien nimessä on aina sana REKO ja paikkakunta, jolle ryhmän toiminta keskittyy. Tuottajat ilmoittavat ryhmän sivuille, mitä heillä on tarjolla ja asiakkaat, REKO-ryhmän jäsenet, tekevät tilauksensa suoraan tuottajalle. Tuotteet haetaan ja maksetaan viikottaisessa toritapahtumassa, jolloin kuluttajalla on mahdollisuus tavata tuottajia kasvokkain. REKO:lla ei ole hallintokuluja, koska kaikki tapahtuu yksittäisten vapaaehtoisten toiminnan ansiosta, ilman virallistettua organisaatiota. Myös REKO-jakeluiden paikat on valittu siten, ettei vuokraa tarvitse maksaa. Itse asiassa paikalliset supermarketit ovat tarjonneet parkkialueitaan REKOn käyttöön asiakkaita houkutelakseen.

Main results/outcomes of the activity (expected or final):

Järjestelmä hyödyttää sekä tuottajaa että kuluttajaa. REKO:ssa kuluttajat voivat esimerkiksi keskustella tuotteiden kasvatusmenetelmistä suoraan tuottajan kanssa. Tuotteet ovat kausittaisia, paikallisesti tuotettuja ruokatarvikkeita, näin vältetään sekä turhaa pakkausmateriaalia että kuljetuskustannuksia. Myymällä suoraan kuluttajalle tuottajat saavat pitää korvauksen lyhentämättömänä itse, ilman väliportaita. Ruokahävikki pienenee, kun jokaiselle tuotteelle on valmiiksi tilaus.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

Reko pähkinänkuoressa: Poistetaan väliportaajat kuluttajan ja tuottajan väliltä ja luodaan samalla tehokas välitysjärjestelmä, jossa paikalliset tuottajat tapaavat sovittuna aikana kuluttajia, näin lähiruuan ostamisesta tulee hyvin keskitettyä ja asiakasystävällistä.

Further information/Reference:

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Pearls, Puzzles, Proposals?	<p><u>Pearls</u>: this initiative can represent a good opportunity for small producers to offer their products without intermediaries</p> <p><u>Puzzlings</u>: The security of supply could mean in some cases a problem that could make difficult the progress of this initiative. The consumer still has some reluctance to buy fresh produce through online platforms</p> <p><u>Proposals</u>: Actions directly addressed to the consumers could reinforce the impact of platform.</p>
What needs did the 'good practice' respond to?	Respond to the need of small producers to sell their products in a fair and sustainable way, without intermediaries. On the other hand, it also aims to make it easier for consumers to access seasonal products and having a direct contact with the producer.
Methodology Used:	desk-based research
Actors/Stakeholders:	Actors and stakeholders: primary producer, processors (mill, cooperative, artisan baker), consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1 - Fresh products 5 - Consumers and Society
Sectors	All Sectors
Region, Country	Finland
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.youtube.com/watch?v=JeAEpHCQvOc&feature=youtu.be

*See SKIN Good Practice 'Hot Topics' Directory

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