



SHORT SUPPLY CHAIN KNOWLEDGE
AND INNOVATION NETWORK

Avani Belgium

Short Description

"Avani vzw" is a community of people aiming for local food systems to start the transition to sustainable agriculture in Flanders. It is a cooperative model in which 10 000 addresses are being served with affordable, delicious and sustainable food. The higher animal welfare and sustainability standards the farmers pursue, the higher profit share they receive. The community forms a stable sales market for the hub. Local farms deliver their products to processing units (HUB), where the produce is being stored, processed and packaged. Groceries from the online shop are delivered to door or to pick-up points of regional people.

<http://ecofoodavani.com/>

Topic: Regulation

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Main results

Professionally operating food hubs

Response to high demand of local and sustainable food

Promotion of direct marketing

Innovative consumer experience (e.g. farm livestream)

Practical Recommendations

Upscaling SFSC

Creation of added value

Food waste is drastically reduced

Promoting customers' convenience and experience

Creation of employment and economic profitability

Key lesson

The creation of a community of food hubs is the success formula to upscale short chains: direct farmer-citizen link, creation of added value, no food waste, setup of online shops, no profit maximization and a center of experiences.



This good practice is part of the SKIN Repository
Discover more stories at www.shortfoodchain.eu