

Cross-visit 'Organic farming supply and value chain optimisation'

Tuscany, Italy
28-29 June 2023



Funded by
the European Union

“Baskets of local products from Međimurje Region”

Valentina Hažić, Croatia

Cross-visit ‘Organic farming supply and value chain optimisation’ | Tuscany, Italy | 28-29 June 2023



Funded by
the European Union

BASKETS OF LOCAL PRODUCTS FROM MEĐIMURJE REGION



NAJBOLJE'Z
MEĐIMURJA

Country, Region: Croatia, Međimurje Region, City of Čakovec
Start and end date of the project: 1st January 2021 – 30th June 2023



Valentina Hažić, coordinator of operational group; farm manager; rural entrepreneur ; PhD student
Email: tina.hazic@gmail.com



NAJBOLJE'Z
MEĐIMURJA

OBJECTIVE:

- › Development of an existing short food supply chain "The best local" through the increase in sale thanks to the new "products" introduced - 2500 pieces of baskets and gift packages in different packaging.
- › The packages contains varied products of the members of Operational Group "The Best Local" and are already a recognizable symbol of the Međimurje region. End users - farmers have enhanced the sale of their products and thus contribute to the stabilization of their business on the local market.





PRESENTATION

Problems

- › Insufficient availability of local products in the town of Čakovec
- › Also, such products in which the products of different farmers would be combined did not exist
- › Many farmers were not sufficiently visible and recognizable on the local market
- › Furthermore, farmers were mostly inclined to a small number of sales channels, and this project made it possible to strengthen the sale of their products through another new sales channel



NAJBOLJE'Z
MEĐIMURJA

KEY CHALLENGES

- › Insufficient quantities and types of agricultural and food products available by members of the operational group due to failures in production and production planning
- › insufficient variety of products in gift packages
- › difficulties in the administrative management of the project led to certain difficulties - there was not enough support in the implementation of the project by the implementing body in Croatia, which was reflected in the non-acceptance of certain costs.



RESULTS

- › Significant sales and promotion of Pinklec - gift packages were achieved
- › 2,500 pieces of MEDIMURSKI PINKLEC "...grew on my heart" was sold
- › Overall, turnover in the amount of EUR 13,938.33 was realized from the sale of "Pinklec" gift packages in 2.5. years of project duration.
- › In 2021 the share of sold "Pinklec" gift packages in the total turnover was 15%, in 2022. was 10%, and in 2023 (until the end of May) was 6% of the total turnover.



NAJBOLJE'Z
MEĐIMURJA

LONG-TERM

- The long-term contribution of the results is reflected in the fact that many farmers have expanded their agricultural production and diversified their product offering, thereby strengthening their long-term stability on the market as well as their financial security.
- Customers and consumers, on the other hand, improved the quality of nutrition and health by consuming local products.



NAJBOLJE'Z
MEĐIMURJA

- The potential for the application of these solutions is extremely high, because it was found out that the introduction of unified gift packages from different farmers can increase the sales of individual products of the farmer and significantly increase the profit in the business of such a shop owned by farmers, as well as increase the income at the level of each farm.
- The same solution can be introduced for businesses and other shops that offer products from local farmers.



RECOMMENDATIONS

- The main practical recommendations would refer to the introduction of such products as Pinklec – gift packages in the farmer's shops, since they significantly increase sales and income.
- The existence of such products makes it possible and easier for large and small local companies to buy consolidated products from local producers and give them as business gift packages to their business partners.
- They intrigue tourists to buy such packages as souvenirs, so they also represent a kind of tourist product. This kind of product strongly promotes the local specificities of agricultural production and strengthens the visibility of even the smallest farmers.
- It is important to consider the practicality of the packaging, that the packaging is made of natural materials, and that such gift packages include as many different products as possible.

- It is key to the inclusion of organic products, especially processed products. The sale of such products via the web shop has not taken off as well as in physical form through sales in a shop.
- Regarding the preparation and sale of such products, the sales staff is also of great importance, who must have all the information about the products that are sold within the gift package, just as it is necessary to have a dose of creativity in the packaging and presentation of such products.
- Investing in the promotion of such products through social channels and networks is more than welcome.



NAJBOLJE'Z
MEDIMURJA

- > <https://mz.najboljelokalno.com/>
- > <https://www.facebook.com/medimurskistacu>
- > <https://www.youtube.com/watch?v=NLqAf6Z9ZtA>

Email: tina.hazic@gmail.com



AGENCIJA ZA
PLAĆANJA U
POLJOPRIVREDI,
RIBARSTVU I
RURALNOM
RAZVOJU

OVAJ PROJEKT SUFINANCIRAN JE SREDSTVIMA EUROPSKE UNIJE
Europski poljoprivredni fond za ruralni razvoj



Program
RURALNOG RAZVOJA

„Kratki lanci opskrbe i lokalna tržišta
Operativne skupine Međimurski pinkleci „mi je na srcu zraslo“



PROGRAM RURALNOG RAZVOJA 2021. - 2023.

Udio u sufinanciranom dijelu: 90% EU, 10% RH

Europski poljoprivredni fond za ruralni razvoj: Europa ulaže u ruralna područja



EU CAP Network cross-visit 'Organic farming supply and value chain optimisation'

28-29 June 2023, Tuscany (Italy)

All information on the cross-visit is available on the event webpage:

https://eu-cap-network.ec.europa.eu/events/eu-cap-network-cross-visit-organic-farming-supply-and-value-chain-optimisation_en

