

**Projects presented during
the EU CAP Network workshop
‘Innovation in logistics to improve the
position of farmers in a supply chain’**

20 - 21 May | Rouen, France



Funded by
the European Union



<https://appetit.pl>

DESCRIPTION OF THE INNOVATION

Short Food Supply Chains (SFSCs) are not price competitive in the marketplace. A critical cost-driver and source of inefficiency relates to the logistics of connecting many producers to many consumers.

APPETIT 2.0 is prototyping an intermediary-free tech logistics solution with asset-sharing as a basis for efficiency gains.

BENEFIT FOR FARMERS IN THE VALUE CHAIN

Replacing the intermediary with tech-enabled sharing economy solution provides for a farmer-centric model.

As in a physical marketplace, farmers set prices & contribute to logistics by sharing vehicles, storage and pick-up points.

The result is time and cost savings that translate into lower transaction costs for participating farmers, enabling local food market scaling.

SUCCESS FACTORS :

Harnessing tacit farmer knowledge, skills and competencies for process definition & management.

Technical design of a smart & recyclable box-basket standard, combined with an automatic food-locker system.

GEOGRAPHICAL LOCATION:

Poland

INVOLVED ACTORS:

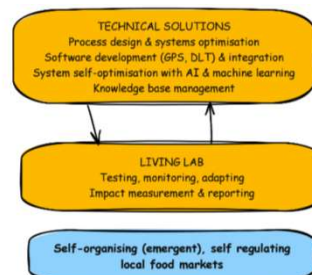
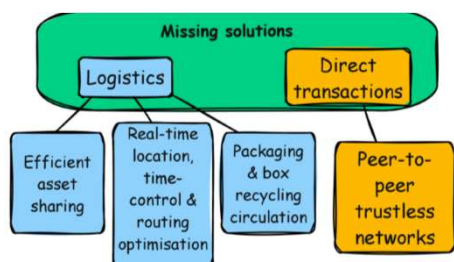
- farmers
- consumers
- local food-market organisers
- advisors
- process designers & software developers

SOURCES OF INFORMATION, REFERENCES, WEBSITES:

<https://www.isotech24.net>
<https://marchewkamobilna.pl>
<https://chojnickikoszyk.pl>
<https://zziemi.pl>
<https://spizarnia24.net>
<https://www.horizoncodecs.eu>

CHALLENGES & (RESEARCH) NEEDS:

Engaging farmers as partners in testing box-basket standards





GEOGRAPHICAL LOCATION:

South Korea

INVOLVED ACTORS:

Farmers, consumers, employees

SOURCES OF INFORMATION,

REFERENCES, WEBSITES:

www.livingtogether.xyz

DESCRIPTION OF THE INNOVATION

Hansalim operates a direct sales system between small-scale organic farmers and consumers in South Korea. It is run as a multistakeholder democratic federation with cooperative organisations from farm to fork and includes close to 1 million members.

Farmers work as communities, forming associations to operate shared facilities for processing and storage and produce a diversity of crops to enable circulation of wastes as inputs within and between farms.

A co-owned logistics business purchases from member farmers on contract at prices fixed in advance and agreed through negotiations between all stakeholders.

Consumer cooperatives operate 240 stores all over the country and include also online and mobile sales channels.

Hansalim operates two solidarity funds. One to cope with production risks, the other for market risks.

In addition to economic cooperation, producers and consumers are engaged in an alternative movement to re-connect rural and urban communities with each other and to nature through consumer-producer exchange visits.

BENEFIT FOR FARMERS IN THE VALUE CHAIN

70% of the sales revenue is returned to producer communities themselves, and farmers can depend on a guaranteed stable income relatively insulated from market fluctuations.

Farmers benefit from mutual knowledge exchange to learn new skills and techniques and they receive direct feedback from consumer members to improve existing products.

Each farming community retains autonomy over what proportion of their products are sold through Hansalim. This gives them the flexibility to maintain diverse income streams including for example through public purchasers for school meals or other market channels.

SUCCESS FACTORS :

Deliberative democracy, cooperative management, circular farming clusters, shared logistics and integrated supply chains.

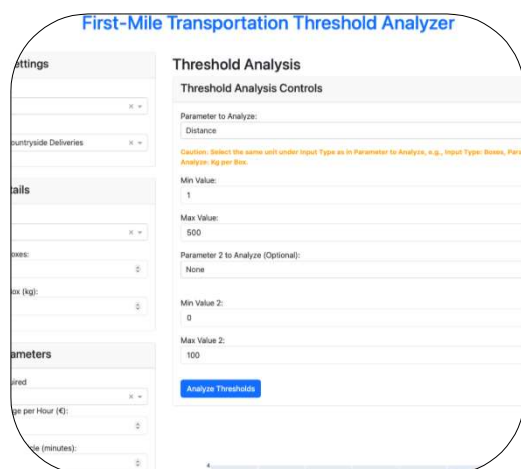
CHALLENGES & (RESEARCH) NEEDS:

Using Hansalim as a role model to implement something similar in Europe. Strengthen food resilience through local supply chains.

A couple of universities in Europe have already shown interest in starting a project around this. Last year, a discussion group from several European countries was established to promote this idea.



<https://www.ernaehrungswende-in-der-region.de/projekte/kira>



DESCRIPTION OF THE INNOVATION

KIRA focuses on institutional catering and strengthens regional supply networks for organic farming in North Rhine-Westphalia by identifying synergies between farmers, processors, commercial kitchens, and logistics partners. A web-based tool calculates first and last mile logistics costs and simulates supply chain efficiency. Key innovations include dynamic network formation, threshold-based transport planning, and participatory development involving stakeholders.

GEOGRAPHICAL LOCATION:

North Rhine-Westphalia and West-Germany

INVOLVED ACTORS:

TH Cologne - University of Applied Sciences, Food Policy Council Cologne, BIOLAND, University of Applied Sciences Offenburg

SOURCES OF INFORMATION, REFERENCES, WEBSITES:

<https://www.ernaehrungsrat-koeln.de/kira/>

BENEFIT FOR FARMERS IN THE VALUE CHAIN

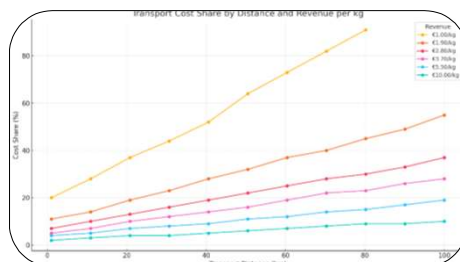
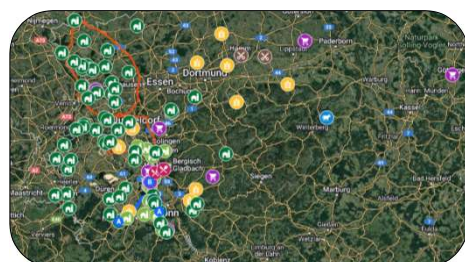
The tools and strategies help farmers reduce logistics costs, access new markets, and engage in cooperative competition. Transparent profitability analysis strengthens negotiating power and supports sustainable growth.

SUCCESS FACTORS :

Co-development with stakeholders, iterative feedback loops, real-world testing, scalable digital tools, and alignment with sustainability goals.

CHALLENGES & (RESEARCH) NEEDS:

Data gaps, low supply chain coordination, and lack of scalable cooperation models call for research on smart logistics and sustainable network design.



	1.9	2.8	3.7	4.6	5.5	6.4
Revenue	22.99	22.08	25.97	25.23	21.10	21.22
€1.00/kg	21.07	18.49	18.76	17.65	15.83	13.60
€1.50/kg	20.15	18.34	17.40	14.00	11.71	10.06
€2.00/kg	17.81	17.02	13.81	11.11	9.29	7.98
€2.50/kg	17.77	15.13	11.45	9.21	7.70	6.62
€3.00/kg	17.76	12.92	9.78	7.86	6.58	5.65
€3.50/kg	16.62	11.28	8.53	6.86	5.74	4.93
€4.00/kg	14.75	10.01	7.57	6.09	5.09	4.38
€4.50/kg	13.26	9.00	6.81	5.48	4.58	3.94
€5.00/kg	12.04	8.17	6.18	4.97	4.16	3.57
€5.50/kg	12.92	10.40	8.68	7.49	6.79	6.00



www.kortomleuven.be



DESCRIPTION OF THE INNOVATION

Kort'om Leuven is a **cooperative of farmers** who distribute their fresh products to food stores, restaurants, big kitchens and schools.

Innovation in different ways:

- 1. Logistics:** bundled delivery by truck, van(s), and cargo bikes
- 2. IT:** farmers get direct orders from clients via the webshop (Linked.farm)
- 3. Organisation:** cooperative with co-ownership and decision-making by the farmers
- 4. Client-oriented:** 1 order, 1 delivery, 1 invoice, 1 point of contact + close contact between farmers & clients
- 5. Reduce waste:** no stock

BENEFIT FOR FARMERS IN THE VALUE CHAIN

- 1. Logistics:** Fixed delivery days + 1 hub, 1 drop-off, 1 point of contact
- 2. IT:** automatic packing slips & invoices
- 3. Organisation:** farmers form board of directors
- 4. Client-oriented:** no individual follow-up of orders or invoices
- 5. Reduce waste:** processing *B-category* vegetables

SUCCESS FACTORS:

- quality & freshness
- unique products
- local story

GEOGRAPHICAL LOCATION:

Leuven (Belgium)

INVOLVED ACTORS:

Farmers, City of Leuven

SOURCES OF INFORMATION,

REFERENCES, WEBSITES:

www.kortomleuven.be

Instagram: /kortomleuven

CHALLENGES & (RESEARCH) NEEDS:

- Monopoly of farmers / Price setting and margins / Full vegetables offer / Working with retail / Scale / Transportation partners



DESCRIPTION OF THE INNOVATION

Uhub is a system of software, services, processes and exchange points – hubs

- Focus on local producers and consumers
- Uhub connects people, collects local needs, local economy, respects values, CSA model
- Low entry costs into the system (for all users)
- Launching services does not require large investments, ready for organic growth

BENEFIT FOR FARMERS IN THE VALUE CHAIN

- Local multiplier, greater liquidity, low threshold for entry into the value chain
- New business models - services and marketing channels for providers
- Higher purchase prices for providers, lower for consumers, with known quality and origin

SUCCESS FACTORS

- Strengthening self-sufficiency and sustainable organic production, a new perspective on sustainable food chains
- Short logistics chains, e-mobility
- Acceptance by the local community
- Cloud services and digitalization

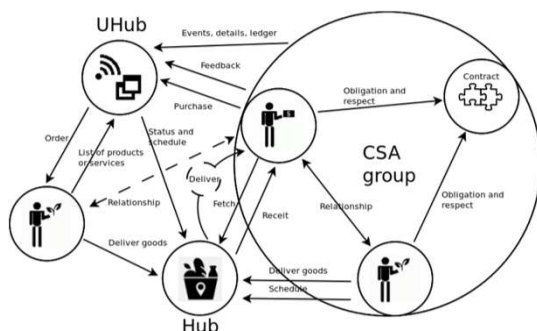
GEOGRAPHICAL LOCATION:
Slovenia

INVOLVED ACTORS:

R1ng, APS+, Local
community of Polhov gradec,
Post of Slovenia (as side
partner)

SOURCES OF INFORMATION, REFERENCES, WEBSITES:

www.r1ng.eu



CHALLENGES & (RESEARCH) NEEDS

Farmers maximising prices, lower quality food, struggling in the beginning before sufficient customers and providers are met, indifference, digitalisation

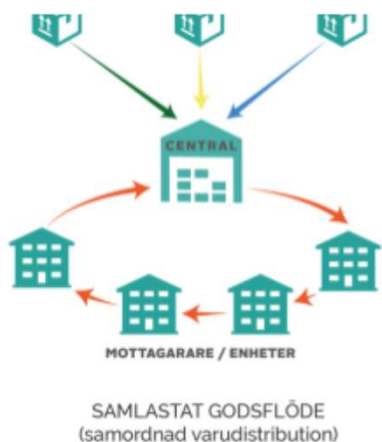


Building bridges between farmers and public meals, one plate at a time



Ted Wendt

More info soon: www.ekomatcentrum.se



DESCRIPTION OF THE INNOVATION

Coordinated distribution offers small-scale producers (farmers) a shared logistics structure for reaching public sector buyers like schools. Instead of managing deliveries individually, producers collaborate through a regional distribution hub, reducing costs, improving efficiency, and ensuring reliable deliveries. This model aligns with sustainability goals by shortening supply chains, minimising food miles, and supporting local food resilience.

BENEFIT FOR FARMERS IN THE VALUE CHAIN

- easier access to public contracts.
- lower delivery costs through coordinated logistics.
- stable demand from schools as regular customers.
- reduced administrative burden

SUCCESS FACTORS :

- clear coordination between producers and buyers
- simple, transparent booking and delivery systems
- logistics models tailored to small volume and high-diversity products
- support from municipalities to enable practical tendering rules

GEOGRAPHICAL LOCATION:

Luleå Municipality, Sigtuna Municipality, Trelleborg Municipality (Sweden)

INVOLVED ACTORS:

- The Swedish Center for Organic Food.
- Luleå, Sigtuna, Trelleborg Municipalities
- Svenskt Gårdsvilt AB
- Alt Grönt i Vallentuna AB
- Energikontor Syd AB

SOURCES OF INFORMATION, REFERENCES, WEBSITES:

Swedish Public Procurement Agency
SLU, Västerbottens Matakademi

CHALLENGES & (RESEARCH) NEEDS:

Financing logistics hubs long-term. Policy adjustments to allow flexible deliveries in procurement contracts. Simplifying procurement rules for small farmers. Scaling models nationally. Refining risk-sharing strategies.



<https://green-projects.gr/kalathos/>



DESCRIPTION OF THE INNOVATION

KalaΘos platform supports an effective agri-food product traceability process throughout the supply chain, which is based on standards of identity of products (GS1 and UNECE).

It tracks current products' location, monitoring the conditions in real-time (using IoT) and recording their complete route in the supply chain at batch level by applying EPCIS.

A key feature of KalaΘos is the implementation of a blockchain infrastructure that enhances the reliability of supply chain event data.

GEOGRAPHICAL LOCATION:
Greece

INVOLVED ACTORS:
Green Projects SA

SOURCES OF INFORMATION, REFERENCES, WEBSITES:

Tsotsolas, et al. (2022). An integrated LoRa-based IoT platform serving smart farming and agro-logistics. In *Emerging Ecosystem-Centric Business Models for Sustainable Value Creation* (pp. 132-158). IGI Global.

BENEFIT FOR FARMERS IN THE VALUE CHAIN

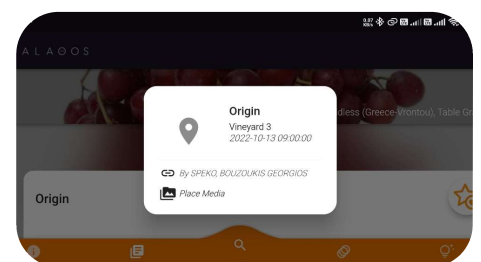
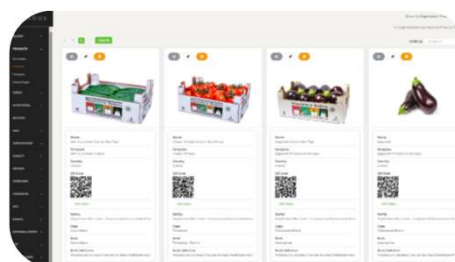
- supports production management at farm level
- provides quality check capabilities
- facilitates the B2B process
- verifies product origin (DNA & Isotopic profiling)
- calculates accurately the carbon footprint
- provides Consumer App as a marketing tool

SUCCESS FACTORS:

- easy to use
- low cost (< 10 € per ton)
- tracing LOTs in seconds

CHALLENGES & (RESEARCH) NEEDS:

AI based Decision Support System addressing logistics and marketing issues



<https://linkedfarm.eu/>

DESCRIPTION OF THE INNOVATION



Linked.Farm integrates a powerful picking tool and route optimisation for hubs selling B2C and B2B. We empower hubs to organise their own logistics. Hubs can be a B2B warehouse, a farm, a shop, a group of civilians or anything in between.

We do not currently do the logistics for our hubs. We dream of a 'public transport' for local products.

What we notice, is the need for farmers and hubs to :

- visualise and reduce logistics costs
- pool resources
- improving the efficiency of deliveries for producers and hubs
- be able to work with professional transporters (and their TMS, ERP)

BENEFIT FOR FARMERS IN THE VALUE CHAIN

Save time, save costs and grow farmer's revenue

Knowledge of logistics costs

Spend less money on logistics than if done individually

Gain in professionalisation and competence

Create a trusted community, sharing ethical and sustainable values

SUCCESS FACTORS :

Reduce logistics costs through pooling by 25%-40%

Optimise transport routes (less empty,...)

GEOGRAPHICAL LOCATION:

Belgium

INVOLVED ACTORS:

Linked.Farm

SOURCES OF INFORMATION, REFERENCES, WEBSITES:

<https://lacharrette.org/>

<https://urbantz.com/>

CHALLENGES & (RESEARCH) NEEDS:

Pooling transport means transport license and ensuring food security ;
onboarding, governance, trust



<https://logicout.fr/couts/>



DESCRIPTION OF THE INNOVATION

Logicout is a free software for the farmers to calculate logistics costs, from order preparation to invoicing.

The farmers enter accurate data on the vehicle used for deliveries, rounds, volumes transported as well as the total time spent.

They can change some of the data to lower the costs of a round or identify the break-even point of a tour.

Logicout is a solution suitable for all farmers wishing to improve their logistical and environmental efficiency.

GEOGRAPHICAL LOCATION:

Anywhere online

INVOLVED ACTORS:

ADEME – île de France – régions Normandie et Hauts de France – Bio en Normandie – Chambres d'agriculture – La Ruche qui dit oui – Cerema – Université Gustave Eiffel

SOURCES OF INFORMATION, REFERENCES, WEBSITES:

<https://logicout.fr/couts/>

BENEFIT FOR FARMERS IN THE VALUE CHAIN

The tool optimises the farmers' logistics and helps them to set fair prices based on real costs.

It allows to anticipate the impact of changes such as new customers, new tour or vehicle.

It also helps farmers save time and improve the profitability of their farm.

SUCCESS FACTORS :

Easy to use

Free

Can be used as many times as needed

CHALLENGES & (RESEARCH) NEEDS:

Update





DESCRIPTION OF THE INNOVATION

Madrid Rural is a pilot project launched by the Madrid Institute for Rural, Agricultural, and Food Research and Development of the Community of Madrid in 2023, with the aim of strengthening short food supply chains and improving the logistics and marketing of local and seasonal vegetables.

It is a **logistics platform focused on small and medium-sized farmers** in the Region of Madrid. At the same time, it meets the demand of supermarkets and restaurants that are seeking local and seasonal products but cannot access them due to logistical issues.

The pilot project will become a marketing cooperative formed by farmers in 2025.

GEOGRAPHICAL LOCATION:

Region of Madrid

INVOLVED ACTORS:

- small and medium farmers
- researchers
- supermarkets
- restaurants

SOURCES OF INFORMATION, REFERENCES, WEBSITES:

<https://www.ucam.coop/proyecto-madrid-rural/>

BENEFIT FOR FARMERS IN THE VALUE CHAIN

- pre-agreed prices with farmers
- payments within thirty days
- comprehensive free advisory service for farmers
- brand creation and product advertising
- zero waste strategy

SUCCESS FACTORS :

Madrid Rural addressed a shared demand across the **entire value chain**, from farmers to consumers, including distribution and catering. The project engages different actors such as researchers, advisors, and policy makers.

CHALLENGES & (RESEARCH) NEEDS:

We are working on (1) a **traceability** system based on **blockchain** technology, (2) **carbon footprint**, more efficient (3) **logistic strategy**, (4) **governance**.



EU CAP Network workshop

‘Innovation in logistics to improve the position of farmers in a supply chain’

20 – 21 May 2025 | Rouen, France

All information on the workshop is available on the [event webpage](#).

