



# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,  
Reusable and Shareable

FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°77

**Ja zu Nah - Short food supply chain linking farmers to community food services**



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THE EUROPEAN UNION HORIZON 2020 RESEARCH  
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# Ja zu Nah - Short food supply chain linking farmers to community food services

n°77

## Context

Community catering services (like hospital kitchens, school kitchens, canteens of public administrations but also of large firms) are interested in buying regional/seasonal produce and offering their clients affordable but healthy meals. However individual farmers in Austria are not able to offer the necessary quantities of produce to participate in the tenders initiated by these entities.

## Main outcomes

"Ja zu Nah" is a digital matchmaking platform which bundles the produce of more than 30 farms in order to serve the needs of the community catering services.

"Ja zu Nah" manages the tendering process, the bundling of produce (and cooperate with logistics companies for produce delivery), the payments and paper work, providing farmers a new opportunity to deliver they produce with a larger share of the value chain. Both supplier and customer management are done via the "Ja zu Nah" platform end to end, i.e. from registration, to procurement, to produce management, invoicing and payment. Farmers can sign up to the platform, be coached/advised by an advisor from the Chamber of Agriculture and then individually manage their activities in the platform.



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## Consortium

