



# 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°78

**Update PA77: Ja zu Nah - Short food supply chain linking farmers to community food services**



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

n°78

## 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.

## Lessons learnt

Lessons learned from the implementation of the user case, was that starting with a Minimum Valuable Prototype (MVP), consulting users and then proceeding to the full implementation is money and time saving. We also started with only a few functionalities and then added on on them.

During the cross visit we learned that a lot of partners are interested in this direct marketing budding platforms. However there is no supplier on the market for such solutions in the agricultural sectors, thus all partners started their own platforms and we were all learning by doing. It was especially interesting to exchange with other partners on mark-ups, as well as on warehousing and quality assurance of produce.



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## Consortium

