



PRACTICE ABSTRACT NR.126

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Future of Direct Marketing - small farmers' cooperatives identifies the need for stronger local AKIS

During the Foresight analysis workshop organised in Brasov (April 2021), the participating small farmers (all members of a recently established cooperative) reflected on the trends in the consumer purchasing behaviour that have become evident in recent years - including the fact that young people/consumers are mainly buying imported fresh products from supermarkets, whilst claiming they would prefer local products. This indicates that producers and consumers don't know how to reach each other - the producers lack some technological approaches (selling and marketing online), while the young generation is mainly urban and not often accessing the countryside. The specific challenge articulated during the workshop was the need to find solutions for the lack of advisory support for development of the local short supply chain, including the very specific need for skills in promotion and marketing. Since the public farm advisory services available locally are not active in offering / providing relevant information, the members of the cooperative propose to develop partnerships with other AKIS actors, including the LEADER Local Action Groups (LAGs) in Brasov and the county-level Agricultural High School.

Together these offer the potential for vocational training (combined with farm visits and demonstration) and information on local production systems used (organic and extensive), the importance of local products, the impact of climate change in the production conditions, the importance of agricultural biodiversity, etc. This clearly displays the willingness of a cooperative to engage much more proactively in addressing gaps in local advisory provision to address specific challenges they face in their day-to-day business.

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ADDITIONAL INFORMATION

Practice abstracts, from 101 to 141 can be found here:

<https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers-0>



ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here:
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