



„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie”.
Operacja współfinansowana ze środków Unii Europejskiej w ramach Schematu II Pomocy Technicznej
„Krajowa Sieć Obszarów Wiejskich” Programu Rozwoju Obszarów Wiejskich na lata 2014–2020
Instytucja Zarządzająca Programem Rozwoju Obszarów Wiejskich na lata 2014-2020 - Minister Rolnictwa i Rozwoju Wsi

Polish Innovation Foundation – Multimedia campaign Eat Wisely, Know What You Eat – Short Food Supply Chains a source of innovation for agricultural and rural development.

BUYERS' CLUBS

Good practice in building Short Food Chain supply systems based on the Liszki Basket example¹

Summary

The Buyers' Club is a system for enabling direct sales, which engages both farmers from small farms and small food processors, as well as consumers in a joint collaboration aimed at enabling regular and systematic sales of locally-produced food. Buyers' Club good practice is presented using the example of the Liszki Basket Buyers' Club, which has been operating for 5 years, **servicing approx. 500 consumers** (zakupy.koszyklisiecki.pl).

As many as 250 different products are offered for sale, originating from approx. 40 farmers and processors from the Liszki area and from Małopolska. Everything depends on the time of year as the Club is driven by seasonal products. To ensure consumers have a fulsome choice, products which are not produced in the Liszki area are sourced further afield (but not more than from 50 km away). Fresh raspberries or tomatoes are not available in December, simply because they don't grow at this time of year.

Thanks to a customized IT-support programme – IT PLM, the Liszki Basket Buyers' Club has built up and continues to grow its scale of operations in terms of the numbers of producers and consumers participating, the variety and number of products sold, sales volume and its impact on invigorating the local economy. Without IT support, the Liszki Basket would not be growing, as organizational costs grow exponentially with operational scale as problems of logistics and accounting appear. This is why more and more Buyers' Clubs of various type seek out IT tools, which can support or even replace the actions of the Club animateurs and organisers.

To achieve greater and increased impact, and what follows, increased profitability, a customised IT tool was developed specifically to support Buyers' Club operations. A demo version of the IT PLM tool for supporting a Buyers' Club is part of this good practice description. Using the IT PLM tool requires that it is adapted to the specific needs, conditions and potential of the Buyers' Club in question – just like the organisers of the Liszki Basket Buyers' Club..

A demo version of the IT PLM support tool is available at:

<https://prostoodrolnika.pl/uzyskaj-dostep-do-demo-plm/>

¹ The organisation responsible for the content of this report is the Polish Innovation Foundation, which prepared this report as part of the project 'Multimedia Campaign Eat Wisely, Know What You Eat – Short Food Chains as sources of innovation for agricultural and rural development'. The author is Paweł Kowalski, who prepared this report on the basis of materials made available by the Polish Environmental Partnership Foundation, the Liszki Basket Producers Association and the A-Co company.