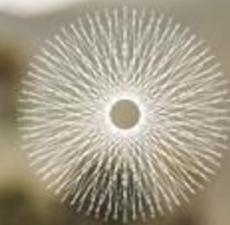




**Thomas Snellman**  
**REKO**



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EIP-AGRI Workshop Conversion to organic farming

# REKO

## A new platform

Transforming your business to organic farming is usually a long process – especially when it comes to finding a new market.

REKO offers the perfect solution where customers can see – and taste – your products.



# How does it **WORK?**

REKO is a direct sales system enabling producers to sell their products directly to consumers – without bureaucracy, middlemen and lengthy transports.

Today there are over 600 REKO rings all over the world with more than 2,5 million members in 20 different countries.

## **BENEFITS:**

1. **No middlemen.** Producers sell their own products themselves.
2. **The contact** and orders takes place on Facebook.
3. **The system is free of charge** for both producers and consumers, only the products have a price.
4. **Producers are responsible** for ensuring that everything is right and legal.

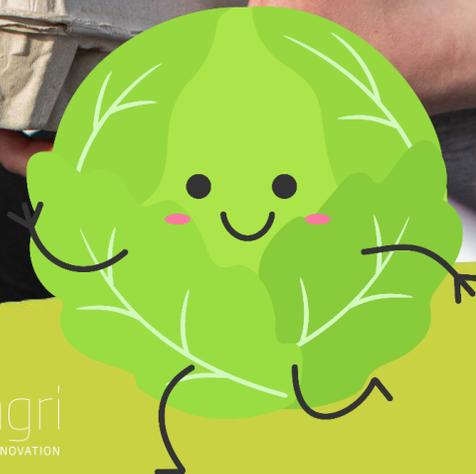
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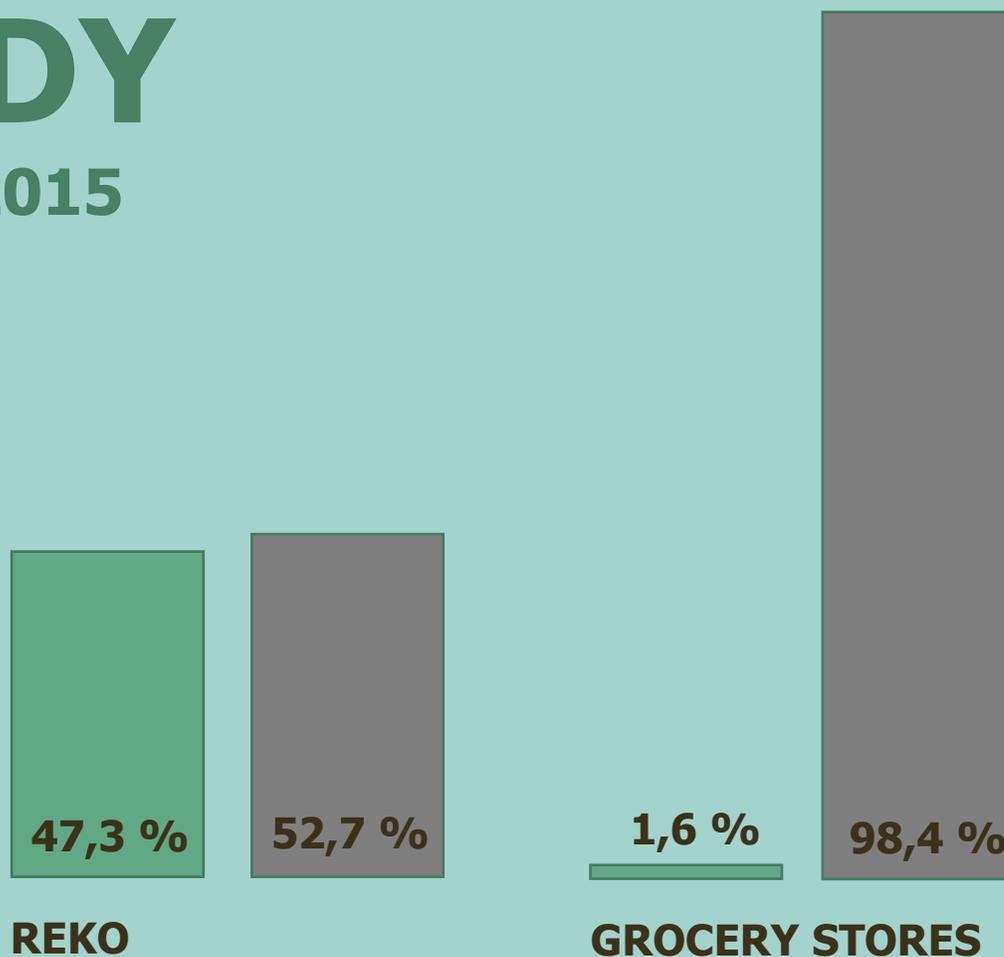


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# CASE STUDY

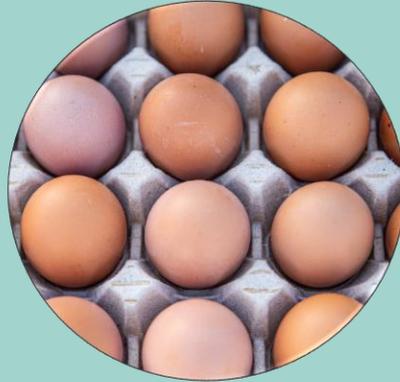
Jakobstad, Finland, 2015





## REKO

keeps growing  
and new rings  
are established.



## REKO

enables women  
in development  
countries to make  
an income and create  
their own future.



## REKO

becomes  
an alternative,  
challenging  
supermarkets  
and food industry.



## REKO

contributes to  
a better supply of  
locally produced food  
even in traditional  
grocery stores.

Good, healthy and sustainable food **FOR EVERYONE**

# THANK YOU for listening!

*Thomas Snellman*



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