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„Smart" Short Supply Chains in Austria
3 Examples

Michael Fischer – Austrian NRN

Delivery system – „Tiroler Bauernkiste" (Tyrolean farmers´ box)

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- started in 1997

- currently 60 farmers/ 160-200 products

- 4 clearly defined areas for delivery

- 4 packing stations (farms)

- Orders taken until Monday evening -> information forwarded to farmers -> delivered Thursday/Friday

- Minimum value: 11 Euro

- Started with 77 customers, now more than 600 boxes per week (2000 cust.)

- Different frequencies (one-time, weekly, every two weeks, etc)

www.bauernkiste.at

B2C App for identifying sources of supply with local products „Schmankerl-Navi"

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Geographic visualisation of

- **1.400** farms offering direct marketing
  - 190 ecological farms
- **80** "farmers´ shelves" in supermarktes
- **380** farmers markets
- **175** farmers´ run taverns
- **1.160** "Wirtshäuser" (taverns) with a special certificate for using regional products
- **2.200** farm holiday holdings „Urlaub am Bauernhof"

Detailed information on opening hours, etc.

Proximity search with user defined radius

Social media integration, News-feed

https://www.gutesvombauernhof.at/oesterreich/app.html

B2C offline-online-mix: renting retail space „s´Fachl"

- Shops in 8 larger Austrian Cities

- The interior consists of wooden boxes

- Farmers/ craftsmen/ producers can rent them (€ 10 per week)

- Shop doesn´t buy products – goods are on consignment

- Smart IT-system

  – automatically alerts to restock,

  – Customer gets 1 bill even if products are from different producers

  – Producer gets access to management system

- Webshop (rather non-perishable goods)

https://www.fachl.at/