



EAFRD-funded projects

Implementation of direct deliveries to consumers while maintaining high-quality products through the Folwark Pomorski Operational Group



Direct delivery to consumers implemented while maintaining high-quality products through the Folwark Pomorski Operational Group.

In the organic food market, short supply chains are very important to minimise the risk of food spoilage and reduce products' carbon footprint. The project involves six organic farms in Jawory expanding their organic processing on-farm through the purchase of various equipment and accessories for processing beef quarters on the farm, i.e. meat grinders, vacuum packers, bone saws and special knives. Vacuum packing then allows for storage and maturation, as well as individual meal-size portions to be sold for consumer convenience. Additionally, vehicles were purchased for transporting Limousine cattle directly to the slaughterhouse under controlled conditions, thereby reducing animal stress and reducing impact on the meat quality, and for refrigerated deliveries to customers' place of residence.



Location

Dębica Kaszubska (Poland)

Programming period

2014 - 2020

Priority

P3 - Food Chain Organisation and Risk Management

Measure

M16 - Cooperation

Funding (EUR)

Total budget 73 067
EAFRD 45 550
National/regional 26 036
Private 1 481

Project duration

Jan 2022 - Dec 2022

Project promoter

Folwark Pomorski

Contact

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Website

www.folwarkpomorski.com.pl

Results

Implementation of the project will increase sales due to the possibility of promotion and expansion of distribution. It is estimated that the number of clients will increase by 100-500 people and the amount of meat or vegetables able to be sold will increase by 100 % due to the larger means of transport. An increase in sales of organic beef is particularly foreseen as the Limousine cattle have been raised with high respect for animal welfare, which is increasingly attractive to consumers. Shortening the supply chain will minimise the risk of food spoilage and reduce the locally produced and sold products' carbon footprint.

Lessons & Recommendations

Through cooperation, the six farms in the network are able to guarantee a greater variety of products as well as adequate supply throughout the year in the event of high consumer interest. Joint purchase of material goods through the project requires cooperation by the farms involved, who then also share distribution of each farms' products to their consumers.

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Context

The project brings together six organic farms to promote organic processing. In the organic food market, short supply chains are very important to minimise the risk of food spoilage and reduce products' carbon footprint. The project includes all members of six organic family farms in Jawory and a farmer from the neighbouring commune.

For years, the farms involved bred Limousine cattle (140 head in total), and produced cereals and feed in organic livestock operations (approx. 400 ha). Before coming together, the farms sold the cereals they produced as commodities. At the end of 2019, they decided to start processing their own organic raw materials. A special oilseed press was purchased and the first products were bio cold-pressed rapeseed and flax oils. The purpose of processing was to shorten the supply chain (from «farm to fork»); thus, the final consumer was guaranteed they were buying products from a specific farmer either by direct deliveries from the farm or by purchases on the farms.

In 2020, the farms started organic vegetable production - beetroot, carrots, parsley, celery, potatoes and pumpkins, as well as producing organic beetroot sourdough bread. The harvest and interest exceeded the farms' expectations. In the same year, the farms also started direct selling unroasted organic buckwheat groats and organic Limousine beef, grown in an ecological way. Animals in the organic system are grazed for most of the year, fed with fodder collected on the farm and are never tied up or in stalls.

Organic beef is one of the products most difficult to obtain on the Polish market. All products offered to customers require refrigerated storage and maintenance of the cold chain during transport; the farms therefore decided to implement a project together. The RDP measure «Cooperation for operations creating short supply chains on a flat-rate basis» was utilised to grow and expand the businesses as there is an increasing demand for organic food in Poland.

Objectives

The aim of the project is to implement the «farm to fork» concept and to reach as many local consumers as possible within 100 km, while guaranteeing high-quality products. The project ensures maintenance of the cold chain during delivery or whilst the products are being presented at various types of fairs, as well as giving the opportunity to expand the range of organic products offered. Additionally, purchasing transportation vehicles enables the farms to transport their cattle to the slaughterhouse in controlled conditions, thereby reducing the animals' stress.

Activities

Under the project, the organic farmer network first purchased equipment and accessories for processing beef quarters on the farm, i.e. meat grinders, vacuum packers, bone saws and special knives. The beef is matured in the «wet way». Quarters from the slaughterhouse are brought back to the farm, cut into smaller pieces and packed in vacuum bags. The meat is then stored for two to three weeks at 2-4 degrees, which helps the beef to become tender and juicy after processing. From the beef carcass, the farms can offer not only whole pieces of meat, but also using the purchased equipment, minced meat or bone-in cuts. This allows every part of the beef carcass to be sold without wasting meat.

Vacuum packed beef is protected against external factors that could affect the safety of the product. Such packaging is attractive to consumers as it can contain «one-lunch» portions, thereby food waste may be reduced. Other processed products, such as cold-pressed bio oils or organic beetroot sourdough bread, also require refrigerated storage. Therefore, a cold store to provide refrigeration is under construction and is funded by the same project. The construction will also allow the range of products to be expanded in the future.

As part of the project, two means of transport are to be purchased. One of the vehicles will be for transporting a cattle trailer. The second vehicle will be a refrigerated truck, which will allow the cold chain to be maintained during product deliveries. The purchase of a delivery vehicle will also allow the vegetable acreage to be increased from 0.5 ha to 3 ha.

Deliveries arrive straight to the consumers' homes, which offers a convenient solution. The farms also plan to offer their products at local fairs and bazaars, including in Bytów, Słupsk and Gdańsk. Direct sale on the farm is possible as well, which creates opportunities to show how the food is produced and where it comes from.

Through such distribution, the farms aim to maximise customer satisfaction by offering convenient ways to purchase their products. Direct contact with the consumer allows for more precise definition of their expectations and needs. In addition, it creates an opportunity to talk about the product features and method of production and to promote organic farming as well as the closed circuit on the farm. Processed waste, such as pomace or fermented vegetable residues, is used as cattle feed, and then the cattle manure is used as fertiliser on the fields.



Main results

In the past, meat sales were at 600 Kg per year. Currently, thanks to the introduced solutions, meat sales increased to 1400 Kg and it is expected that this number will grow even more.

Short supply chains can promote high-quality, healthy products. Organic products sold directly on-farm are rare in the Polish market. The implementation of the project will increase sales due to the possibility of promotion and expansion of distribution. It is estimated that the number of clients will increase by 100-500 people and the amount of meat or vegetables able to be sold will increase by 100 % due to the larger means of transport. An increase in sales of organic beef is particularly foreseen as the Limousine cattle have been raised with high respect for animal welfare, which is increasingly attractive to consumers.

As part of the 21st edition of the nationwide competition «A method for success» in 2021, first prize was awarded to one of the six farms involved, the ecological farm in Jawory, for their processing of plant and animal products from their own raw materials.

Key lessons

Through cooperation, the six farms in the network are able to guarantee a greater variety of products as well as adequate supply throughout the year in the event of high consumer interest. Joint purchase of material goods through the project requires cooperation by the farms involved, who then also share distribution of each farms' products to their consumers.

Additional sources of information

www.folwarkpomorski.com.pl

This project has been categorised under 'Resilient futures' by the nominating National Rural Network