



**Connecting people, who care what they eat
with local food producers.**

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Jarina z.o.o., Rural Development Cooperative

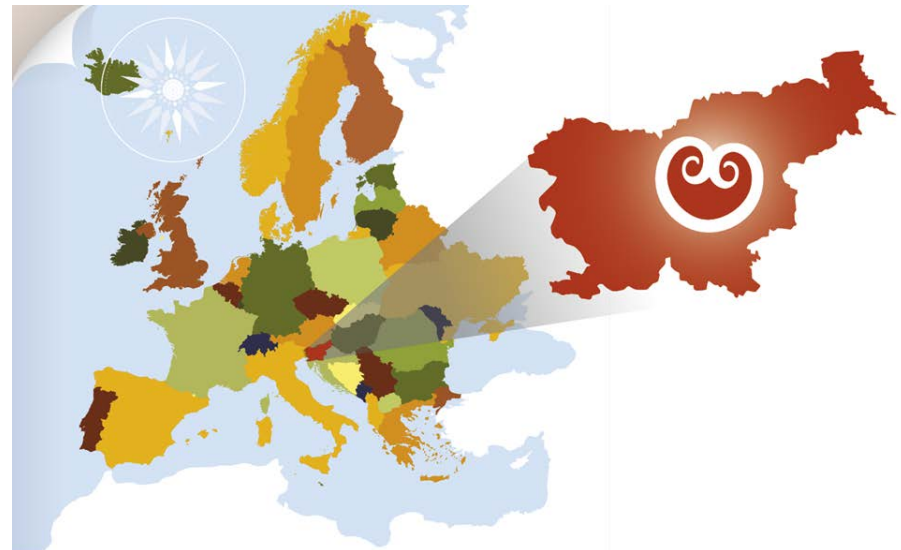
Kidričeva 1, 1270 Litija , Slovenia

Webpage: www.jarina.si

Brussels, 26. 5. 2016

Few facts about...

- established in 2004 as an Development centre of the Heart of Slovenia spin-off.
- 12 years development was co-financed through different national (municipalities, state funds) and EU funds (LEADER and others).
- tested different business models (distribution system; business primary focus - consumer or producer??...;)
- located in central part of Slovenia near capital city – market possibilities



Step by step local development process

- 2004 – establishment (aim: to improve the quality of life on local area)
- 2004-2006 - animation, trainings for individuals/producers; obtaining certificates and qualifications
- 2006/2007 – establishment agricultural crops and processed products in producers network in Dol pri Ljubljani – brand “Naravnost z dežele“ (Directly from the country side); www.nadezeli.si
- 2007 - first delivery of locally grown food for one school and one kindergarten Litija; by farmers
- 2007-2009 – enlargement of target area for food distribution – 6 municipalities



Step by step local development process

- 2010/2014 - next stage of company development:
 - expanding supplier and customer network in the Heart of Slovenia area, distribution control (Jarina supervise distribution to buyers);
 - outsourced driver with transport vehicle and storage facility
- 2015 and on...
 - purchase of transport vehicle and small interim storage facility
 - further development of suppliers and consumers network
 - work process optimization; dedicated staff;



Development of customers network:

2010: 5 kindergartens, 14 primary schools, 1 chain of restaurants and 1 inn;

2012: 11 kindergartens, 50 primary schools, 1 elderly home

2015: 79 kindergartens, primary schools and elderly homes;
and distribution of locally produced food to households (green box)

2016: expansion of marketing channels

- distribution to educational institutions and elderly homes
- distribution to restaurants and hotels (www.zelene-verige.si)
- distribution end consumers – organized groups of consumers /consumer communities (www.pridelano-doma.si)
- sales outlets at tourist spots – products that gained quality certificate Srce Slovenije



Locally produced food market development is supported by

- Increase of food quality awareness / importance to supporting local economy in general public (national, EU programmes)
- financial support to kindergartens and schools to purchase locally produced food: School Fruit and Vegetables Scheme; Slovenian traditional breakfast
- hotels and restaurants – guests demand / eco or environmental certificates demands (as Travelife)