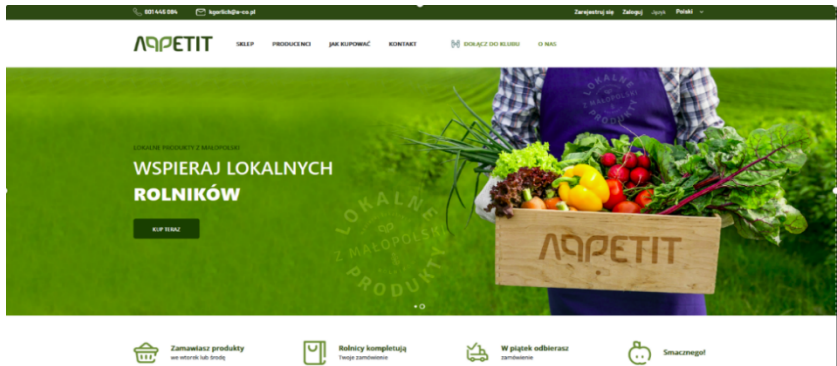


CORENET Good SFSC Practice No 5:	
Author:	Rafal Serafin
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <u>in English</u>	APPETIT Network - Digitising local food markets for improved competitiveness
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	The Network links together organisers of 4 local food markets in 4 different locations and their constituencies of producers, consumers and stakeholders . They have a common objective of growing their local food markets in scale and impact as farmer-centred short food supply chain ventures through sharing experience and learning from one another. Each of the 4 SFSC ventures is at a different stage of development, but the business strategy in each case is based using the APPETIT software platform to enable sharing economy solutions in marketing, logistics, transacting, documentation and impacts in order to reduce producer-consumer transaction costs. The strategy is replace the intermediary through a combination of automation and sharing of 'intermediary services' among SFSC stakeholders in each location.
b Distribution and logistics:	Each of the 4 local food markets is confined to a defined-geographical area. The APPETIT software allows the organiser to design and oversee a logistics solution based on farmers co-organising a logistics centre with multiple collection points and home deliveries. The distribution and logistics are adapted to the specific logistical constraints and opportunities of the farmers involved in each case.
c Regulatory compliance:	Participating farmers in each of the 4 locations are responsible for regulatory compliance of their own operations from farm to fork, including transaction settlement and related financial obligations. APPETIT platform functionalities enable farmers generate necessary documents.

d Better partnering:	The key the APPETIT network is that in each of the 4 locations, organisers are working to turn local food market stakeholders into partners, who are sharing in the costs, benefits and risks related to the delivery of 'intermediary services'. Partnering is incentivised and provides also the basis for the APPETIT business model in each location.
e Technology:	The APPETIT platform approach and solution lies in substituting the intermediary functions with an organisational model of automation coupled with stakeholder task sharing. The technology enables SFSC stakeholders in each location to operate a decentralized framework where every stakeholder—be it producer, consumer or promoter—assumes multiple role, contributing to both the supply and demand sides. The APPETIT platform is configured to meet the needs, constraints and opportunities of each location.
f Production & processing:	Production & processing is the responsibility of participating farmers and producers. To participate in the market, a farmer must meet the quality and location standards that are defined by peer farmers and validated by consumer expectations.
g Packaging:	Producers are responsible for packaging and presentation of their products. The APPETIT platform provides a means of collecting individual products into baskets of products, which can be collected in specified locations, at specified times.
h Branding and marketing:	Each of the 4 local food markets pursue their own branding and marketing. Each draws inspiration and learning from other locations. Participating farmers can market and brand their products within the framework of the platform and use platform functionalities to organise own marketing and collection.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The APPETIT network is peer learning, support and exchange for SFSC organiser. It has its roots in the Liszki Basket initiative in South Poland, which was developed by the Polish Environmental Partnership Foundation in 1995. An IT-enabled sales platform bringing together producers and consumers was established. The approach was replicated in other locations with advice and support from the Liszki Basket organisers, including the farmers involved. The approach was replicated in Kamienna Gora, where the municipal government purchased a license to deploy the IT PLM. SFSC initiators in 2 other locations sought to move their physical operations into virtual space, but in a different organisational arrangement. The SFSC in the 4 locations co-financed and co-created a completely new APPETIT platform, which continues to be developed to provide a means for SFSC stakeholders to share and automate "intermediary services" for producer-consumer interaction. Public advisors are engaged as stakeholders.
<i>*See The CORENET SFSC Charter 14. C SFSC ADVISING.</i>	

Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	APPETIT is a research and development network of SFSC initiators and organisers engaging stakeholders in 4 locations in different parts of Poland to grow local markets for locally-produced food. An IT platform co-developed has been deployed by SFSC initiators and organisers in the 4 locations, providing peer learning and mutual support opportunities. SFSC organisers share an interest and motivation in shaping an ecosystem of cooperation that turns stakeholders into partners who share risks, costs and benefits of SFSC growth and development in a competitive marketplace. Thanks to APPETIT software, participants or users in each location can take on multiple roles in both providing and benefiting from a sharing and automation of 'intermediary services'. This prosumer approach inherently streamlines the supply chain, fostering a system that makes use of unused resources as a means of achieving increased efficiency, reduced transaction costs, and enhanced market competitiveness. It is significant that diversity and decentralisation become the basis for competitiveness and growth. APPETIT users are incentivised to co-provide 'intermediary services' such as information sharing, transaction settlement, billing, logistics, reporting and measuring impact on an 'opting in' basis. There is no coercion or command-and-control as no single person is in charge. Sharing intermediary services in this way seeks to achieve greater efficiency and lower transaction costs. APPETIT is a work in progress.
	Main results/outcomes of the activity (expected or final)
	The hoped-for result of the APPETIT network is a strengthening of already functioning SFSC in the marketplace and an opportunity for start-up SFSC to use experience of already functioning SFSC to fast-track their growth and development. APPETIT is about replacing the intermediary by digitising and sharing 'intermediary functionalities' among SFSC stakeholders in specific locations by combining IT and organisational innovations. As a peer learning and mutual support network, APPETIT seeks to connect with other SFSC for mutual learning, benefit and support, with a view to campaigning for a more SFSC-friendly policy and regulatory environment.
	The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?
	The main practical benefit of the APPETIT network lies in engaging with the SFSC organisers in the participating local food markets for mutual learning and support. This might involve accessing and adapting the APPETIT platform in order to develop organisational arrangements that make more effective use of local resources and to propose novel solutions that can be shared across different locations.
	Further information/references:

	https://isotech24.net
Actors, stakeholders	SFSC initiators and organisers, farmers and other food producers, consumers, regulators, promoters, advisors and other SFSC stakeholders operating in a defined geographic area
Region, Country	Chojnice, Częstochowa, Kamienna Góra, Kraków (POLAND)
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.isotech24.net/publikacje
	•From the Earth (Kamienna Góra) https://zziemi.pl •Marchewka Mobilna (Kraków) https://marchewkamobilna.pl •Spizarnia - Lokalne Pożywienie (Częstochowa) https://spizarnia24.net •Koszyk Chojnicki (Chojnice) https://chojnickikoszyk.pl
Short title in <u>native language</u>	Sieć APPETIT - Zwiększanie konkurencyjności poprzez cyfryzację lokalnych rynków żywnościowych

Short summary for practitioners in native language (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).

APPETIT is a learning and mutual support network for SFSC initiators and organisers operating in Poland. Participating SFSC organisers are co-developers and users of a digital platform thanks to which, producers and consumers of locally produced food can organise a local food market based on direct sales, i.e. with intermediaries replaced by digital solutions and IT-enabled sharing economy organisation. In terms of IT, APPETIT is web-based application that is designed to support the process of establishing, organising, scaling and operating local farmers' markets where the suppliers are small farms and food processors employing non-industrial production methods. APPETIT enables farmers to determine their price and product offer without intermediaries.

The APPETIT platform seeks to enable participating producers, consumers and other stakeholders to create jointly innovative organisational models for growing local food markets. The approach is to automate and share functions that are typically performed by an intermediary, who too often, extracts disproportionate value from the value chain. In this way, transaction costs will decrease, not increase, with an increase in the number of participating producers and consumers, the range of products on offer and the volume of transactions. Intermediary functionalities, which provide the focus for APPETIT, include

- Presenting and marketing the offer (price lists, product and producer descriptions).
- Receiving and settling payments by linking to marketplace applications.
- Providing delivery logistics (i.e. pick-up points, sales sessions, storage, deliveries, etc.).
- Generating financial documentation (i.e. invoicing, financial documents).
- Sales reporting (i.e. tracking, buyer and seller activity, pricing policy, etc.).
- Impact monitoring through environmental, social and economic indicators.

The APPETIT network enables participant to explore and share flexible solutions that allow the intermediary functionalities listed above to be configured by the local food market stakeholders. SFSC organisers can respond to the needs, circumstances and potential of current and potential producers and consumers and stakeholders in their specific geographical area of focus - drawing down advice and support from peers as and when needed.