

CORENET Good SFSC Practice No 23:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	 
Short title in English	Kleeberger Kistl: A Cooperative 24/7 Self-Service Concept for Regional Direct Marketing in Lower Bavaria
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	LfL structured the overall business model (cooperative outlet with shared infrastructure), defined pricing/mark-up logic for cost recovery, supported basic financial planning (investment/operating costs, workload) and developed a replication-oriented approach for similar initiatives.
b Distribution and logistics:	Advice on practical delivery routines, restocking processes, product rotation, cold-chain handling, and the division of tasks between farmers and operator. Telemetry-based stock monitoring is used to improve replenishment efficiency and reduce out-of-stock situations.
c Regulatory compliance:	Support on food labelling requirements (incl. training), hygiene and quality assurance routines, traceability/basic documentation, and the legal feasibility of the cooperation model. A legal expert opinion was commissioned to identify suitable implementation options.
d Better partnering:	LfL brought interested farms together, facilitated cooperation, clarified roles/responsibilities, and supported the contractual set-up between producers and the local operator. Ongoing coordination via meetings/communication structures to manage assortment, rules and joint decisions.
e Technology:	Selection, procurement support and implementation of the vending/container set-up (refrigerated vending, payment solutions, telemetry/remote monitoring). Guidance on operating procedures (malfunction handling, monitoring, data use) and integration of cash and cashless payment.
f Production & processing:	Guidance on product suitability for the 24/7 channel (cooling needs, shelf life, portion sizes), quality standards, and assortment planning to create a balanced product range attractive for consumers while feasible for small farms.
g Packaging:	Advice on vending-compatible packaging (size, stability, readability), labelling placement, and practical handling for chilled vs. shelf-stable goods. Support for creating gift-box concepts (product combinations, presentation, practicality)
h Branding and marketing:	Development of transparency-focused marketing: onsite producer profiles, regionality communication and local outreach. Support for launch communication, ongoing promotion through local channels, and positioning the Kistl as a regional showcase that also attracts visitor groups.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	Publicly funded advisory and research support provided by the Bavarian State Research Center for Agriculture (LfL) within a state-funded research and innovation project, including workshops, on-site support, training and one-to-one consulting for farmers and the operator.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	

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.	The <i>Kleeberger Kistl</i> is a research and innovation project of the Bavarian State Research Center for Agriculture (LfL) that shows how small and medium-sized farms can successfully sell regional food through a shared 24/7 self-service vending container. Since January 2023, 21 farms within a 14 km radius supply about 95 products such as meat, sausages, eggs, cheese, vegetables, oils, spreads and snacks. Sales take place via refrigerated vending machines and open trust-based shelves with both cash and card payment. A local innkeeper operates the system, keeping running costs and workload for farmers low. The main result is a reliable and cost-efficient market channel for regional producers. Farmers no longer need to run their own farm shops or attend markets, but can reach customers all day and all week from one shared location. Transport, marketing and infrastructure costs are shared, while farmers receive fair prices. Food waste is reduced because products close to their best-before date can be used in the restaurant kitchen instead of being discarded. All practical results of the project are published openly by LfL, including investment costs, operating costs, working time and sales data (available on the LfL project website). Farmers were supported through workshops, on-site training and one-to-one advice on contracts, labelling, vending technology and marketing. This allows practitioners to set up similar systems with low risk and realistic cost planning.
	Main results/outcomes of the activity (expected or final) A fully operational and financially viable cooperative sales channel that delivers continuous local market access, shared infrastructure, reduced food waste and transparent cost structures for participating farms. 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? Use a shared 24/7 vending point operated by a local host instead of individual farm shops; combine digital stock control with gastronomic integration to lower costs, increase sales and reduce waste; use the published cost and performance data to plan replication. Further information/references: www.lfl.bayern.de/kooperative-direktvermarktung
Actors, stakeholders	21 regional farms, local innkeeper (operator), Bavarian State Research Center for Agriculture (LfL), Bavarian Ministry for Food, Agriculture, Forestry and Tourism (StMELF), local consumers.
Region, Country	Lower Bavaria, Germany
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	Photos and project documentation available on the LfL project website www.lfl.bayern.de/kooperative-direktvermarktung
Short title in native language	<i>Kleeberger Kistl</i>: Ein kooperatives 24/7-Selbstbedienungskonzept für regionale Direktvermarktung in Niederbayern
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).	Das <i>Kleeberger Kistl</i> zeigt, wie kleine und mittlere landwirtschaftliche Betriebe regionale Lebensmittel erfolgreich über einen gemeinsamen 24/7-Selbstbedienungscontainer vermarkten können. Seit Januar 2023 beliefern 21 Betriebe aus einem Umkreis von 14 km rund 95 Produkte wie Fleisch, Wurst, Eier, Käse, Gemüse, Öle, Aufstriche und Snacks. Der Verkauf erfolgt über gekühlte Automaten und offene Vertrauensregale mit Bar- und Kartenzahlung. Ein örtlicher Gastwirt betreibt das System, wodurch Fixkosten und Arbeitsaufwand für die Betriebe gering bleiben. Das wichtigste Ergebnis ist ein verlässlicher und kosteneffizienter Absatzkanal für regionale Erzeuger. Die Betriebe müssen keine eigenen Hofläden betreiben oder Märkte beschicken, erreichen aber dennoch rund um die Uhr Kundschaft an einem gemeinsamen Standort. Transport-, Marketing- und Infrastrukturkosten werden geteilt, während faire Erzeugerpreise erzielt werden. Zusätzlich wird Lebensmittelverschwendung reduziert, da Produkte nahe am Mindesthaltbarkeitsdatum in der Küche des Gasthauses weiterverarbeitet werden. Besonders am Projekt ist, dass alle Praxisergebnisse offen und kostenfrei veröffentlicht werden, darunter Investitions- und Betriebskosten, Arbeitszeiten und Daten zum Einkaufsverhalten (siehe Projektwebsite der LfL). Die teilnehmenden Betriebe wurden durch Workshops, Vor-Ort-Unterstützung und Einzelberatung zu Verträgen, Kennzeichnung, Automatentechnik und Vermarktung begleitet. Diese Kombination ermöglicht es anderen Regionen, ähnliche Systeme mit geringem Risiko und realistischer Kostenplanung umzusetzen.