

SFSC Advisinar - 20th April 2026

HOW FOOD HUBS WORK FOR LOCAL FARMERS: three examples from Ireland, Germany and Romania.

Speaker's short description



Joe Kelleher has 25 years experience in the Irish advisory system. In his current role as an organic specialist with *Teagasc*, Joe has a strong focus on assisting organic farmers accessing organic markets, with a particular emphasis on developing short supply chains.

One project he has a lead role in is "**Laying the foundations for the Mud West Bio-district**" which is Ireland's first bio-district. From this experience, central hubs are a key part of streamlining the logistics around the movement of food through the supply chain. This is particularly important when it comes to horticultural products.

In his presentation, Joe will detail how central hubs are key to flow of organic products through the bio-district supply chain.



LOCAL FOOD
ADVISORS'
JOURNEY 2026



Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.

Speaker's short description



Sophia Goßner is a food technologist and Head of the research group “Processing and Marketing of Agricultural Products” at the Bavarian State Research Center for Agriculture (LfL). Her work focuses on diversification, regional value creation, and innovative marketing models for agricultural products. Through applied research and practice-oriented projects, she explores how direct marketing, cooperation, and new business models can strengthen local food systems and support resilient farm enterprises.

In her presentation she will talk about “**Kleeberger Kistl**”, a German applied research project and a cooperative 24/7 self-service concept connecting 21 local farmers directly with consumers. By openly sharing practical data, tested solutions, and hands-on experience, the project helps farmers and regional initiatives develop and scale sustainable short food supply chain initiatives.



LOCAL FOOD
ADVISORS'
JOURNEY 2026



Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.

Speaker's short description



Judith Molnár (Physicist, Program Director at the *Civitas Foundation*, manager of the Helyénvaló Food Hub, and researcher in environmental economics) is a key figure behind the professional and community-oriented foundation of the initiative. She guides the development of the Helyénvaló Food Hub through long-term thinking, a strong commitment to local communities, and the consistent promotion of sustainability principles. Her work focuses on supporting local producers, building trust-based relationships, and developing operational models that can serve as inspiration for other communities.

In her presentation she will talk about the creation of **Helyénvaló food hub**, grounded in more than fifteen years of community development work carried out by the *Civitas Foundation*, making its launch as a social enterprise a natural and consciously built progression. The initiative represents a practical model of short food supply chains, establishing direct connections between local producers and consumers.

Helyénvaló goes beyond the distribution of local products: it plays an active role in promoting environmental awareness, social responsibility, and community building. Its development has followed a step-by-step approach guided by its founding values—operating for nearly eight years in a physical space, and for almost six years in the online environment.

Helyénvaló = proper and local



**LOCAL FOOD
ADVISORS'
JOURNEY 2026**



Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.