

Good Practice of Smallholder Supply Chain Collaborations



Author information	
Country	Ireland
City	GALWAY - Kinvara & Oranmore and various Location
Organization	Neighbourfood www.neighbourfood.ie

Good practice general information	
Title of a Good practice	Using digitization to facilitate routes to market for smallholders
Country/region/city	Co. Galway and other Locations
Short information	Neighbourfood
Detailed information	Neighbourfood connects the wonderful small scale local Bakers, Veg growers, Farmers, and Food Producers with everyone through a weekly online shop. Each Friday, the producers list what they have for sale in the online shop. When the shop closes the following Tuesday the producers get busy fulfilling the orders...picking the fresh vegetables to order...baking the cakes...roasting the coffee. On Thursday the products are dropped off at the collection point and boxed up in time for collection when you can stop by and pick up the goods! The system ensures that the producers know what is needed for the following week and there is no waste. Also the producer does not have to spend his/her day at a market. The goods are also paid for in advance so that the

	producer can cashflow his/her business Asmall % of the retail price goes to Neighbourfood who provide the online retail website and collection venue
Evidence of success	<p>There are now over 30 Neighbourfood markets operating throughout the country. The model has achieved strong loyalty from those who want to be able to source high quality artisan and organic food. For example, the Galway site supports many smallholders including :</p> <ul style="list-style-type: none"> • Burren Free Range Pork http://www.burrenfreerangepork.com/ • Coolfin Organic Bakery https://www.coolfinbakery.ie/ • Beechlawn Organic Farm http://www.beechlawnorganicfarm.ie/ - • The Merry Mill https://www.themerrymill.ie/
Challenges	Neighbourhood began in the lockdown when people movements were restricted and when Markets were also not operating. Now that people have no restrictions on their movement, they have changed their shopping habits and so the model has had to adapt to being a hybrid of both regular Farmers Market shopping and ordering online
Potential for learning	This model can work anywhere there is a venue to collect produce and it also can operate outside normal market hours to facilitate people on their way home from work