

Good Practice of Smallholder Supply Chain Collaborations



Author information	
Country	Ireland
City	Co. Cavan
Organization	The Local Greenbox Cavan- Founder Imelda Mullen https://thelocalgreenboxcavan.clickandcollection.com/

Good practice general information	
Title of a Good practice	Quality Local Produce available directly to consumers
Country/region/city	Co. Cavan, Ireland
Short information	Founder Imelda Mullen founded The Local Greenbox Cavan to establish a bridge between smallholders, artisan produces and the customer
Detailed information	In particular, the project supports the short food supply chain concept. Smallholders and artisans in the area get their produce to Imelda and she organises 2 collection venues in Cavan Town and Ballyconnell. A new one is planned for Virginia. She takes a small percentage for managing the collection points and it means that the producer can hold on to most of the retail price of the product. The producers do not need to lose 2-3 days per week at farmers market stalls, which they can spend getting their produce ready as The Cavan Greenbox looks after the retailing of the produce
Evidence of success	Evidence of success is that there are now 3 collection points in County Cavan and the variety of produce on offer has expanded greatly Also all the organic growers and artisans in the county use the service including here are some examples:

	<ul style="list-style-type: none"> • Corduff Organic Farm https://thelocalgreenboxcavan.clickandcollection.com/menus/ballyconnell-collection-only • Corleggy Cheese http://www.corleggycheeses.ie/ • Irish Organic Meats https://tasteleirim.com/listing/irish-organic-meats/ • Annalee Organic Gardens https://annaleeorganics.com/ • Ruddens Family Ffarm https://thelocalgreenboxcavan.clickandcollection.com/products/milk-organic-raw-fresh-1ltr
Challenges	<p>One of the biggest challenges was to get producers to buy into the idea as they would not have control over the final sale of their produce. The integrity of the founder was the key and once the first producers came on board others quickly followed. Trust is the key to the success of the system.</p>
Potential for learning	<p>County Cavan is a very rural part of Ireland with a lot of producers and artisan scattered over a wide geographic area. There is no reason why with a key individual to manage the collection of produce from smallholders and artisans and with the ability hold collections at key locations in the larger towns that this could not work nationwide</p>