



Welcome to our project

Sustainable Smallholders EU is an adult education initiative to empower and equip smallholders (and those who educate & support them) with skills and knowledge to improve the viability of their holdings by championing the local/heritage value of their produce, transforming their supply chain management and enhancing their environmental/climate action contributions in line with the UN's sustainable development goals.

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www.small-holders.eu



EXPLORING CHALLENGES AND ALTERNATIVES FOR SMALLHOLDERS IN THE WIDER MARKET

UNDERSTAND THE LANDSCAPE

The Supply Chain Collaboration Toolkit explores how smallholders can develop formal relationships with key partners in order to grow their success and profitability

Although the number of small farms in Europe has fallen due to consolidation and intensification, some small farming enterprises have found ways to thrive by exploring alternative routes to market.

The increasing consumer demand for premium products and advances in technology, particularly the rise of social media, has opened up new opportunities for smallholders to access a global market, while data and analytics are driving more informed decision-making.

Furthermore, concerns over climate change and biodiversity are leading to a growing interest in sustainable food production, which provides smallholders with an opportunity to differentiate themselves and take advantage of changing market trends.

Overall, while the challenges facing smallholders in Europe are significant, there are also many opportunities for them to succeed and make a positive impact on the industry.

Understanding your opportunities and risks will be vital in developing a robust supply strategy to ensure that your time (and money) is spent wisely. Planning for the future, understanding limitations and working with others can help you scale up your efforts and capacity quickly and effectively. In addition, it may be that diversifying your offering and operation can offer better returns on the inputs you invest.

1 UNDERSTAND THE SUPPLY CHAIN



2 LEARN TO FIND YOUR NICHE

Offering a different, potentially superior product, perhaps produced in a more ecologically sound way, through more humane welfare standards, or a different flavour, look or texture to the more commonly bought breed or crop can enable you to charge a premium – if you can get it to the right market/customers.



3 BRAND UP

Building a brand for a small-scale producer can be challenging and expensive. However, collaborating with existing brands or cooperatives can help sell products and benefit from established marketing efforts. Joining an existing brand or co-op may be a practical option for small-scale producers who want to avoid the costs and time associated with creating their own brand.

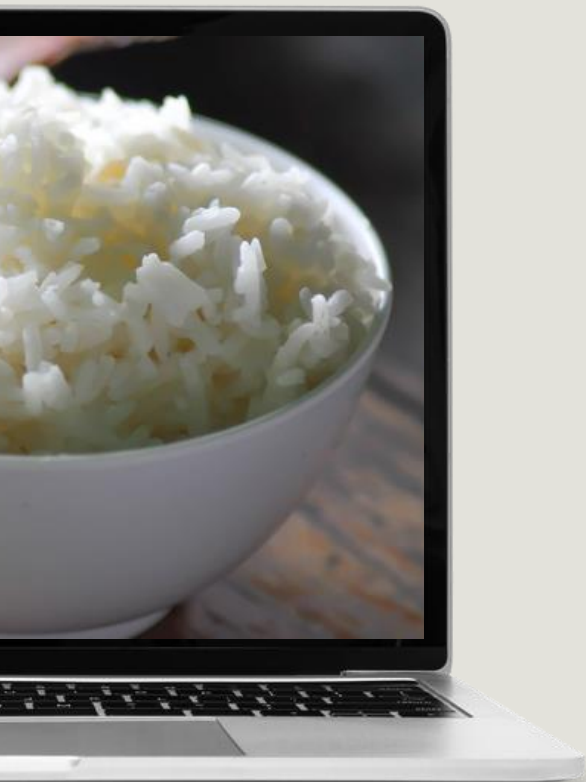
4 UNDERSTAND YOUR PRODUCT

Smallholders are unlikely to compete on price or access larger markets, so they should focus on developing premium products that appeal to the higher end of the market, such as rare breed or environmentally responsible produce. This approach can provide a unique selling point (USP) for the smallholder. Collaborating with other smallholders to create a brand with shared values and standards can further add value.



CÈRCOL COOPERATIVA

The local sale of rice. Directly to the small consumer.



Cèrcol was born as a protest against an agri-food model that forgets producers and the environment. As producers, being able to reach consumers directly without having to go through large monopoly companies helps them to adapt production to what they really need.

It is a cooperative that gives greater presence to women and young people, because they are more vulnerable when it comes to looking for employment. This cooperative has chosen a sustainable model, with minimal impact, prioritizing organic farming techniques. They deal directly with the consumer. They are funded through crowdfunding.

Rice orders are prepared individually, with reusable containers, so that it is possible to calculate a family's need for rice consumption for a month and to have the product monthly, thus minimizing the distribution chain.

They were formed in 2018 in Australia. They learned how a family organic rice farm works: Randall Organic Rice. Being the first brand of organic rice in Australia, with the help of a "micromolino".

It is a cooperative very committed to society: to producers and consumers. This company is very much identified with the Valencian culture.

6 STEPS TO SUCCESSFULL COLLABORATION



“

Your small business standards will likely mirror your personal standards, and your customers, clients, and employees will form an opinion about your business – and your brand – based on these values.

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FOLLOW OUR JOURNEY:
Supply Chain Collaboration Toolkit
Download and Learn!



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FOLLOW OUR JOURNEY

The partnership of the project consists of the following organisations:

- [The Nationwide Caterers Association](#)
- [Momentum Marketing Services Limited](#)
- [European E-Learning Institute](#)
- [Mancomunitat Ribera Baixa](#)
- [Slovak University of Agriculture in Nitra](#)
- [Gal Meridaunia](#)
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