



AGRICULTURAL COOPERATIVE 'QUALITY OF LITHUANIAN FARM'

A cooperative offering rustic products to the urban dweller

Identification data:

Name: Agricultural cooperative (agri-cooperative) 'Quality of Lithuanian Farm'

Location: Kaunas, Lithuania

Year established: 2008

Offer: various Lithuanian farm products

Web / Facebook / Twitter: <https://mobilusturgelis.lt/>, <https://www.facebook.com/lietuviskoukiokokybe/>

The main goal of this cooperative is to promote natural Lithuanian produce and bring it back to the table of the city. With the demand for natural Lithuanian rural produce, especially in the big cities, the idea of mobile farmers' markets was born in the Chamber of Agriculture. As noted on its website (<https://mobilusturgelis.lt/>), the "Quality of Lithuanian Farm" Farm currently manages the mobile markets and brings together farmers who grow, process, and sell food products. The mobile farmers' markets were established as a bottom-up initiative and are looking for various development opportunities, and seeing the high demand for rustic products and produce, they are trying to expand into large retail chains. For example, in the biggest Maxima stores, fresh produce and all the goodies come straight from the farmers to the "Greetings from the countryside" counters. This is a unique, customer-oriented and beneficial cooperation for both the farmer and the supermarket chain, offering real rural products to the urbanite. Another excellent example is the network of farmers' shops under the roof "Kraitė", where the focus is on natural and traditional Lithuanian food, natural and fresh produce.

This cooperation is a success story, focused on the customer. The Mobile Farmers' Markets were set up as a bottom-up initiative by the Chamber of Agriculture of the Republic of Lithuania in cooperation with the Ministry of Agriculture of the Republic of Lithuania, the State Food and Veterinary Service of the Republic of Lithuania, the municipalities of the cities of Vilnius and Kaunas, the National Consumers' Federation, and other relevant institutions.

Until 2008, there was virtually no scope for farmers to market their produce themselves, without intermediaries. As a result, there were few people involved in processing their own produce. The demand for natural Lithuanian farm produce was high, especially in big cities, and the idea of mobile farmers' markets was born. While farmers has outlet for their products, they could focus on product diversification and processing.

The cooperative is looking at different ways of getting its products to the consumer. The advantage of "Greetings from the countryside" is its opening hours. Mobile markets, a network of farmers' shops under the roof of the Kraitė farmers' market, and mobile farmers' markets are available at convenient times for consumers. Initiative also organise Neighbourhood Days. During those events, 'šakotis' is baked and served to people, and products from Lithuanian farms are available for purchase. These include traditional Lithuanian homemade bread, cottage cheese, traditionally smoked meats, vegetables, fruit and other delicacies.

The members of the cooperative are looking for various development opportunities. Seeing a strong demand for rustic products and produce, they succeeded to enter into large retail chains. Further expansion is anticipated.

Photos:



Products offered to consumers

(Source: <https://mobilusturgelis.lt/apie-mus/>)



A network of farmers' shops under one roof, “Kraitė”

(Source: <https://mobilusturgelis.lt/kraite/>)