



URBANFOOD FAMILY

Functional food developers

Identification data:

Name: UrbanFood (brand name of JSC Kvalitetas)

Location: Dotnuva, Kėdainiai district, Lithuania

Farm size: 0,5 ha.

Year established: 2015

They produce functional RAW products.

Web / Facebook / Twitter: <https://www.urbanfood.lt>; <https://www.facebook.com/urbanfoodlt>

UrbanFood is a family business developed by two generations. UrbanFood is very easy to reach when traveling from Kaunas, Vilnius or Klaipėda. The business is located in the town of Dotnuvė (Kėdainiai district), in a quiet and forested area, on the bank of the Dotnuvė river.

Urban Food - functional RAW products, such as a variety of berries, vegetables, herbs, seeds powder, and their mix. It is a blend of European "super-food" and "fast food". These products are innovative and have the highest quality and enhanced functionality, developed in collaboration with scientists. Food powder is used to improve nutrition value and taste, to color and decorate food. These products are innovative and, most importantly, created in Lithuania from local raw materials in cooperation with local farmers and scientists. Food production processes include: cleaning, refrigeration, drying, milling, sieving, mixing, packaging, logistics.

Dalius and Saulė Serafinai, daughters Gintarė Laucė and Viltė Serafinaitė currently work in the Urban Food business. All of them are not only a harmonious and united family, but also cooperating colleagues, for whom the preservation of the highest possible nutritional value is the most important value.

The business idea came to Saulė, who, by profession, is a financier. Dalius is a professor at University, a nurturer of the principles of a socially oriented green economy, who raises ideas and development strategies of UrbanFood's activities. Saulė rationalizes all emerging ideas, measures how rational and valuable a new idea can be. Gintarė is engaged in business marketing and communication. Viltė responsible for production of raw materials, planting of homesteads, plant growing works. She from 2020 has been running as young farmer.

Family developed a grinding methodology for grinding without heating the raw material, preserving nutrients, biologically valuable substances.

The farm grows medicinal plants, fruits and vegetables. Products are produced according to the following categories: natural foods, pure food of high biological value, food supplement, condiments. Freshly picked or frozen berries, vegetables, fruits and medicinal plants are dried. From 2021 began to produce hydrolates or otherwise flower water. Hydrolates are obtained by distilling plants. They can be used as a revitalizing, toning, disinfecting agent.

Entrepreneurs since 1997 are active members of the Quality Management Association. Dalius is a member of the Council of the Lithuanian Union of Scientists and the Council of Lithuanian SMEs.

Entrepreneurs are members of the iVita cluster. The iVita Health Technology Cluster is a group of companies that aims to foster innovation and increase collaboration and synergies in the development of health technology products.

From 2021 became official members of Vilnius Chamber of Commerce, Industry and Crafts. The informal communication that has been going on for years has turned into a full membership that will help you move faster.

Participation in the above-mentioned associations helps to expand the knowledge in the field of product and activity innovations, expands the circle of relevant and potential partners. Participation in the activities of associations requires a time investment and a relatively small financial investment.

The main advantage of cooperation is balanced growth, making the best use of one's own and partners' resources and competencies, the opportunity to specialize in those processes that you know best and can manage them with the help of your people and infrastructure. Cooperation also has its challenges - logistics is becoming more complicated, as intermediate and final products need to be transported, and internal communication is complicated.

The Urban-Food successfully implemented a wide range of projects until 2015. Entrepreneurs participated in several support measures of the National Rural Development Program. An automatic dryer was purchased with support; 200 sq.m. food production premises, borehole, cleaning equipment, field of medicinal plants established, territory arranged, educational premises installed.

It is one of the first functional food production businesses established in Lithuania. Businesses associated with high biological value products and quality services. Entrepreneurs are very innovative, they say yes to various offers right away and then decide how to do it. They are constantly haunted by the desire to move forward, as products are needed by people who care about their health, demand is growing, consumers are satisfied.

Consultations are taking less and less time, but the focus is also on the production and sale of cosmetic products and educational programs. Now the creators of the exclusive business are happy to have the opportunity not only to independently produce large quantities of products, but also to invite guests to educations and tastings at their premises in Dotnuva.

Photos:



Viability of small farms managed by young farmers under new "farm-to-fork" strategy (2020-1-CZ01-KA203-078495)

