



Regional partner involvement



Best practice criteria

ADVANCED LOGISTICS

Logistics of the AFN is well advanced and organized.



SUSTAINABILITY

Environmental, economical and social aspects are key.



TRANSPARENCY

Openness in action builds trust.



LOCAL FOCUS

Local roots and regional commitment are part of the identity.

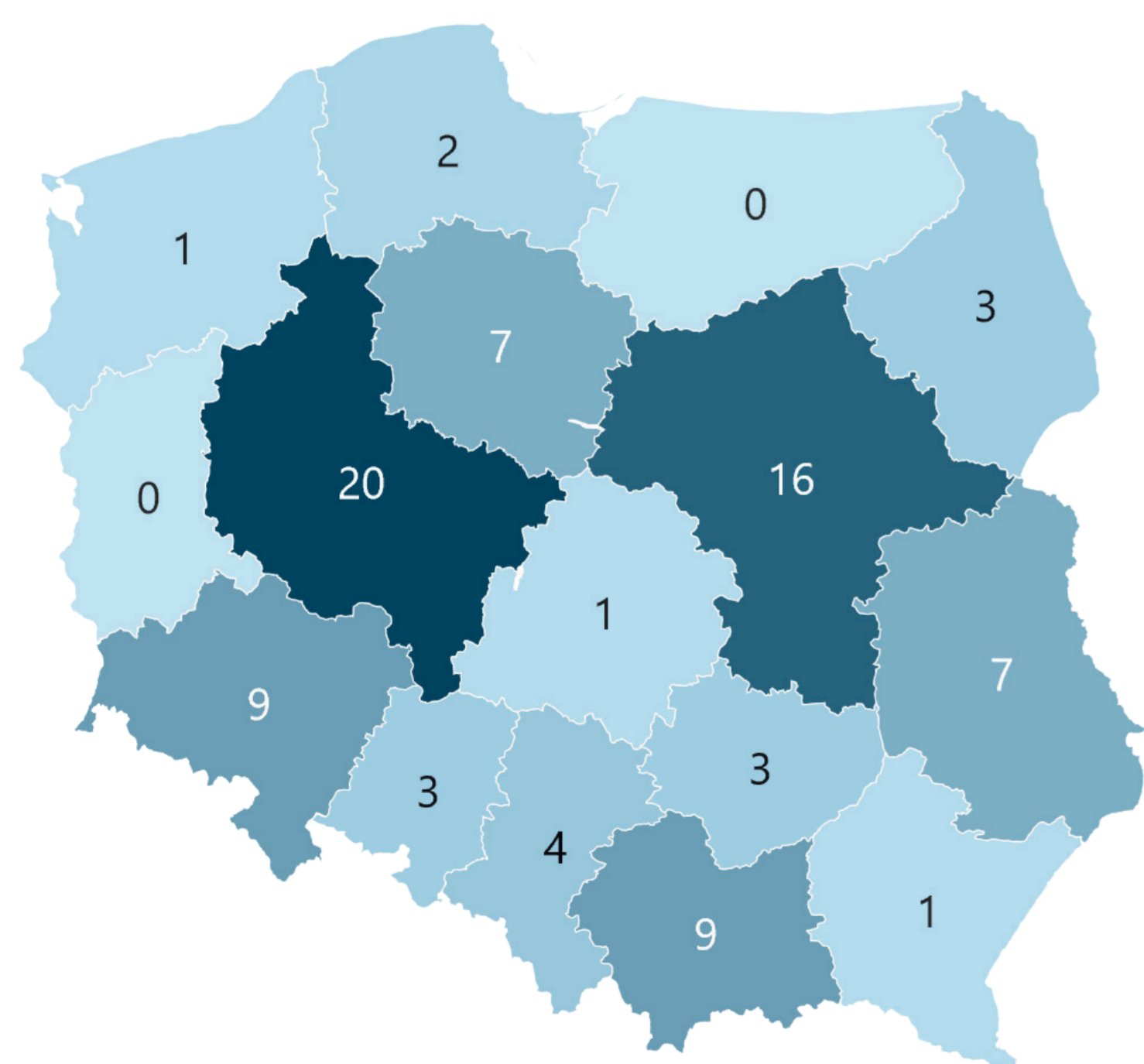


DIGITALIZATION

Comprehensive information along the supply chain is essential.



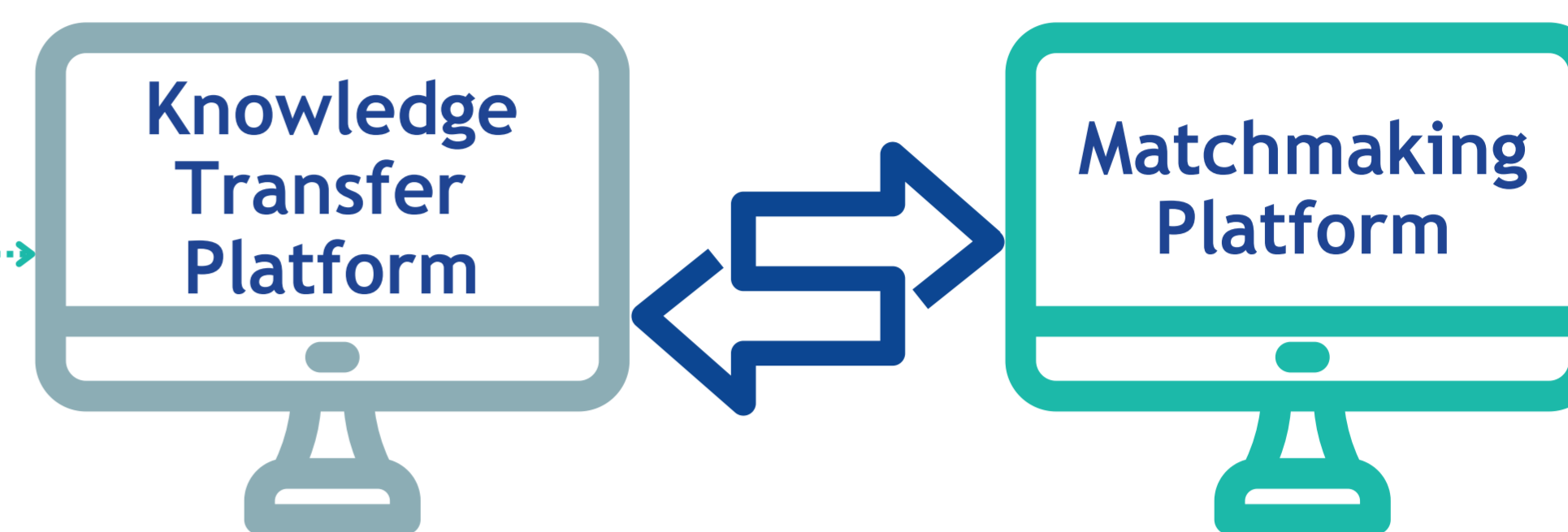
Geographical location



Geographically, most AFNs are located in the voivodeships (regions) of Wielkopolska (22%), Mazowieckie (17%), Małopolskie (10%) and Silesian (10%).

LOGISTICS SOLUTIONS

Inputs



CONCENTRATION OF DEMAND AND SUPPLY IN ONE PLACE

An important problem for the organic food producer is reaching the customer. An interesting solution is to create a cyclical market (e.g. once a week) managed by farmers in large urban centres. This allows farmers to shorten the distribution channel, preserve margins, minimise customer service time and concentrate customer purchases for a few hours per week, giving valuable time to deal with agricultural production. With access to a wide range of organic products directly from the producer, customers become accustomed to a fixed buying period quite easily. Direct contact between the producer and the customer also facilitates building of mutual trust and flow of information.



CONSOLIDATION OF THE ORDERS

A third-party purchasing platform bringing together different manufacturers allows online orders to be placed with different suppliers, which are fulfilled by couriers the next day. Consolidating the collection of orders from suppliers makes it possible to reduce the length of couriers' routes and thus reduce carbon footprint by picking orders from different suppliers.

Consolidation method: consolidation in a shared space (warehouse). The shared warehouse also allows customers self-collection, when the order has been completed. The customer receives a one-time access code to the warehouse, from which he can collect the goods at any time.

Type of drive: the type of vehicle depends on the type of goods - if the product requires a cold draft, delivery is done with an electric car, if not, delivery is done with bicycle or electric bicycles.



ONLINE SHOPPING MULTI-PRODUCER PLATFORM

By using one purchasing platform by several users, the ordering process can be digitalised for everyone.

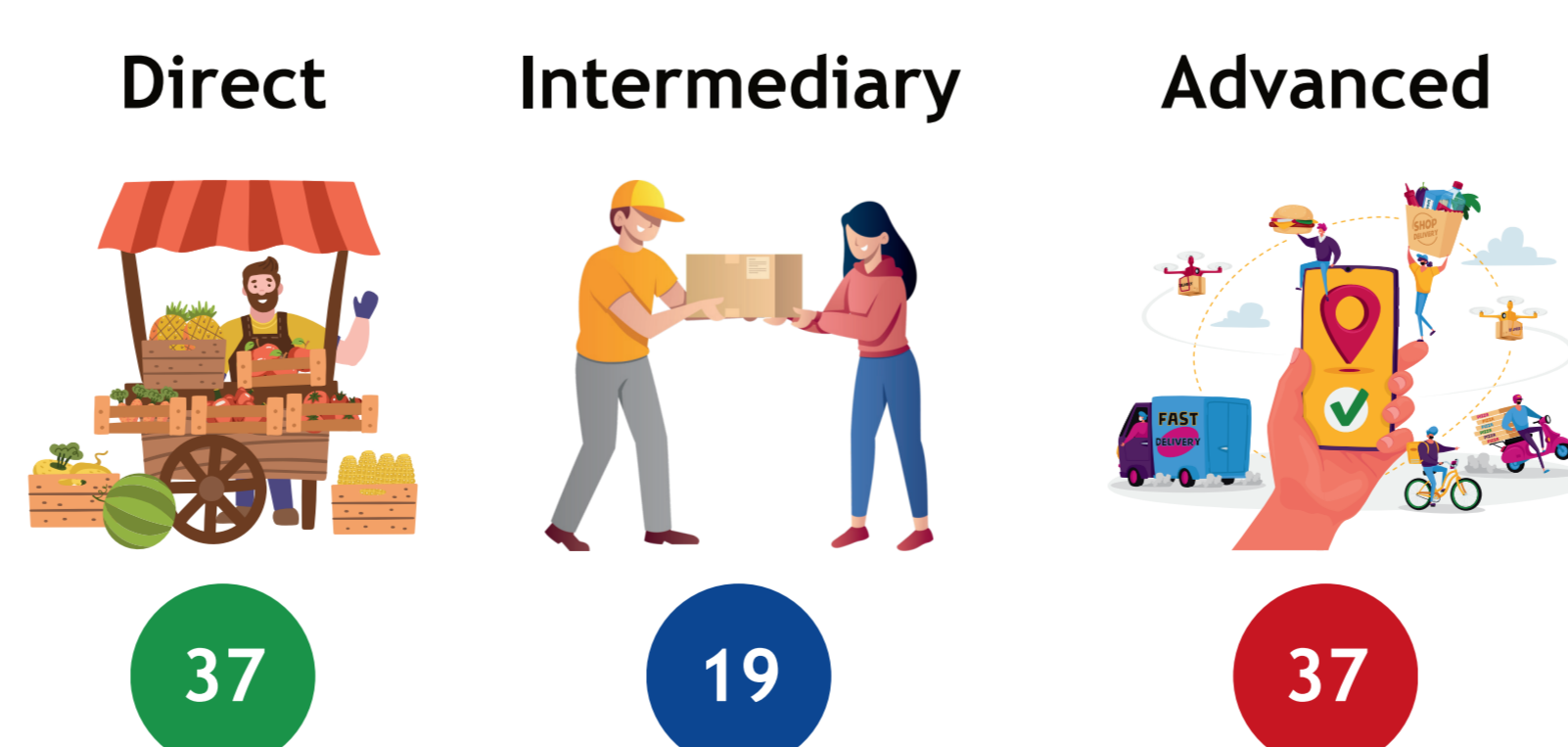
The customer on the shopping platform can place an order with multiple suppliers, and make one aggregated online payment. The order is consolidated and delivered to the customer's door according to the manufacturer's delivery terms.

A particular advantage of the joint purchasing platform is the variety and detailed description of the products, including their origin. Certificates are available if the product has them.

The website is intuitive and allows local producers to reach a wider audience while consolidating orders from several producers at the same time.

AFNs' level of complexity

The research has identified over 93 AFNs across Poland.



Forms of identified AFNs

