

CASE STUDY EE-1 MARKETING OF LOCAL, ORGANIC AND ARTISAN FOOD

BRIEF PROFILE OF THE CASE STUDY

- This case study explores the marketing of local, organic and artisan food from small-scale producers and processors in Estonia through the shop-in-shop approach (special areas in larger supermarkets/shopping centres in 4 cities; 18 in total across Estonia).
- This private initiative encompasses a supermarket chain, 2 shopping centres, 2 retailers, ca 200 micro-enterprises producing local, organic, artisan/farm food.
- The main aims are to 1) offer marketing opportunities for micro-enterprises through mainstream marketing channels which would otherwise not be possible/very difficult to reach and 2) make this quality food more easily available to Estonian consumers.
- The main environmental and social benefits studied are 1) rural vitality, 2) environmental benefits associated with organic and/or extensive farming, i.a. biodiversity; soil functionality; water quality; landscape character and cultural heritage; farm animal welfare.



KEY FACTORS IMPACTING THE PROVISION OF ENVIRONMENTAL AND SOCIAL BENEFITS

- The main question for many micro-entrepreneurs (food producers/processors) in Estonia is “where to sell the products? Where to find a market?”. In fact, because of the small quantities they produce, a less stable supply, more complex and expensive logistics, etc. large retailers in Estonia are often not very interested in contracting small food businesses, including farmers processing their foods.
- Without such market possibilities, many micro-enterprises have to relocate outside the countryside to grow, or stop the production of food altogether (e.g. farmers).
- At the same time, there is a growing consumer demand for local, artisan and organic food in Estonia and the EU.

EMERGING FINDINGS AND CONCLUSIONS



- The provision of marketing opportunities for micro-enterprises is crucial for provision of the social benefits observed in this case study, especially rural vitality.
- Consumer awareness about the environmental and social benefits associated with local farm and organic food is quite low, but is increasing rapidly. The higher the consumer knowledge and interest in buying such products, the higher the success of the approach.
- In view of the potential of this initiative in Estonia, there is a high potential to increase the provision of environmental and social benefits as well as attracting new similar initiatives.
- Initiatives of such type is highly dependent on personal enthusiasm of some active people.

