

Organic product sales through the Internet

Estonian ways and possibilities

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WHY?

- 7 farmers, who wanted to have direct sales
 - Very small organic farms



- Started with direct box scheme 2006
- It was difficult to arrange/coordinate production and sale of vegetables jointly

www.let.ee history

- We decided to establish a websystem for selling and accounting
- Managed by South-Estonian Food Network SEF
 - SEF is established in 2008 in Nopri Dairy farm
 - 7 very small farms are members

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Requirements to the SEF websystem

- Customers can select and buy large choice of organic farm products
- Farmers can sell their products
- Farmers, customers and SEF can compile and collect their bills in the same place
- SEF can build up logistics scheme with a delivery map
- All users get an overview about process through messages: about declaration of products, start of ordering round, acceptance of orders, delivery time of products etc
- Customers receive the news

So, there were 6 different functions and actually there are also 6 separate websites, what will be introduced in the following slides:

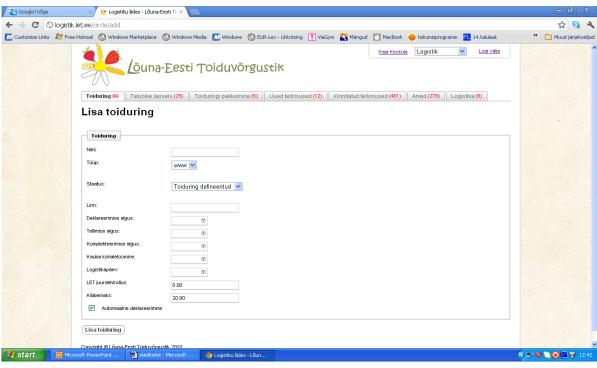
- admin.let.ee
- logistik.let.ee
- www.let.ee- e-Shop
- telli.let.ee
- hulgi.let.ee
- Websystem management

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logistik.let.ee, admin.let.ee functions:

- Managing of the whole websystem and databases
- Having information regarding the variety of products
- Having information regarding the process of selling
- Managing logistics of products
- Establishing delivery plans for retail and wholesale

logistik.let.ee

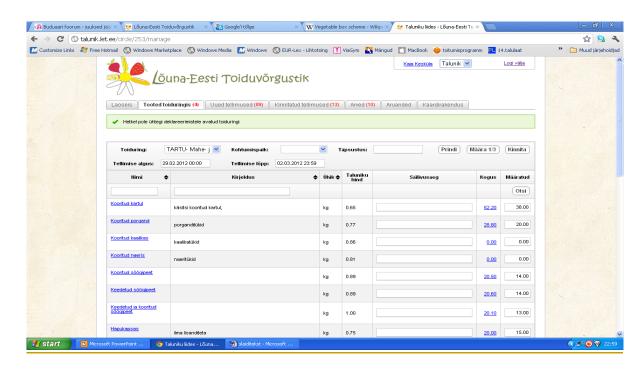


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The gate for farmers - talunik.let.ee

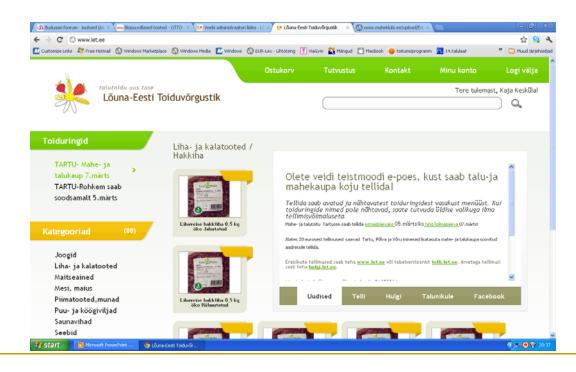
- Farmers can have virtual stock of their products with their own, wholesale and retail prices on their account
- They will declare quantity of their products for the certain date delivery
- After ordering deadline, farmers can get and print out summary of their orders
- Farmers have to pack all products as fixed in orders

Farmers gate talunik.let.ee



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e-Shop www.let.ee (first version of 2011)



e-Shop for private customers

- Customers have they own account, where they can order and see logistics plan, how to receive their ordered products
- At the time when the ordering round is open, customers can order organic products like vegetables, dairy products, herbal teas, meat, flours, eggs, honey, etc
- Home delivery begins with orders from 20€

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Slide 11

PP5

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Real life

 After ordering deadline farmers pack products according to the orders



- SEF collects products also from other farmers
- All orders from customers will be compiled from products of different farmers
- At delivery time we deliver ordered products to the clients

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Customers

- In retail database 346 persons
 - mainly young mothers
 - families with children
 - environmentally conscious people
- In wholesale database 30 enterprises
 - Kindergartens, schools
 - Small shops

In farmers database 28 farms

Most popular products

- Organic eggs
- Organic cheese, cottage chees, milk and yogurt
- Organic cabbage, garlic, onion and carrots
- Rye flour, spelt flour, wheat flour
- Organic potatoes
- Organic minced lamb and minced beef

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