

REKO-RINGS ***A DIRECT-MARKET MODEL*** ***FROM SCANDINAVIA***





Practical Farmers of Iowa

*BY REBEKKA BOND
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Presentation

- An introduction to the REKO model.
- Some history and experience from Scandinavia.
- How to get started?

REKO is an acronym for
“fair consumption.”

At least, the spelling works out in
Sweden, where the phrase for the
same is “rejäl konsumtion.”

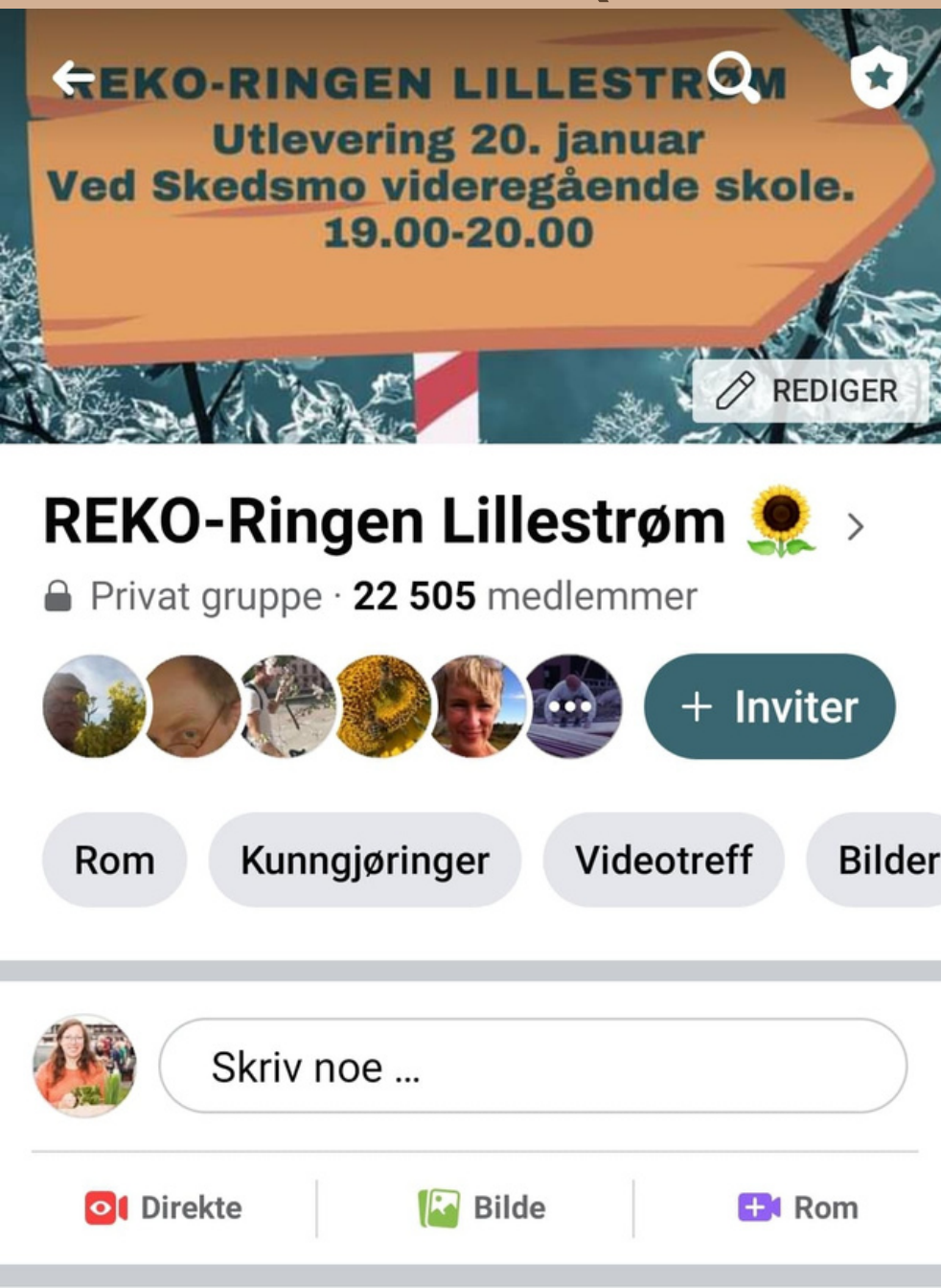
It's a model that connects customers directly with local farmers, makers and growers, with a shared goal of supporting small scale producers and creating a market that encourages ethical production values.



An online pre order market

The purpose of a REKO-ring is to establish an online local food market, offering an effective, direct and easy way for both local food producers, and consumers.

A REKO Ring has a private Facebook Group where the farmers advertise what they have available to purchase with a fixed pick-up day.
(Twice a month. Every week.. up to you)



← Date, time, place
for the delivery.

21:35 4G TALE1 38%

← REKO-Ringen Lille... 🔍

 **Silje Tærud** 11. jan. kl. 10:10 • 📍

Onsdag 20. januar kl. 19.00 til 20.00 på parkeringen ved Skedsmo VGS kan vi fra Sandsnes Gård tilby følgende:

STORFE: 🐮
"Biffkarbonader"
Nydelige biffkarbonader, perfekte på koldtbordet, middagsbordet eller grillen. Karbonadene er fryst enkeltvis så det er enkelt å ta opp ønsket antall. Inneholder 88% kjøtt. Vi tar kun ut indrefilet og entrecote... Se mer

PRODUSENT





[Se innsikt](#) 6 986 rekkevidde for innlegg

🏷 Annonser for bestilling av mat

👍 11 98 kommentarer

< Svar

 **Elin Brend Bjørhei**
Jeg ønsker å bestille to brett med egg 😊

1 u Liker Svar

 **Silje Tærud**
[Elin Brend Bjørhei](#) det er notert! Tusen takk for bestillingen. Du har bestillingsnummer 28. 😊

1 u Liker Svar 1 👍

Customers order by commenting on the vendors post, and pay the producer by direct deposit. Each week at a pre-determined location and time, producers aggregate to place the orders into their customers arms.



pickup

All the vendors
deliver preordered
food on the
announced day,
time and place.

Together'

3 principles

1. No intermediary (you make and sell your own products)  DIRECT SALES
2. No payment.  FREE
3. Producers follow and are responsible for following tax regulations and food security guidelines.  TRUST

History

REKO started in Finland in 2013 as a way to explore solutions to the problems local food producers experienced in not getting access to the traditional distribution channels of traditional grocery retail.

Norway

Small scale farming
average farm is 101ha.

- However...
times are changing.

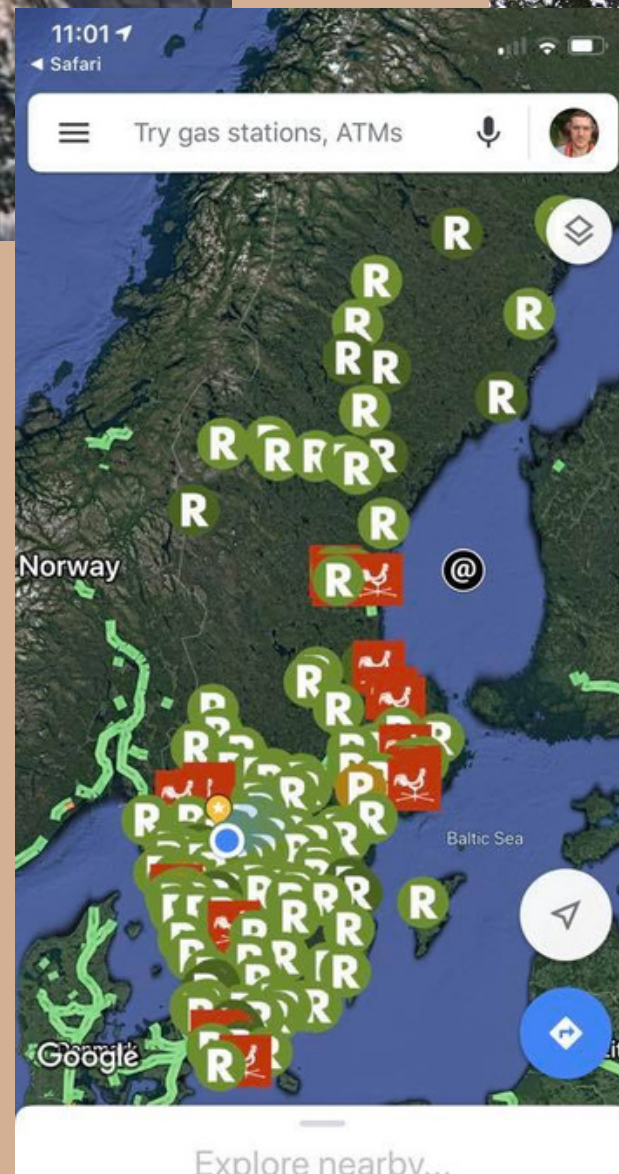


How it started in Norway

Project

- Increase the income base on the farm and create more jobs with local distribution.
- For the smallest producers, it will be difficult to achieve large enough volumes to ensure a good enough income based on raw material production delivered to the major wholesalers.
- Direct market sales with short distribution chains.

Sweeden tour



REKO TO NORWAY

October 2017



Norway

REKO-ringen Hafj

Lillehammer

Drain

Freakstad

Staiger



- **120 active groups in Norway**
- **600 000 group members**
- **Estimated annual turnover: 14 million \$**

A map of Scandinavia, including Sweden, Norway, and Finland, is shown. The map is covered with numerous blue location pins, indicating the presence of REKO-networks. The pins are densely packed in the southern and central regions of Sweden and Norway, and more sparsely distributed in Finland. The text "500 REKO-networks in scandinavia" is overlaid on the map in a large, bold, black font. The background of the slide is a solid light brown color.

500 REKO-networks in scandinavia

Going global!





REKO STEP BY STEP

HOW DOES IT WORK

1



Administrators announces a new delivery date with information on the Facebook group header. The announcement contains accurate time and place.

2



Vendors who want to join this delivery, place their ad as a post in the Facebook group. The ad contains product description, price, pictures, production method and desired form of payment.

3



Consumers places orders by commenting the different ads with what they want to order.

4



Vendors confirm every order with a nice comment.

5



Vendors prepare all orders, and get ready for delivery.

6



Consumers meet **vendors** on the scheduled time and place to pick up preorders.

7



Administrators prepare the group for a new delivery date by deleting all the old ads and posts.

Possibilities

± FLEXIBLE

± TIME SAVING

± FREE ORDER

± NETWORK

Financial motives

± BETTER PROFITABILITY

± INCREASED SALES

± LARGER CUSTOMER GROUP

± INDIRECT ECONOMIC MOTIVES

- CUSTOMER CONTACT
- VISIBILITY
- COOPERATION

WHAT IS THE GOAL

To get in contact with consumers and build trust and get loyal regular customers with a time efficient delivery.

GOAL



KUNDER



Lokalpatrioter



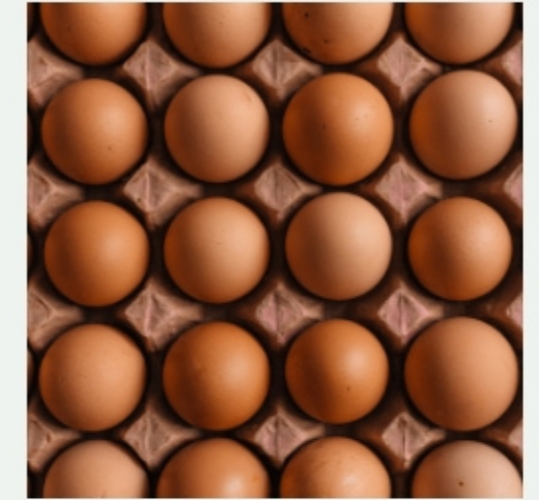
Gourmander



øko-folka



Fersk mat!



prisjegere

PRODUSENTER



Økologisk



Konvensjonelle



Mathåndverkere



REKO startups



Beond Organic



REKO-Ringen Lillestrøm

Privat gruppe · 22 508 medlemmer



- Rom
- Kunngjøringer
- Videotreff
- Bilder

← REKO-Ringen Lille... 🔍 🛡️

5. jan. kl. 22:30 • 📷

VEDERVANG ØKOLOGISKE POTETER - ren mat fra Toten

har onsdag 20. januar kl 19.00-20.00 ved Skedsmo videregående skole følgende å tilby:

Debio-godkjente poteter av sorten Nansen -«kjempego'e»
... Se mer

PRODUSENT

[Se innsikt](#) 3 982 rekkevidde for innlegg

Annonser for bestilling av mat

← REKO-Ringen Lille... 🔍 🛡️

Liker Kommenter

Norsk Urkorn As

9. jan. kl. 17:33 • 📷

Norsk Urkorn , produsentnr. 17, kommer til utleveringen ved Skedsmo videregående skole den 20. januar kl. 19:00 - 20:00.

I tillegg til økologisk... Se mer

PRODUSENT

NORSK URKORN AS

[Se innsikt](#) 3 776 rekkevidde for innlegg

← REKO-Ringen Lille... 🔍 🛡️

Storfjord Iskrem • Oslo

5. jan. kl. 10:37 • 📷

Produsent: STORFJORD ISKREM

Produsentnummer: 75
... Se mer

PRODUSENT

[Se innsikt](#) 6 429 rekkevidde for innlegg

Annonser for bestilling av mat

40-70
VENDORS EACH DELIVERY

REKO add

STRUCTURE

- 1. Date, time and place.**
- 2. Product description.**
- 3. Product list, prices.**
- 4. Order deadline.**
- 5. Payment method.**
- 6. Farm description.**

DIRECT SALES AND COMMUNICATING

QUALITY COMMUNICATION

Do not assume that
the customer knows
the qualities of the
food.

PICTURES/ LAYOUT

Light colors.
Professional photografer.

PRODUCT DEVELOPMENT

Go to courses.
Adapt to the market .
What do consumers want?

TELLING THE STORY



free range



grazing



welfare

TELLING THE STORY



Fresh



Biodiversity food



Biodiversity nature



BEFORE YOU START

Definitely things you should consider before you get started.

Do we need more rules?

Who decides what this network should be?

Who can sell?

Geographical boundaries?

Ethical rules?

, Farm and business size limitations?

Farming methods rules?

HOW TO GET GOING

With a thought through plan reko network delivery can help small family businesses to get their produce out to consumers in an time efficient way, and still maintain contact and trust.

The plan/
structure needs
to fit the
circumstances.

Small city,
big city, town, many
farmers, big and small
together, price issues,
space issues.



Delivery place

Easy to organize a delivery, easy to Find, Snow? Light? Rain? where do people want to pick up stuff?



Vendors

A wide variety of different vendors with different food meeting the expectations to the consumers.



Consumers

The group needs members if you want sales. Local news, all the farmers with in thair pages and share links to the group.



Administrators

Updating the group, give information, reminding, posting header before every delivery

Sartup meeting

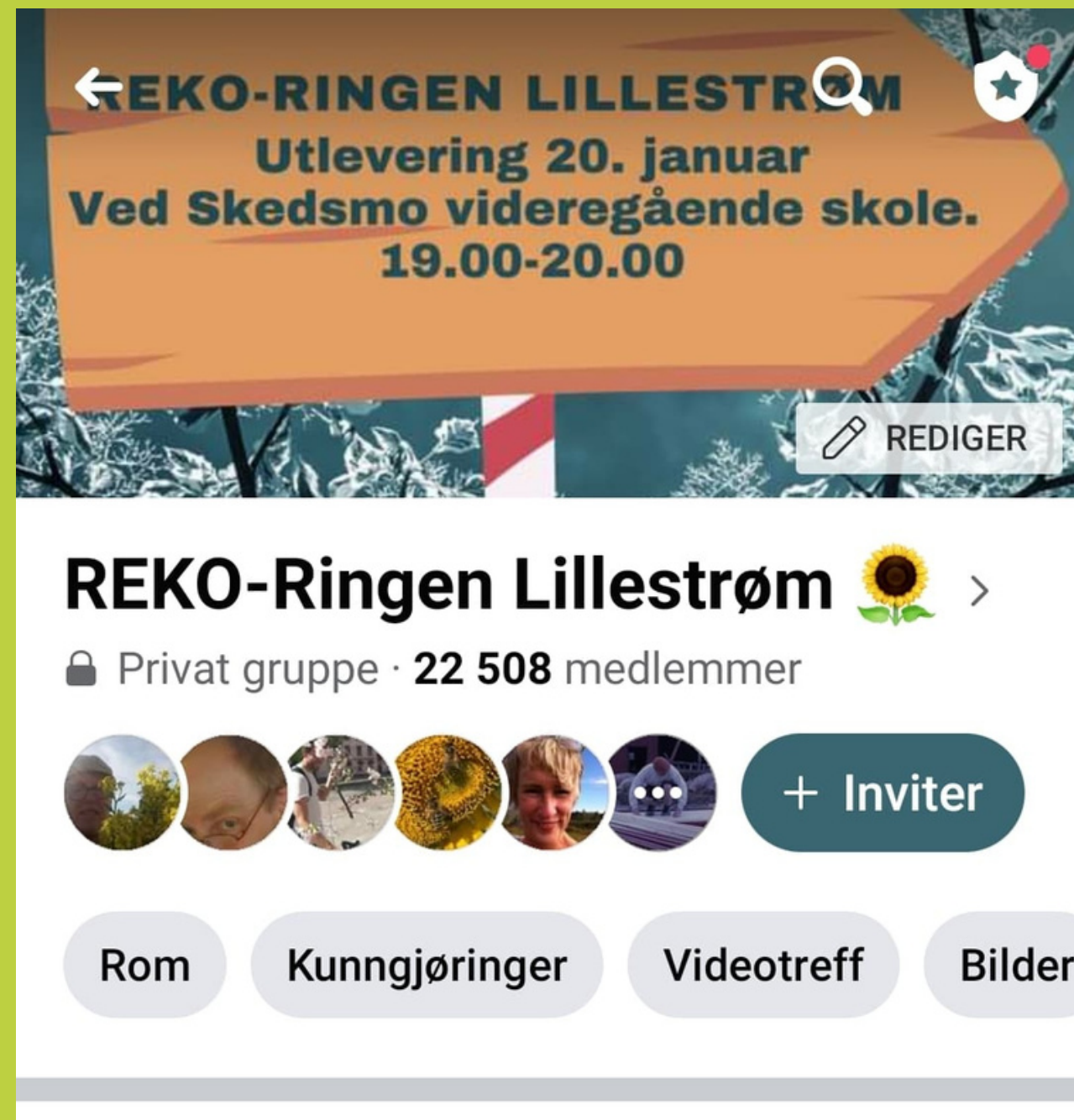
Gather all the farmers and interested consumers.

Talk about REKO.

Start planning.



Main group




← **REKO-RINGEN LILLESTRØM** 🔍

Utlevering 20. januar
Ved Skedsmo videregående skole.
19.00-20.00

REDIGER

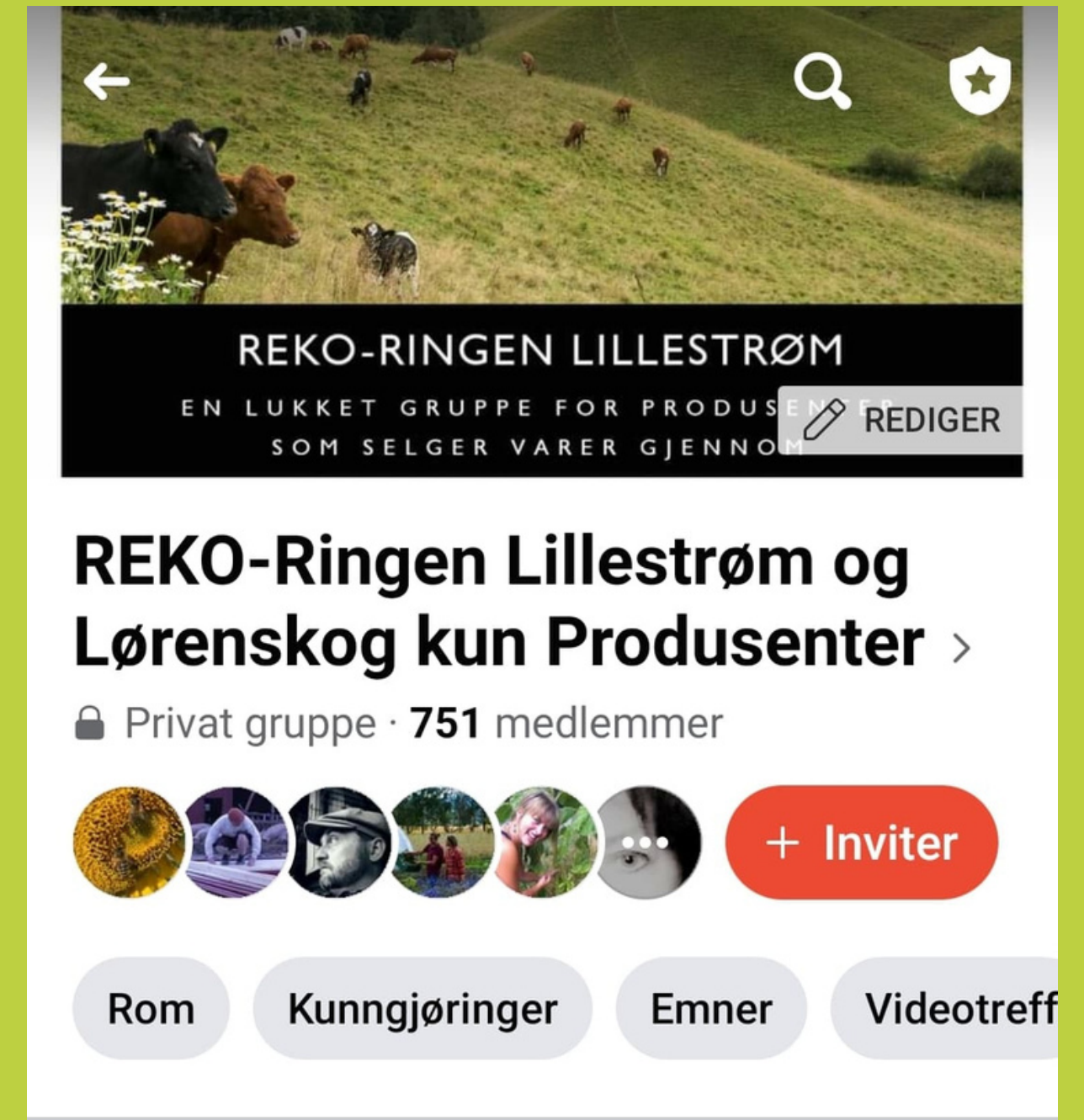
REKO-Ringen Lillestrøm 🌻 >

🔒 Privat gruppe · 22 508 medlemmer

 + Inviter

Rom Kunngjøringer Videotreff Bilder

Vendor group



← 🔍 🛡️


REKO-RINGEN LILLESTRØM

EN LUKKET GRUPPE FOR PRODUSENTER
SOM SELGER VARER GJENNOM

REDIGER

**REKO-Ringen Lillestrøm og
Lørenskog kun Produsenter** >

🔒 Privat gruppe · 751 medlemmer

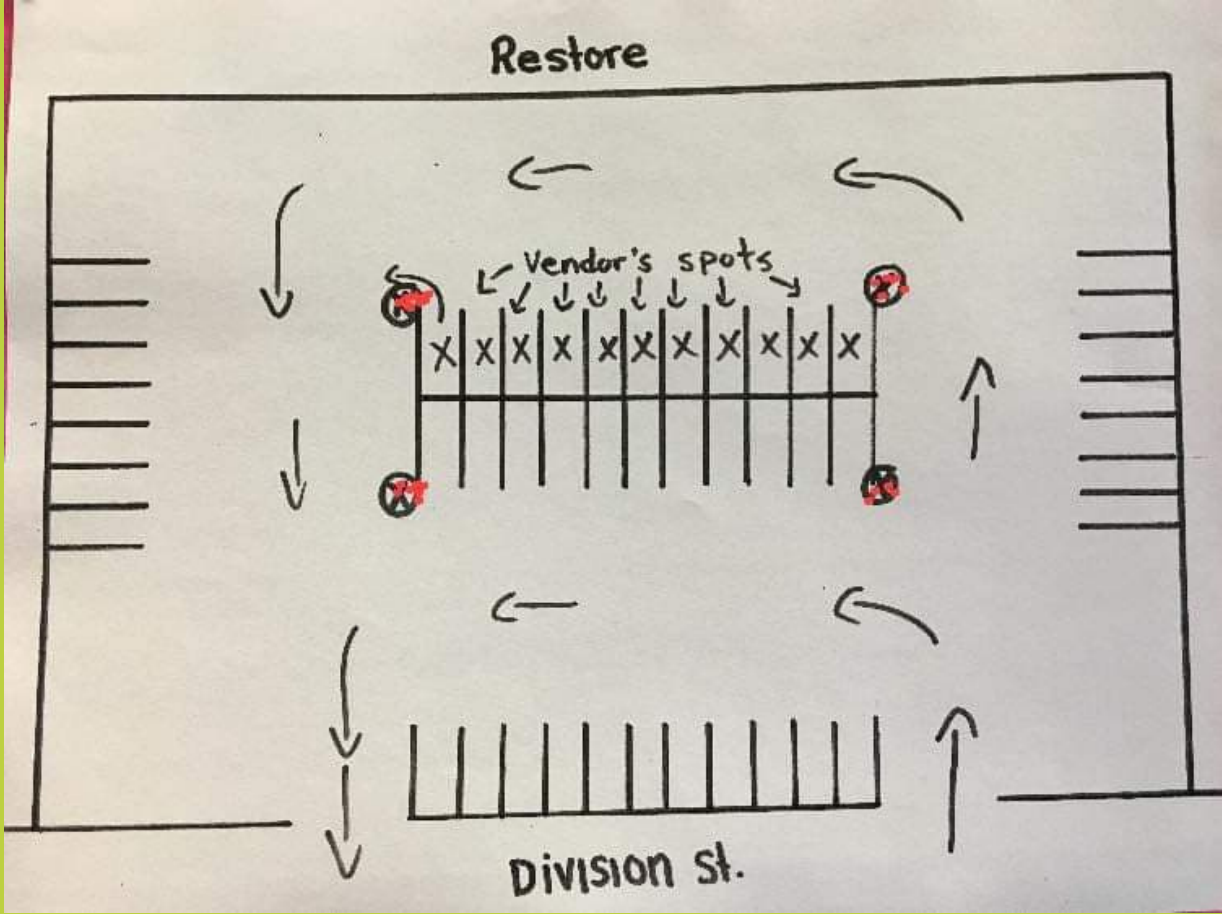
 + Inviter

Rom Kunngjøringer Emner Videotreff

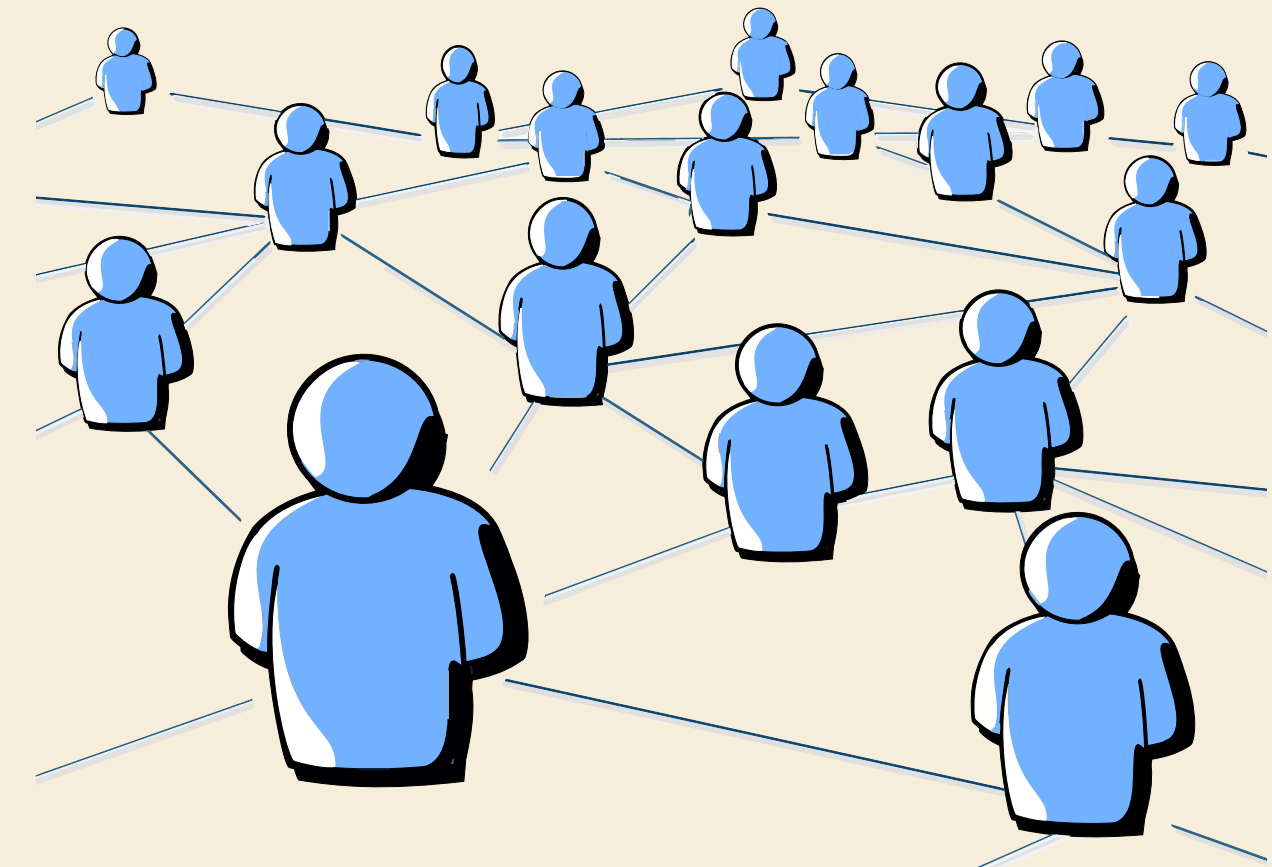
Lets go!



producer registration



GET IN TOUCH



How to order food in REKO- Facebook groups?

1

Producers place their ads out in the group.



Consumers order food by commenting on the add.

2



3

New adds may be placed continuously until deadline.



4

Adds contains all information on price and payment



5

pre-ordered food is picked up in scheduled time



REKO is a Finnish term meaning 'fair consumption'. A reko ring is an independent market created and managed by customers and farmers.



Farmers and customers join a closed group



We have eggs and whole chicken this week.

Farmers post an ad on the group.

Customers place orders and pay farmers directly.



We want a dozen eggs and a chicken, please!

No market fees
Pack only paid orders
Efficient delivery

Pickup happens weekly, usually at a parking lot, during a one-hour window.

Shop from home
Meet the farmers
Get locally grown



The ads on Facebook are deleted, and farmers post new ads. Wash, rinse, repeat.

Infographic by Linda Easton | GullyRumpus Farm | gullyrumpus@gmail.com





Keep it simple



GOOD
LUCK