



talutoidu uus tase

Lõuna-Eesti Toiduvõrgustik

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



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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

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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

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logistik.let.ee

The screenshot shows a web browser window with the URL logistik.let.ee/circle/jadd. The page title is "Lõuna-Eesti Toiduvõrgustik". The navigation bar includes "Kasja Keskala", "Logistik", and "Logi välja". Below the navigation bar, there are several menu items: "Toiduring (6)", "Talunike laoseis (25)", "Toiduringi pakkumine (6)", "Uued tellimused (12)", "Kinnitatud tellimused (461)", "Arved (278)", and "Logistika (6)". The main content area is titled "Lisa toiduring" and contains a form with the following fields:

- Nimi:
- Tüüp:
- Statust:
- Linn:
- Deklareerimise algus:
- Tellimise algus:
- Komplekteerimise algus:
- Kauba kohaletoomine:
- Logistikapäev:
- LET juurdehindlus:
- Käibemaks:
- Automaatne deklareerimine

At the bottom of the form is a button labeled "Lisa toiduring". The browser's taskbar shows the start button and several open applications: Microsoft PowerPoint, Aladitoket - Microsoft, and Logistik.let.ee - Lõuna-...

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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

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Farmers gate talunik.let.ee

The screenshot shows the Farmers Gate website interface. At the top, there is a navigation bar with the logo and the text 'Lõuna-Eesti Toiduvõrgustik'. Below this, there are several tabs for navigation: 'Laosels', 'Tooted toiduringis (4)', 'Uued tellimused (89)', 'Kinnitatud tellimused (13)', 'Arved (10)', 'Aruanded', and 'Kaardirakendus'. A green banner indicates that there are no declarations to be made at the moment. Below this, there is a search and filter section with dropdown menus for 'Toiduring' (set to 'TARTU- Mahe- j') and 'Kohtumispäik'. A table lists various products with columns for 'Nimi', 'Kirjeldus', 'Ühik', 'Taluniku hind', 'Säilivusaeg', 'Kogus', and 'Määratud'. The table includes items like 'Kooritud kartul', 'Kooritud porgand', 'Kooritud kaalikad', 'Kooritud naeris', 'Kooritud söögipeet', 'Kooritud ja kooritud söögipeet', and 'Hapukapsas'. The bottom of the screenshot shows the Windows taskbar with the date 29/03/2012.

Nimi	Kirjeldus	Ühik	Taluniku hind	Säilivusaeg	Kogus	Määratud
Kooritud kartul	kätsiti kooritud kartul,	kg	0.65		52.20	38.00
Kooritud porgand	porganditükid	kg	0.77		28.80	20.00
Kooritud kaalikad	kaalikad	kg	0.86		0.00	0.00
Kooritud naeris	naeritükid	kg	0.81		0.00	0.00
Kooritud söögipeet		kg	0.89		20.50	14.00
Kooritud ja kooritud söögipeet		kg	0.89		20.60	14.00
Hapukapsas	ilma lisanditeta	kg	0.75		20.00	15.00

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

The screenshot shows the Farmers Gate e-Shop interface. At the top, there is a navigation bar with the logo and the text 'Lõuna-Eesti Toiduvõrgustik'. Below this, there are several tabs for navigation: 'Ostukorv', 'Tutvustus', 'Kontakt', 'Minu konto', and 'Logi välja'. A search bar is located on the right side. The main content area is divided into several sections. On the left, there is a 'Toiduringid' section with a link to 'TARTU- Mahe- ja talukaup 7.märts' and 'TARTU-Rohkem saab soodsamalt 5.märts'. Below this is a 'Kategoriad' section with a list of categories: 'Joogid', 'Liha- ja kalatooted', 'Maitseained', 'Mesi, maius', 'Piimatooted,munad', 'Puu- ja köögiviljad', 'Saunavihad', and 'Seebid'. The main product page is for 'Liha- ja kalatooted / Hakkiha'. It features a large image of a product and a text box that reads: 'Olete veidi teistmoodi e-poes, kust saab talu-ja mahekaupa koju tellida!'. Below this, there is a description of the product and a call to action to place an order. The bottom of the screenshot shows the Windows taskbar with the date 29/03/2012.

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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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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

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Most popular products

- Organic eggs
 - Organic cheese, cottage cheese, 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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