



**T5.3 - TECHNICAL AND SCIENTIFIC SUPPORT TO DEMO FARMS**  
**REPORTING TEMPLATE**

**NATURA HORTICULTURE FARM**  
**& THE SPIZARNIA [PANTRY] LOCAL FOOD MARKET**  
**POLAND**

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**VERSION 2.0**

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## 1. Summary

### 1.1. Date of demo event

30 August 2024 – On-farm demo (Face-to-face event)

### 1.2. Demo Farm Name and Location

Natura Horticulture Farm and the Spizarnia [Pantry] local food market in Czestochowa, Poland

### 1.3. T5.3 partner compiling the report

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### 1.4. Information about participants to demo event

In total, 20 persons participated in the event, of whom 13 were farmers. 10 farmers were from the Czestochowa region, who were already cooperating in the Spizarnia local food market. There were 2 farmers from the Krakow region with the Marchewka Mobilna local food market. There was also 1 farmer from the Pomerania region, interested in establishing an online local food market in his region and joining the Living Lab. The Chojnice local food market was represented by the organiser and no one was able to participate from the Z Ziemi local food market in Kamienna Gora. There were 2 individual consumers of the Spizarnia marketplace who also provided the venue for the event, which was an eatery seeking to specialise in meals from local food and with an interest in buying from Spizarnia farmers. The remaining persons were from IsoTech's CODECS research team, which has also been coordinating the co-development of the APPETIT software as part of the APPETIT Living Lab operations.

The event programme is attached along with the presentation from the Event.

### 1.5. Context description

The DEMO Event was organised by the APPETIT Living Lab in the form of a face-to-face event in Czestochowa (Poland) on 30<sup>th</sup> August 2024. There were follow-up individual software demonstrations/consultations with 13 participating farmers carried out on the following day at the AgroFair held as part of the Annual Harvest Festival. The Spizarnia farmer group had their own exhibit space organised as a market at the AgroFair, which they made available to guest farmers from the Living Lab and others interested. The Agro-Fair is the largest annual event of its kind with thousands attending. It is organized by the Agricultural Advisory Centre of Silesia, attracting politicians and agri stakeholders from all over Poland.

Renata Gonera-Cupiał (RGC), a farmer-leader and organiser of the Spizarnia local food market hosted the Demo event in association with the Spizarnia local food market. Her farm is a CODECS Demo Farm in line with the Event programme. Presentation of developments with the APPETIT platform and on adaption and implementation of the platform in the Spizarnia local food market was co-presented by RGC and Rafal Serafin (RS) from IsoTech who is coordinating the work of the APPETIT Living Lab. Another presentation was made by Katarzyna Szywacz from the Pasnik Eatery from the perspective of a Spizarnia individual consumer interested also in becoming an institutional consumer (i.e. as the eatery). She explained her customer expectations and how she managed these.



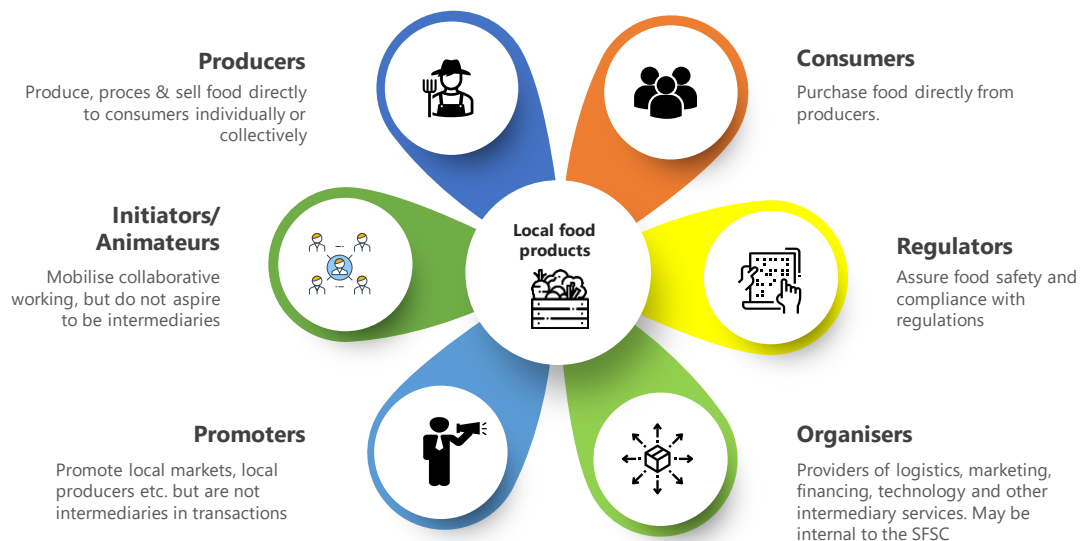
A PowerPoint presentation was used as a reference to explain the functionalities of the APPETIT platform and the challenges of putting into place an organisational model of the Spizarnia that would take full advantage of the Czesochowa context and enhance and add value to the current operation of the Spizarnia as a once-every-saturday physical food market.

The DEMO event was designed to engage farmers in the Spizarnia local food market to become users and more self-aware co-creators of the APPETIT software platform, enabling further software development and organisational innovation. The event is part of a long-term process, still ongoing, to co-create the APPETIT platform with its users and ensuring that farmers play a lead role.

The backdrop of the Czesochowa AgriFair coupled with the Harvest Festival (one of the biggest agri-events in Poland) ensured active involvement as the Spizarnia and its farmers had not previously exhibited at this event. We were only partially successful in attracting farmers from the other 3 APPETIT locations (only 2 joined) as most of those involved had their priorities locally. But we did have representation of 3 of the 4 locations. Organisers from all 4 locations were involved in the debriefing process.

Engaging with other stakeholders in the local food system, i.e. organisers, advisors, regulators, and policymakers, was acknowledged as an important opportunity for sharing provision of 'intermediary services' without adding to transactions costs. The view was that engagement with other stakeholders should definitely be included in organisational and software development, once farmers were engaged.

### Local food market stakeholders can become partners in sharing provision of intermediary functionalities thanks to digitisation



Getting farmers on board with APPETIT was the priority. This is why the co-organisers of the Event were adamant to keep the focus on farmers, and not to invite active involvement/engagement of other stakeholders until such time that the Spizarnia farmers were using the APPETIT platform. The Demo event was thus addressed primarily to Spizarnia farmers who will soon become users of the APPETIT software and contribute to the shaping of future functionalities. For this reason, the DEMO event was important to the farmers and also to the Spizarnia food market organisers

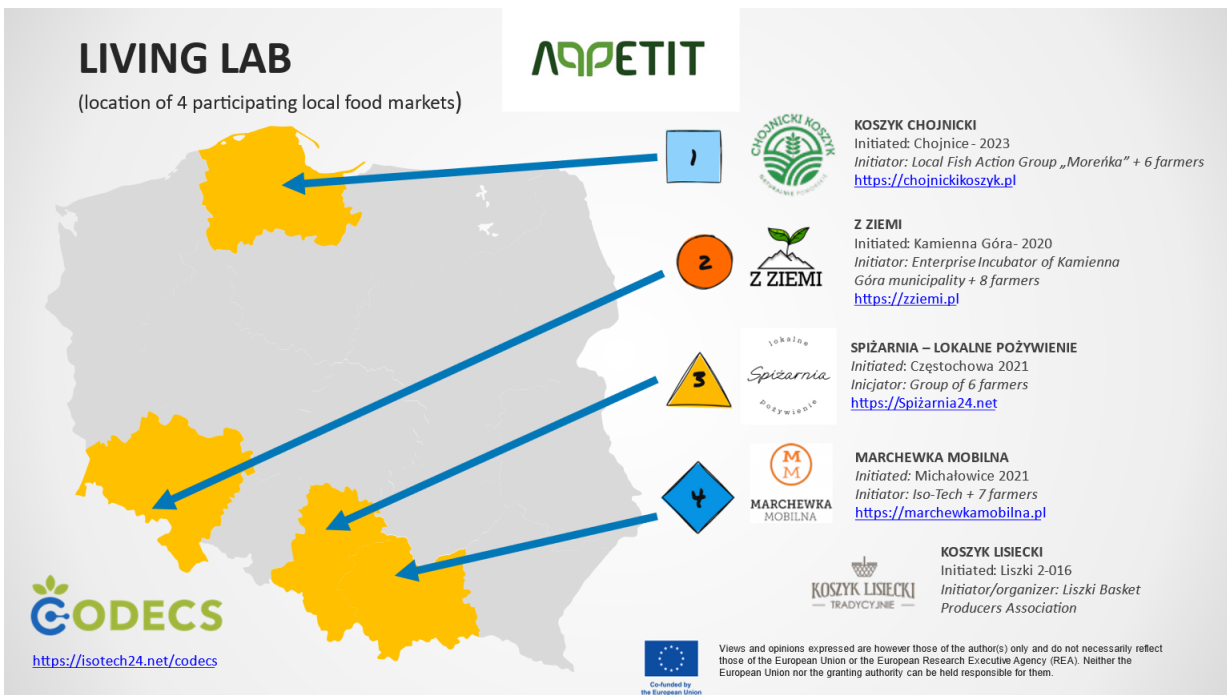
We were able to engage informally with local food market stakeholders during the next day at the Spizarnia exhibit, through our CODECS information point.

It should be noted that the Demo Event is part of a longer-term and ongoing journey of the 4 local food markets participating in the APPETIT Living Lab to design, improve, adapt, and deploy the APPETIT platform to create a virtual marketplace for connecting directly local food producers and consumers at scale. The ambition is not to

replace physical marketplaces, but to add value to them by improving performance and increasing impact in the sense of:

- more producers and consumers involved
- greater range of products offered for sale
- increased sales volumes with lower transaction costs
- increased social, environmental, and economic benefits to the place or region of focus

Each of the 4 locations making up the APPETIT Living Lab, including Czestochowa, are at the stage of having adopted and tested the APPETIT concept in relation to software functionalities and organisational options. They are now implementing the APPETIT platform in a configuration that is linked to the organisational option selected. In Czestochowa, the first online transactions are anticipated towards the end of September with some pilot testing.



## 1.6. Summary of collected data

Post-event questionnaire surveys were completed in hard copy by the 13 farmers on the day following the Event. The Event was part of the activities at the Spizarnia local food market exhibit at the AgroFair including a CODECS project information point. This was agreed upon at the Event meeting with the farmers. Each farmer had an opportunity to log on to the Spizarnia platform and explore functionalities concerning their farming and sales operations. Of the 10 Spizarnia farmers, 4 were already familiar with the platform and have been involved in customising the platform to the circumstances, needs, and opportunities of the Spizarnia local food market. For 6 of them, the demo represented their first personal encounter with the software.

Information from the hardcopy questionnaires was uploaded to a Google survey version. The information from the survey is also available in an Excel sheet form. The online questionnaire on the CODECS website was not working at that time!!!

The informal atmosphere of the AgroFair allowed for conversation and interaction, including reflections on the previous day. Reflections were noted down. An online debrief was organised on 9.09.2024 by the IsoTech team with 4 local food market organisers to reflect on the demo event, its context, and most importantly the APPETIT implementation process, which depends on building self-awareness, self-organisation and confidence in joint action enabled through APPETIT IT functionalities.

## 2. Technology demonstrated and issues/challenges

### 2.1. Technology demonstrated and related details.



## APPETIT

More than an Internet shop. Co-creating a digital platform for organising local markets for locally-produced food  
FOR CONSUMERS, PRODUCERS, ORGANISERS OF LOCAL FOOD MARKETS



APPETIT is a digital platform thanks to which, producers and consumers of locally produced food can organise a local food market based on direct sales, i.e. with intermediaries replaced by digital solutions and IT-enabled sharing economy organisation.

APPETIT is web-based application that is designed to support the process of establishing, organising, scaling and operating local farmers' markets where the suppliers are small farms and food processors employing non-industrial production methods. APPETIT enables farmers to determine their price and product offer without intermediaries.

APPETIT provides benefits to consumers by enabling the regular on-line opportunity to configure, order and purchase a basket of fresh, seasonal, chemical free produce direct from the producer. Food producers have the opportunity to attract customers who not only purchase their products regularly, but who also appreciate the qualities of their products and the ways in which they are produced. The organisers of the local market can be producers, consumers or third parties who are committed to developing self-organising local farmers' markets with small farmers taking a lead role.

The individual benefits flowing to users of the APPETIT platform are expected to result from IT-enabled self-organising and scalable collective actions that reduce transaction costs and generate other individualised benefits.

The APPETIT platform seeks to enable participating producers, consumers and other stakeholders to create jointly a local market by automating and sharing functions that are typically performed by an intermediary, who extracts disproportionate value from the value chain. In this way, transaction costs will decrease, not increase, with an increase in the number of participating producers and consumers, the range of products on offer and the volume of transactions. Intermediary functionalities, which provide the focus for APPETIT, include

- Presenting and marketing the offer (price lists, product and producer descriptions).
- Receiving and settling payments by linking to marketplace applications.
- Providing delivery logistics (i.e. pick-up points, sales sessions, storage, deliveries, etc.).
- Generating financial documentation (i.e. invoicing, financial documents).
- Sales reporting (i.e. tracking, buyer and seller activity, pricing policy, etc.).
- Impact monitoring through environmental, social and economic indicators.

The APPETIT platform includes a number of flexible solutions that allow the intermediary functionalities listed above to be configured by the local food market Organiser to respond to the needs, circumstances and potential of current and potential producers and consumers and stakeholders in a specific geographical area of interest. No programming experience/expertise is required.

The APPETIT platform is currently being tested, developed and implemented within the APPETIT Living Lab in 4 locations in Poland:

- From the Earth (Kamienna Góra) <https://zziemi.pl>
- Marchewka Mobilna (Kraków) <https://marchewkamobilna.pl>
- Spizarnia - Lokalne Pozywienie (Częstochowa) <https://spizarnia24.net>
- Koszyk Chojnicki (Chojnice) <https://chojnickikoszyk.pl>



CODECS has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101060179. UK participants in Project CODECS are supported by UKRI grant numbers 10039965 (James Hutton Institute) and 10041831 (University of Southampton). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

The APPETIT platform is a joint venture that has been under development since 2021 involving IsoTech, two software development companies IGPM and Netsoftware, and farmers from 4 local food markets, which today also constitute the APPETIT Living Lab. The development process is interactive and adaptive in that it seeks to align organisational models for local markets for locally produced food based on direct sales without intermediaries to software solutions that automate or enable “intermediary functionalities” essential to growing a local food market as an arrangement in which many producers transact directly with many consumers in a defined geographic space.

Initiators/organisers of each of the local food markets have financed their involvement and the software development work as EPI-Agri operational groups that received short food supply chain start-up grants in the period 2021-22. Research and development on organisational models for short-food supply chain growth and development were completed as part of an Operational Group that included some of the farmers involved in APPETIT, which was organised by IsoTech in 2021-22. The APPETIT software is based on short-food supply chain concepts and a prototype developed by the Polish Environmental Partnership Foundation in the years 2014-17 and pioneered by the Liszki Basket Buyer Club, which today is part of the Marchewka Mobilna local food market.

The APPETIT software and related organizational innovations are also pioneering a new form of co-ownership that will enable not just relevance to needs, circumstances, and opportunities for farmers working together, but also new IT innovations as ‘intermediary functionalities’ are identified and digitised for scaling and replication. In this way, the software development process is intimately tied to the organisational innovation process – and by definition – will always be unfinished!

The idea is to make use of and adapt, existing software to APPETIT’s needs and opportunities to build a digital ecosystem that identifies in an ongoing way: needs, opportunities, and solutions that can be shared and developed further by those involved in the ecosystem. In this model, the farmers are not passive recipients of largesse, but active partners in identifying challenges and working out solutions.

## 2.2. Tech issues/challenges and solutions applied (prior to demo)

In the APPETIT Living Lab, from the very beginning, we have conceived the technology of concern dually:

- An organisational model that unpacks the conventional function of the intermediary into component “intermediary functionalities” that can be provided through sharing economy solutions by the stakeholders in a local food market. These processes do not require automation or digitalisation but need to be identified and understood if the benefits of digitisation are to be secured for achieving scale in terms of more producers and consumers, greater product range, and increased sales volumes at lower transaction costs.
- A software platform that automates and enables selected “intermediary functionalities” to enable and enhance sharing economy solutions.

This conception has been presented many times in many different ways to the various actors in the local food markets of interest over the past two years and in some cases over many more years. But those who have been most interested and motivated to date to contribute to APPETIT development are initiators and organisers of local food markets who must deal with barriers to growth. Local food markets involve many producers and many customers. This leads to increasing transaction costs with the number of transactions as the intermediary who gets involved has more work with more transactions. In the conventional model, scaling requires standardisation not diversity, streamlining for quantity not differentiation for quality. In consequence, small-scale, non-industrial producers are eliminated from the marketplace. The APPETIT approach turns this logic on its head – working towards capturing the value of diversity and quality. The key is to reduce transaction costs by automating intermediary functionalities of information processing, logistics, transacting, and financial documentation so that they can be performed in a shared economy model by those with a stake in the local food market rather than outsourced to (more expensive) third-party providers.

A software platform providing for “intermediary functionalities” distinguishing between different types of users is essential to test the limits and potential of the APPETIT approach. The software platform demonstrated at the DEMO event is such a platform. It contains several functionalities that enable participating farmers to perform them themselves instead of leaving them to an intermediary. The key ones now available for farmers are:

- Presenting own products on a local market platform. This includes naming products, photographs, and writing about them. Presenting products in the market shop products that are currently available and in the amount that is available with a possibility to update continually. Those products that are not available can be stored in the system for future use. No intermediary is required, and no software proficiency is required. These functions can be performed on a tablet or smartphone.
- Pricing of products to be made available in sales sessions. This includes determining and pricing products and changing pricing as in a physical marketplace. The prices determined by the farmer are the prices that appear to the consumer in the market shop. No intermediary is required and no software proficiency is required. These functions can be performed on a tablet or smartphone.
- Organising logistics. A farmer can organise his/her collection point without participating in joint selling. In this case, the customer has to choose his/her collection point when making a purchase and will have to come to the farm to collect or make arrangements with the farmer. The farmer can also offer his/her products in other jointly organised collection points, which will be seen by customers who choose those collection points. The software provides information as to which of the farmer's products and in what amounts need to be delivered to which collection point. No intermediary is required and no software proficiency is required. These functions can be performed on a tablet or smartphone. The farmer knows which products he/she has to deliver and where in what amounts so that a 'basket of products' can be put together at the collection point in line with the customer order, which includes products from several farmers.
- Transacting payments. APPETIT provides the customer with a means to pay online for a selected basket of products. A banking app distributes the money to the a/c of each of the producers in line with the products purchased. No intermediary is skimming the value of each transaction. The farmer pays for 'intermediary services' to a provider, which are provided joint or individually by those performing those functionalities. This payment can be in time or money depending on the organisational model. Payment can be in the form of a monthly fee for shared services or deducted from transactions in relation to services used. The farmer can also be a service provider by transporting products from neighbouring farmers or helping with home deliveries. APPETIT will track costs.
- Financial documentation. When selling directly to many customers without intermediaries, the farmer is obliged to generate financial documents for those buying his/her products depending on their legal status and the kinds of products being sold. APPETIT enables the farmer to configure their use of the system in this regard.

Before the Demo Event, these functionalities have not been made available in a physical sense as a package for implementation. Previous months had involved only some farmers testing or helping design one or more functionalities. The Demo Event was the first time the "whole package" had been presented to the Spizarnia farmer group. All need to be encouraged to become self-aware and self-organising users if the benefits of the APPETIT approach are to be captured in terms of time-saving and lower transaction costs with increased sales and numbers of buyers.

Of the 10 Spizarnia farmers participating in the event, 5 had worked previously with APPETIT and its functionalities, introducing their products into the system. Whereas the remaining 5 had not found the time and had not seen this as a priority. The motivation for the Demo Event was an interest in engaging all the Spizarnia farmers in taking forward the APPETIT solution in their context and for their individual benefit.

The key barrier we sought to overcome was to enable Spizarnia farmers to make the time investment to become self-aware APPETIT users.



### 2.3. Emerged tech issues and solutions applied (during demo)

The initial plan and design of the DEMO Event was to have short presentations by the Spizarnia Demo Farmer – Renata Gonera – who is also the leader of the Spizarnia local food market. The presentation aimed to take those present through the functionalities of the APPETIT model and how it was being deployed in the area. The idea was that those present could log on to the Spizarnia version of the platform and explore functionalities in small groups.

The meeting turned into an animated conversation about the organisational model to be adopted in the Spizarnia, the role of regulators (data management/governance) and quality control issues. Following some access to the Spizarnia software on mobile phones, tablets and computers. Those present decided that it would be better to have one-to-one demo sessions the following day at the CODECS information point which was planned as part of the Spizarnia exhibit at the AgroFair the following day. And this is what came to pass. All 13 farmers participated in one-to-one sessions and completed the post-event questionnaire.

The key challenge facing APPETIT lies in getting farmers to engage with the APPETIT technology. In the Spizarnia case, only 4 of the 10 who participated in the event have been actively testing and adapting the technology to the Spizarnia situation.

Wider use of the technology and its adaptive and interactive capabilities will depend on the extent farmers use the technology to create new distribution channels. For many, even though they complain about intermediaries, intermediaries are an easy option. The proposition to share in providing intermediary functionalities, even if these are IT-enabled, is not an attractive proposition at first encounter.

If farmers are involved and putting up their products for sale in the online marketplace, customers will come and there will be scope for engaging with regulators, advisors, enablers and promoters who do not generate transaction costs but can make life easier for farmers.

The individual consultations/interactions with the software worked best. Once the farmers were engaged and saw that other farmers were using the software to sell their products, they made the time.

Uncovering the informal processes of information sharing, logistics, transacting and financial documentation being practised by farmers and accommodating these in APPETIT configuration is both the biggest incentive for farmers and a condition that the software needs to deliver against.

For all these reasons, the fact that all 13 farmers, including all 10 from the Spizarnia, it was very important and significant that – without exception – they made the step forward in familiarising themselves and getting comfortable with the software on their terms, i.e. they logged on to their accounts and experienced the functionalities. This happened on the following day, and not at the event as planned. But importantly and significantly this was a proposal of the farmers themselves.

### 2.4. Future challenges and plans for next demo event (especially for understanding if the demonstrated technology will evolve somehow)

The APPETIT Living Lab is part of an unfolding process focused on organisational innovations for growing local markets for locally produced food and linking these to IT-enabling solutions that will serve to grow local food markets in value and impact. A key motivation behind the APPETIT approach lies in engaging farmers not only as beneficiaries but also as co-creators and co-owners of the local food markets that are the focus of attention.

In this regard, the Demo Event was an important milestone in that it clearly demonstrated that a group of farmers can step up to play the role of initiator and organiser, engaging with stakeholders on their terms. The important lesson of the Czestochowa experience lies in making sure farmers – those who have standing among their peers – are co-hosting and co-organising the event.

Our next Demo Event is planned as part of the Living Lab Annual Meeting and will be held in Chojnice in November 2025. It is important for accelerating local food market development and farmer engagement in the Chojnice Basket to have the Spizarnia farmers present as demonstrators as – hopefully by November – they will be operational with their APPETIT platform.

Our ambition to evolve APPETIT as a farmer-centric technology solution means that we must align with the way (small) farmers operate, their willingness and conditions for giving their time – which is their most valuable resource.

The Czestochowa DEMO event demonstrated not only that designing and running the Demo event as a farmer-centric event is possible, but that this is desirable as farmers respond positively to peer pressure, peer support and peer learning.

### 3. Feedback on Technology

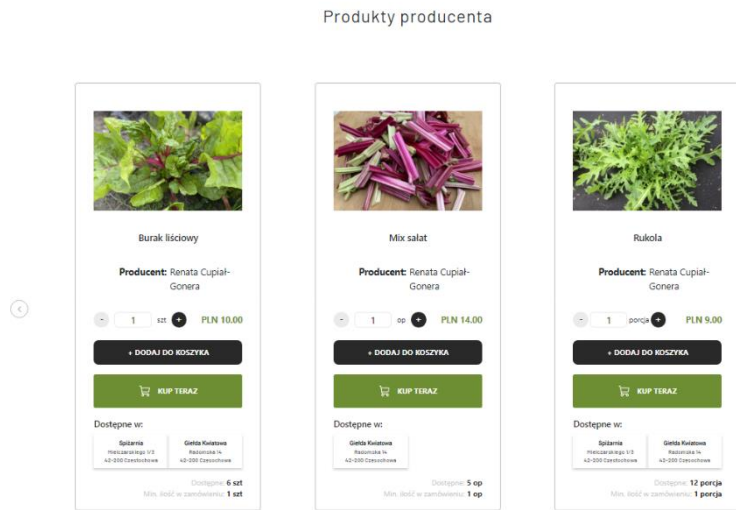
#### 3.1. Technological maturity

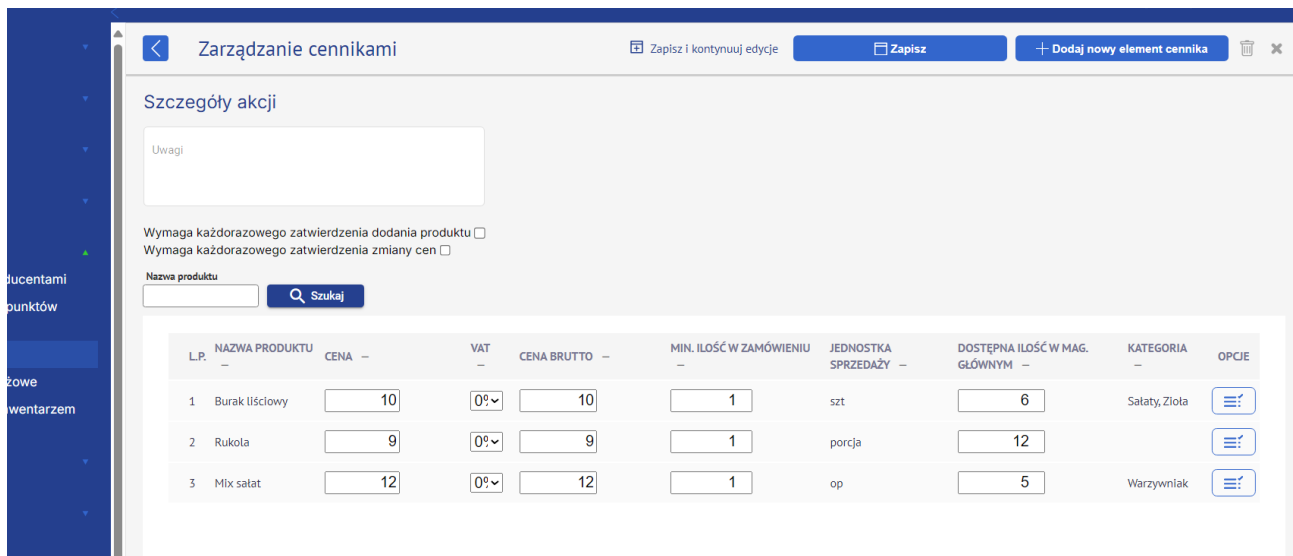
From the point of view of Natura Horticultural Farm, a joint distribution system organised with other farmers is essential. This is because, although customers want to buy directly from the farm, they are not willing to go to the farm, but rather do it in a more convenient by buying a basket of products. The existing physical market, which takes place once a week, is not sufficient. A lot of unsold products are wasted. The virtual marketplace created with APPETIT for the Spizarnia situation addresses this problem by offering customers an opportunity and means to buy Natura Horticultural Farm products online and to organise additional collection points during the week.

Renata Cupiał-Gonera and her farm Natura Horticultural Farm are using the platform, partly as a contribution to the development process, but now as part of the process to start sales and distribution via the Spizarnia platform. The test will be in reaching out to clients and transacting for real. The launch is planned for mid-September 2024.

Below are the Natura Horticultural farm products now available at <https://spizarnia24.net> This operates just like an intern shop except that the customer has the option for home delivery or collection at the Spizarnia market on Saturday (market day), and a newly introduced pickup day – Wednesday.

From the farmer as user point of view, Renata Gonera can select which products are available in the shop (what the consumer sees – above), and she can set the price and the available amount or sale (see panel below). There is no intermediary in the sales and transaction process.





Renata Gonera has also joined the Marchewka Mobilna in Krakow (APPETIT platform adapted to the situation in Krakow and its surroundings) where she sells her hemp tea. From the point of view of the producer, the functionalities are the same as in Spizarnia. Logistics challenges need to be solved, which is why hemp tea is currently the only product for Krakow, as it has a long shelf life.

The main market for the Natura Horticultural Farm will be the Spizarnia in Czestochowa. Working with others to grow the Spizarnia system, including outreach to new customers and consolidation of existing customers is the ambition and objective.



SKLEP

PRODUCENCI

JAK KUPOWAĆ

KONTAKT

O PROJEKCIE

PLN 32.00



## RENATA CUPIAŁ-GONERA

Gospodarstwo Ogrodnicze NATURA jest niewielkim 3 ha gospodarstwem prowadzonym przez Renatę Cupiał-Gonera położonym w ustronnym miejscu w Żarkach Letnisku. Gospodarstwo ma rodzinną historię, a ziemia na której obecnie są uprawiane warzywa od 25 lat nie była traktowana środkami ochrony roślin, ani sztucznymi nawozami. Po długim czasie uprawy roślin ozdobnych, choroba bliskiej osoby skierowała Panią Renatę w kierunku uprawy zdrowych i ekologicznych warzyw, które były bardzo trudno dostępne na rynku.

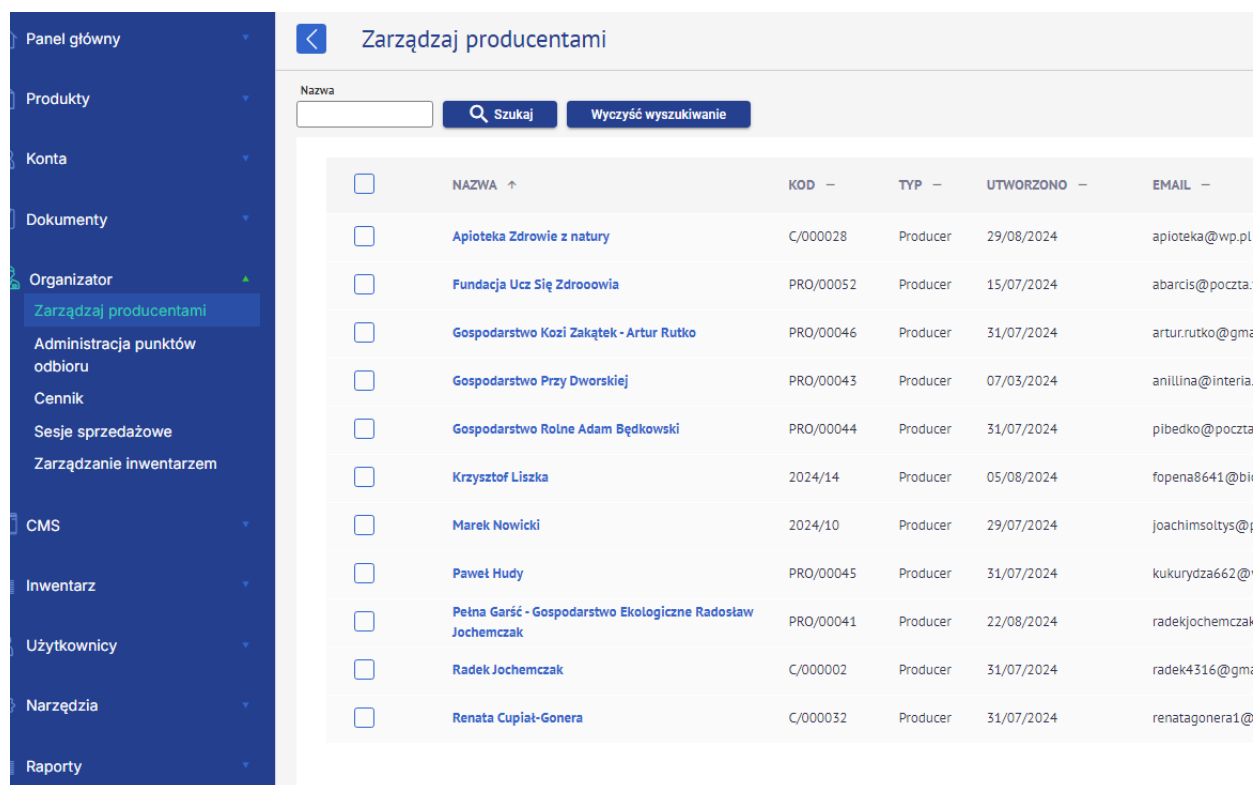
Właścicielka ciągle poznaje i wdraża zasady uprawy permakulturowej. Warzywa są uprawiane w gruncie i pod osłonami. Pani Renata specjalizuje się w uprawie warzyw zielonych, takich jak: rukola, szpinak, jarmuż, sałaty liściowe, burak liściowy, pietruszka naciowa, szczypior i inne mniej znane warzywa jak: klejtonia, trentwian czy rukiew wodna. W gospodarstwie uprawiana jest również konopia siewna, rośliny przyprawowe i ziołowe na świeży zbiór i do suszenia.

How the APPETIT functionalities translate into increased sales with decreasing transactional costs remains to be seen once sales begin. From a technological point of view, everything that is needed is in place.

### 3.2. Readiness for adoption in the area

The key to Spizarnia success to date has been the joint action of a group of farmers in renting a common space in the centre of Czestochowa for selling purposes once every Saturday in the physical market. The drawback of this is that during the remained time the space is empty but has to be paid for. The farmer group shares the cost of the rental, heating, lighting etc.

The introduction of the Spizarnia online marketplace aims to make use of the already rented space as a collection point for ordered products and a logistics centre on Wednesdays. The 10 farmers from the Spizarnia who participated in the Demo event have all their information and offers in place on the platform (see below). 4 of the farmers entered their information themselves and are de facto users. The 4 farmers input the information for the remaining 6 to have more attractive offers for clients in the online shop. The challenge now is to ensure that all farmers become users. Addressing this issue was the motivation and purpose of the Demo event.



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<input type="checkbox"/>	Apioteka Zdrowie z natury	C/000028	Producer	29/08/2024	apioteka@wp.pl
<input type="checkbox"/>	Fundacja Ucz Się Zdrooowia	PRO/00052	Producer	15/07/2024	abarcis@poczta.
<input type="checkbox"/>	Gospodarstwo Kozi Zakątek - Artur Rutko	PRO/00046	Producer	31/07/2024	artur.rutko@gm
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<input type="checkbox"/>	Gospodarstwo Rolne Adam Będkowski	PRO/00044	Producer	31/07/2024	pibedo@poczta
<input type="checkbox"/>	Krzysztof Liszka	2024/14	Producer	05/08/2024	fopena8641@bi
<input type="checkbox"/>	Marek Nowicki	2024/10	Producer	29/07/2024	joachimsoltys@;
<input type="checkbox"/>	Pawet Hudy	PRO/00045	Producer	31/07/2024	kukurydza662@'
<input type="checkbox"/>	Petna Garść - Gospodarstwo Ekologiczne Radosław Jochemczak	PRO/00041	Producer	22/08/2024	radekjochemczak
<input type="checkbox"/>	Radek Jochemczak	C/000002	Producer	31/07/2024	radek4316@gm
<input type="checkbox"/>	Renata Cupiat-Gonera	C/000032	Producer	31/07/2024	renatagonera1@

The Spizarnia platform is ready to go. The hope is that bringing current customers and also new ones onto the platform will incentivise the participating farmers to become self-aware and self-organising users without resorting to intermediaries.

#### 4. Photos and Additional Material

CODECS

lokalne

**APPETIT**

Spizarnia

pozywienie

[isotech24.net](https://isotech24.net)

## BUY DIRECTLY FROM LOCAL FOOD PRODUCERS VIA SPIZARNIA24.NET

Demo of the APPETIT platform for growing local food markets from the perspective of Renata Cupiał – Gonera’s Natura Farm and the Spizarnia – Lokalne Pożywienie short food supply chain

**30 / 08 / 2024**

**PAŚNIK**

**16:30 – 19:30**

**71, M. KOPERNIKA STR.  
42-217 CZĘSTOCHOWA**

**REGISTER HERE**

CODECS is co-funded by the European Union, grant no 101060179.



DEMO FARM – Natura Horticultural Farm



<https://Spizarnia24.net>

lokalne

*Spizarnia*

pozywienie

## Buy directly from local food producers via spizarnia24.pl

**Demo of the APPETIT platform for growing local food markets as experienced by Renata Cupiał – Gonera's Natura Farm and the Spizarnia – Lokalne Pożywienie short food supply chain**

Friday, 30.08.2024, 16.30 – 19:30

PASNIK, 71 Mikołaja Kopernika St, 42-217 Częstochowa, Poland

The event is being organised by Iso Tech and the *Spizarnia Lokalne Pożywienie* under the umbrella of the APPETIT Living Lab. The target group are farmers/small food processors and organisers of local food markets for locally produced food (be they farmers, municipalities, local action groups, cooperatives, consumers or other interested parties or agents)

The program is designed to present a farmers' perspective on the challenges of scaling local food markets and how those challenges can be overcome through collaboration, organisation, automation. The focus will be on the potential role of introducing a virtual marketplace to supplement a face-to-face marketplace and how farmers can be pro-active in co-creating IT-enabled collaborative and organisational solutions – based on the experience and aspirations of the *Spizarnia* market-place.

The technology that will be showcased is the APPETIT platform, which includes the ongoing process of adapting & developing platform functionalities to the needs, circumstances and opportunities of farmers in the *Spizarnia* marketplace.

The event will take place on **Friday, 30<sup>th</sup> August (4:30pm – 7:30pm) in Częstochowa** in the form of a seminar. Those interested can visit the farmers involved in the *Spizarnia* marketplace and the sales & delivery system as it exists today.

There is growing interest in working out ways to reduce transaction costs in short food supply chains (SFSCs) among farmers, consumers and local market organisers. Automation, IT technology coupled with innovation in organisation and collaboration to transact without intermediaries offers new opportunities for scaling and sustaining local food markets. The Event is part of Poland's largest Agri-fair that is organised in Częstochowa each year, so we are hoping to engage with farmers, consumers and other public and private stakeholders with an interest in food security.

We anticipate approx. 30 attendees, but will be able to accommodate up to 50.

**To register for the event** please use this link: <https://forms.gle/yDR25TqYiHXg2Z8c7>

**For more information** go to <https://isotech24.net>

**Or contact** Maria Gorzkowska-Mbeda:  
email: [maria.gorzkowska@isotech24.eu](mailto:maria.gorzkowska@isotech24.eu)  
phone: 664 067 824



Projekt CODECS jest finansowany z programu badań i innowacji Unii Europejskiej Horyzont Europa w ramach umowy o dotację nr 101060179. Wyrażone poglądy i opinie są jednak wyłącznie poglądami autora (autorów) projektu i niekoniecznie odzwierciedlają poglądy Unii Europejskiej lub Europejskiej Agencji Wykonawczej ds. Badań Naukowych. Ani Unia Europejska, ani organ przyznający dotację nie ponoszą za nie odpowiedzialności.

## Buy directly from local food producers via **spizarnia24.net**

Demo of the APPETIT platform for growing local food markets from the perspective of Renata Cupiał – Gonera’s Natura Farm and the *Spizarnia – Lokalne Pożywienie* [Pantry – local nourishment] short food supply chain

Friday, 30.08.2024, 16.30 – 19:30

PASNIK, 71 Mikołaja Kopernika St, 42-217 Częstochowa, Poland

This event is organized as part of the 33rd National Agricultural Exhibition in Częstochowa.  
Co-organisers: IsoTech and *Spizarnia Lokalne Pożywienie* (Pantry – local nourishment) short food supply chain for and on behalf of the APPETIT Living Lab of the CODECS project

### Meeting agenda:

16.30	Participant registration and refreshments	
17.00	Introduction - Why <a href="https://spizarnia24.net">https://spizarnia24.net</a> ?	Renata Cupiał-Gonera and the farmers of the <i>Spizarnia – Lokalne Pożywienie</i> short food supply chain
17.20	<b>Online local food: step-by-step from order to pick-up/delivery</b>	
	<ul style="list-style-type: none"> <li>• Products on offer</li> <li>• Marketing</li> <li>• Placing orders</li> <li>• Payments</li> <li>• Settling accounts &amp; financial documentation</li> <li>• Logistics and distribution</li> </ul>	Renata Cupiał-Gonera and the farmers of the <i>Spizarnia – Lokalne Pożywienie</i> short food supply chain
17.40	<b>Benefits for food producers and consumers</b>	
	<ul style="list-style-type: none"> <li>• Access to food of known origin</li> <li>• Increased sales</li> <li>• Lower transaction costs</li> <li>• Time savings</li> <li>• Other benefits</li> </ul>	Renata Cupiał-Gonera and the farmers of the <i>Spizarnia – Lokalne Pożywienie</i> short food supply chain
18.00	<b>We can, too – discussion</b>	
	<ul style="list-style-type: none"> <li>• Where to begin</li> <li>• Who can initiate the process</li> <li>• Organising funding</li> <li>• Accessing advice and support</li> <li>• Other issues</li> </ul>	Farmers/organisers from Kamienna Góra, Chojnice and Małopolska regions
18.30	<b>APPETIT Living Lab</b>	
	<ul style="list-style-type: none"> <li>• Creating organisational and IT solutions for growing local food markets for locally-produced food.</li> </ul>	Rafał Serafin, IsoTech, CODECS Project
19.00	Refreshments prepared by <i>Spizarnia – Lokalne Pożywienie</i> [Pantry – local nourishment] Arranging on-site visits to farmers of the <i>Spizarnia – Lokalne Pożywienie</i> short food supply chain	

**REGISTRATIONS:** <https://forms.gle/yDR25TqYiHXq2Z8c7>

**CONTACT:** Maria Gorzkowska-Mbede: email: [maria.gorzkowska@isotech24.eu](mailto:maria.gorzkowska@isotech24.eu)  
tel: 664 067 824



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CODECS has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No 101060179. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

30.08.2024

Demo event for Spizarnia [Pantry] farmers at the Pasnik Eatery in Czestochowa. Presentation prompted discussion and APPETIT testing on mobiles, tablets & computers



**Zapraszamy!!!**

📍 ul. Mielczarskiego 1/3 Częstochowa

📅 W każdą sobotę od 8.00 do 12.00

*Spizarnia*  
Lokalne pożywienie





**31.08.2024**

**Spizarnia Exhibit at the AgroFair in Czestochowa, which included a CODECS information point & APPETIT Demo for those interested**





- Zamawiasz produkty? Kiedy? Gdzie?
- Rolnicy kompletują? Od kogo? Kuzaj?
- Odbierasz? Dostarczamy? Gdzie? Odbioru
- Smacznie! Masz pytania?

POKAŻ PRODUKTY DOSTĘPNE W PUNKTACH ODBIORU

Spizarnia

- Wszystkie produkty
- Mięso, ryby
- Wyroby gotowe
- Warzywniak
- Herbata
- Nabiał, Jaja
- Pieczone niespodzianki i zestawy prezentowe
- Sypliki, Makarony
- Kosmetyki
- Spizarnia
- Piekarnia
- Napoje
- Wędliny, Mięso, Ryby

Wszystko

NAJCZĘŚCIE KUPOWANE PRODUKTY

**Smietana 0,25l**

Producent: Gospodarstwo Rolne Adam Będkowski

0 kg **PLN 6,00**

+ DODAJ DO KOSZYKA

WSP. TERAZ

Dostępne w: **Spizarnia** Mielczarskiego 1/3, 42-100 Częstochowa

**Kasza jaglana z własnego ekologicznego prosa 1 kg**

Producent: Radek Jochemczak

1 kg **PLN 15,00**

+ DODAJ DO KOSZYKA

WSP. TERAZ

Dostępne w: **Spizarnia** Mielczarskiego 1/3, 42-100 Częstochowa

**Jabłka Nieznaną Odmianą**

Producent: Radek Jochemczak

1 kg **PLN 7,00**

+ DODAJ DO KOSZYKA

WSP. TERAZ

Dostępne w: **Spizarnia** Mielczarskiego 1/3, 42-100 Częstochowa

NOWOŚCI

**Smietana 0,25l**

Producent: Gospodarstwo Rolne Adam Będkowski

0 kg **PLN 6,00**

+ DODAJ DO KOSZYKA

WSP. TERAZ

Dostępne w: **Spizarnia** Mielczarskiego 1/3, 42-100 Częstochowa

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WSP. TERAZ

Dostępne w: **Spizarnia** Mielczarskiego 1/3, 42-100 Częstochowa

PRODUCCENCI

- GOSPODARSTWO PRZY DWORSKIEJ
- FUNDACJA UCZ SIĘ ZDROOWIA
- MAREK NOWICKI
- PAWEŁ HUDY