

PRACTICE ABSTRACT

CASE STUDIES: Social Innovations in food provisioning

Artisanal food stall “Klēts” at RIMI supermarkets

A network of retail outlets with devoted sections in RIMI hypermarkets

Based on collaboration between “RIMI Latvia”, private company “Lauku rudzupuķe”, and local farmers and artisan food producers

The initiative aims to bring local products from small producers to a wider range of consumers

Description

The initiative, which was launched in Latvia in 2011, is based on a collaborative arrangement between the supermarket chain RIMI and a private company “Lauku rudzupuķe”. This network of specialised shops takes the form of separate serviced sections or stands in the supermarkets, dedicated to goods from local farms and artisan food producers. While both companies are primarily motivated by the commercial potential of artisan food, they also emphasise the willingness to align their aims and values with the needs and preferences of customers and local producers. ‘Klēts’ provides an opportunity for a wider range of consumers to access locally produced food, as well as diversifies the product range to meet the emerging food consumption trends and the increased demand for local, organic, and artisanal products.

Issues addressed

The channels for bringing locally grown produce from small farms and artisan food producers to the end-user are limited. ‘Klēts’ is an attempt to remedy that by providing an outlet for these goods and making them widely accessible to the public. Furthermore, it is a collaborative arrangement that provides an enabling environment to small food producers. Additionally, the companies involved have contributed to the legislation process to normalise and formalise the participation of artisan producers in the market.

Impacts on sustainability

Environmental: Locally produced alternatives to mainstream products, more organic product options in supermarkets.

Social: Gradually changing mainstream consumer perceptions of local (and organic) food, promotes a transparent form of entrepreneurship for small companies.

Economic: Stabilised and increased demand for small food producers, eased operational procedure for artisan producers, increased consumption of local products.

Full report (in Latvian) available at:

http://www.bscresearch.lv/uploads/files/SINFO_KI%C4%93ts_pielikums_Nr2.pdf

