


CORENET Good SFSC Practice No 9:	
Author:	Ágnes Szegedyné Fricz
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <u>in English</u>	NETWORK OF OPEN FARMS PROVIDING PRODUCTS AND EXPERIENCES
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	In 2018, farmers, local product producers and agro-tourism service providers of the Zala Valley entered into partnership with each other with the support of the AgriShort project.
b Distribution and logistics:	
c Regulatory compliance:	Advice on the legal aspects of food hygiene, food labelling, taxation and catering.
d Better partnering:	Advice on the use of social innovations for better cooperation
e Technology:	Advice on cultivation and food processing technologies.
f Production & processing:	Advice on what to set up on the farm to welcome guests
g Packaging:	
h Branding and marketing:	Advice on what is needed to develop and operate the common trademark, marketing activities.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	Advice provided by Hungary-Croatia Cross-border co-operation Program with the help of Kislépték Association. Peer-to-peer contacts with the support of Kislépték Association.
*See The CORENET SFSC Charter 1 4. C SFSC ADVISING.	

<p>Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i></p> <p>This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>The Zala-Termálvölgye Local Action Group (LAG) created the Zala Valley Open Farms in 2018 on the basis of the LEADER programme which aim is to support local producers and tourism services. The LEADER supported by EARDP in Rural Development Program was combined with AGRISHORT Croatian-Hungarian INTERREG project in order to get acknowledge on SFSC by advisors. The "Zala Valley Open Farms" is a network of producers who undertake to open their farms and food processing plants for customers also provide high value added food products. The preparation of new rural network started in 2013 and during 5 years the LAG was facilitating the local farmers for cooperation, helping local SME's and stakeholders to identify their local values and to find their common objectives. The network belongs to farmers and service providers however it is operated by the LAG to ensure its sustainability. In order to build and operate this network the LAG provides for members: - common marketing image (logo, rollups, signs, image films, etc.); - a well-designed internet platform + smartphone app. including push notifications + social media platforms where producers can market their products, give information about their opening times, special events, offers; - special, larger scale events for wider marketing of the system; - a quality assurance system and coaching (with internal governance and decision making) for creating adequate environment at the farm to be able to accept visitors (toilets, hygiene, aesthetics, etc.); - possibility for social learning, networking, building local/regional identity for producers; - training in different subjects (regulation, rural tourism, food safety, social network, marketing, project management etc.). The business model is easy: Visitors can come to visit and buy products not only by appointment, but also during the regular opening times and at special organised events. Thus, customers can actually see how and where the local products are produced and get to know all the local members. The LAG is, at the moment, the main engine/organiser of the programme and turned it into the backbone of local development strategy. (Only network members can apply for business support from the EU/state funded local development programme). Nevertheless, on the long run, entrepreneurs/producers should take charge and the programme should be sustainable even without the professional and financial input of the LAG. The key innovation of this programme is the way of coaching the stakeholders to ensure their cooperation. The disputes are common in the group and it should be also taken into consideration that Hungarian farmers are afraid of cooperation due to historical bases. That's why the LAG tries to tackle the human circumstances to sustain the peaceful networking. It is also evident that farmers suffer from lack of time, source and knowledge which is mitigated by operation work by the LAG.</p>
	<p>Main results/outcomes of the activity (expected or final)</p>
	<p>Based on the French example, a network of open farms has been developed, promoting the farms' unique services under a common brand. Throughout the year, programmes will be advertised on the common website, where farmers' specific services will be available. The Open Farms SFSC also functions as an umbrella organisation, with short SFSCs being formed between the actors: e.g. cheese maker - wine tasting - consumer, etc.</p>
	<p>The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?</p>
	<p>As a first step in the development of the Open Farms cooperation, the activities in which they would like to cooperate were assessed. With the help of the Kislépték Association, the advisory activity helped to realise the common will and vision of the members. The consultancy has been extensive and will continue in the future to strengthen cooperation, legal and technological advice.</p>
	<p>Further information/references:</p>
	<p>http://uj.zalatermalvolgye.hu/nyitott-portak/ https://nyitottportak.hu/ https://nyitottportak.hu/wp-content/uploads/2023/06/NyP_esemenynaptar_2023_nyar.pdf, https://www.facebook.com/nyitottportak/,</p>
<p>Actors, stakeholders</p>	<p>Zala Termálvölgye Egyesület, Kislépték Egyesület</p>
<p>Region, Country</p>	<p>Zala County, Hungary</p>
<p>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</p>	<p>https://www.youtube.com/@nyitottportak</p>
<p>Short title in native language</p>	<p>Zala-völgyi Nyitott Porták</p>
<p>Short summary for practitioners in native language (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).</p>	<p>A Zala-völgye gazdái, helyi termék előállítói, agroturisztikai szolgáltatói 2018-ban partnerségre léptek egymással és létrehozták a Nyitott Porta rövid élelmiszerlánc csoportot. Az együttműködő tagok célul tűzték ki, hogy minőségi, helyben előállított termékekkel, színvonalas szolgáltatásokkal lássák el a környékbeli lakosokat, az ide látogató vendégeket. Az együttműködő gazdák legfontosabb vállalása, hogy rendszeresen hirdetnek meg nyitott napokat és eseményeket az érdeklődők, vásárlók számára. A meghirdetett időpontokról a www.nyitottportak.hu oldalon érhető el aktuális információ. A portákat csak a megadott időpontokban, sokszor előzetes bejelentkezés után lehet felkeresni! (Az esetleges bejelentkezés szükségességéről az esemény adatlapokon olvasható információ.) Több gazda a megadott időpontokon túl is fogad vendéget külön bejelentkezés alapján, amelyről az érintett Nyitott Porta adatlapján olvasható információ.</p>