



Thomas Snellman
REKO



eip-agri
AGRICULTURE & INNOVATION

funded by



European
Commission



EIP-AGRI Workshop Conversion to organic farming

REKO

A new platform

Transforming your business to organic farming is usually a long process – especially when it comes to finding a new market.

REKO offers the perfect solution where customers can see – and taste – your products.



How does it **WORK?**

REKO is a direct sales system enabling producers to sell their products directly to consumers – without bureaucracy, middlemen and lengthy transports.

Today there are over 600 REKO rings all over the world with more than 2,5 million members in 20 different countries.

BENEFITS:

1. **No middlemen.** Producers sell their own products themselves.
2. **The contact** and orders takes place on Facebook.
3. **The system is free of charge** for both producers and consumers, only the products have a price.
4. **Producers are responsible** for ensuring that everything is right and legal.

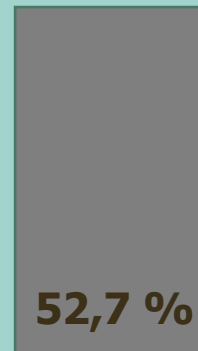


CASE STUDY

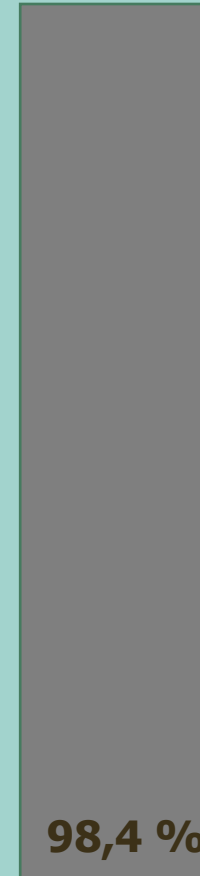
Jakobstad, Finland, 2015



REKO



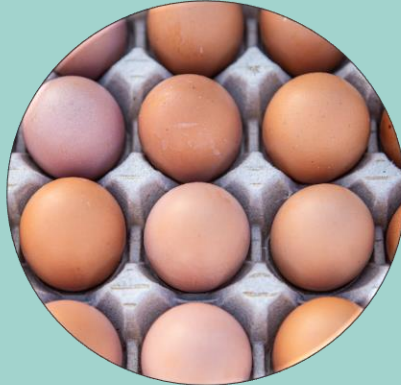
GROCERY STORES





REKO

keeps growing
and new rings
are established.



REKO

enables women
in development
countries to make
an income and create
their own future.



REKO

becomes
an alternative,
challenging
supermarkets
and food industry.



REKO

contributes to
a better supply of
locally produced food
even in traditional
grocery stores.

Good, healthy and sustainable food **FOR EVERYONE**

THANK YOU
for listening!

Thomas Snellman

