



**PRACTICE ABSTRACT**

**Digital technology**

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## OSIPPPIT - WEB FARMER'S MARKET

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OSIPPPIT is a free web application that aims to help farmers use digital tools to sell locally-produced products to a large number of consumers in the area of Istria County, Croatia.

The application is an online market and an interactive map. The users are small farmers, members of farm associations, and consumers of agricultural products: households, restaurants, educational centres, hospitals, tourist establishments and other public institutions.

The application enables buyers to search for home-made products and locate them on a map. The buyer can browse the product offer in four different ways: by product group, product type, keyword or production area/location. The producers can present their products, increase their visibility, and help consumers make online orders by choosing delivery and payment methods. The app also provides direct online communication between the farmer and the consumer, along with destination guidelines for tourists.

The platform was developed through the project "Organisation of the system of direct sales of agricultural products using Internet technology" (OSIPPPIT) financed by the operational Programme Slovenia-Croatia 2007-2013 under the European Regional Development Fund (ERDF). The partners were the Institute of Agriculture and Tourism of Porec, the City of Vodnjan, the Faculty of Agriculture and Life Sciences at the University of Maribor, the Science and Research Centre of Koper, farm associations and the private sector (ICT Company).

<b>Application scenario</b>
Promoting small farmers' products and connecting farmers with local consumers, online market
<b>Digital technologies</b>
Web-browser, online platform, interactive map application
<b>Socio-economic impact</b>
<ul style="list-style-type: none"> <li>▪ Economic: Organisation, independence, market conditions and standards, position in value chain, profitability, added value</li> <li>▪ Environmental: proximity sales, high-value and quality products, low input production systems</li> <li>▪ Social: connection between farmers and end-consumers, food sovereignty</li> </ul>
<b>More info:</b> <a href="https://www.trznica-trg.eu/en">https://www.trznica-trg.eu/en</a>



## Purpose of the application

The web application is a market for home-made agricultural products. It aims to promote opportunities and methods for selling local agricultural products, direct insight into production technology, and the purchase of fresh and quality agricultural products in the local area of Istria County.

The global market for agricultural products is saturated with cheap products, from often insufficiently differentiated industrial production systems, whose main goal is to maximise profits, often at the expense of quality. Such trends mostly affect small and medium-sized agricultural holdings that do not have the technology to produce in quantity or be as competitive when reaching the consumer.

Given the importance that small and medium-sized farms have for the management and sustainable development of rural areas, and in preserving their sociological, ecological and cultural role, it is clear that one of the most important tasks of agricultural policy, especially in the Mediterranean, is to find new opportunities and sources of income for these farms.

## Description of the tool

OSIPPPIT is a free web application, to which all farms that are certified in the Farm Register have the right to sign up. Through it, small and medium-sized farms can sell their own agricultural products, and connect to consumers directly. The application requires accurate data to be entered as a prerequisite for successful communication between producers and buyers in the process of ordering and purchasing products.

The local agricultural products offered must comply with all legal regulations governing the production and trade of that agricultural product, and each producer must independently comply with the legal regulations and conditions to place the products on the market. The developer and owner of the application do not have any responsibility in this regard.

## Areas of socio-economic impacts

<b>Social</b>	Better communication between small and medium-sized agricultural holdings and end-customers, greater food sovereignty and purchasing decision capacity, contributes to avoiding local depopulation.
<b>Economic</b>	Strengthen position of small and medium-sized agricultural holdings in the value chain.
<b>Environmental</b>	Less impact due to proximity sales, high-value and quality products and a low input production system.

