



Harvest Heroes Initiative

Prepared by: N. Pavlov & A. Hayrulov



Supporting Local Farmers in Ardino: A Social Enterprise Idea

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Overview

Concept: Create a social enterprise that connects local Ardino farmers with consumers, offering fresh, high-quality produce and promoting sustainable agricultural practices.





What's Our Next Move?

**Bringing farmers to cultivate
new opportunities.**





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Linking The Farmers

Being a farmer is not just a job. Farmer is the heart of human life.

Facts?

2024

Many farmers quit their job. Now we're running out of farmers caused by misperception of being a farmer.

2024

Digital Connectivity: A Game-Changer!

56%

of smallholders farmer in Ardino have access to the WIFI. Internet connectivity transforms the fortunes of smallholder farmers, opening doors to a wealth of opportunities and securing their farming futures.



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Services

- Online and/or mobile farmers market platform
- Value-added products
- Educational workshops
- Community Supported Agriculture (CSA) program

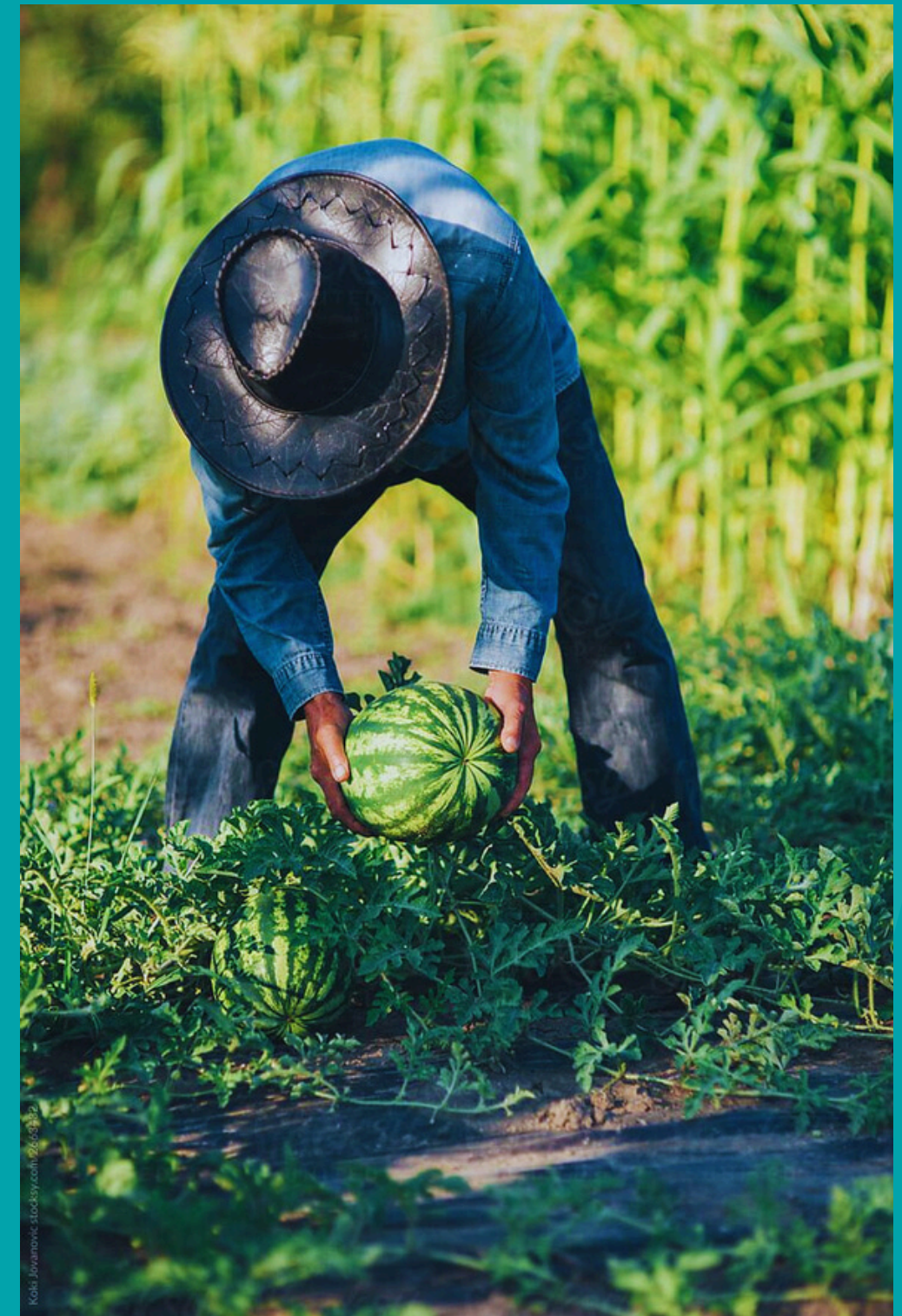




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Social Impact

- Increased income for farmers: Provides a fair and reliable market for their produce.
- Promotes sustainable agriculture: Encourages farmers to adopt environmentally friendly practices.
- Improved access to fresh, local food: Ensures consumers have access to high-quality, seasonal produce.
- Community development: Strengthens the local food system and fosters connections between farmers and consumers.





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Business Model

Commission fees

Value-added product sales

Subscription fees

Grants and donations



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Success Factors

Building strong relationships: Develop trust and collaboration with local farmers.

Marketing and outreach: Create awareness about the platform and the benefits of buying local.

Delivery logistics: Ensure efficient and reliable pick-up and delivery options. **AND** ***Product quality:*** Maintain high standards for the freshness and quality of produce.



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Additional Considerations



01

Partnering with local businesses: Collaborate with restaurants or shops to sell local produce.

02

Food safety and storage: Ensure proper handling and storage of produce to maintain quality.

03

Technology and training: Provide training for farmers on using the online platform if needed.



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In conclusion

By implementing this social enterprise model, you can create a sustainable system that supports local farmers in Ardino, promotes healthy eating habits, and strengthens the community and food system. Remember, conducting further research on local needs, existing initiatives, and potential funding sources will be crucial for refining your plan and ensuring its success.



A smiling man in a white shirt is shown from the chest up, holding a basket of green onions. The image is overlaid with a teal gradient. The text "Thank you for the attention!" is written in a bold, dark teal font across the center of the image.

**Thank you for
the attention!**