

Preili organic farmers' cooperatives, Latvia

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General description:

- Aims of the initiative: to create common marketing strategy and to empower local farmers
- Main activities:
 - Collective sells of vegetables and fruits
 - Creation of new marketing channels on regional and national level
 - Negotiate higher prices for the products
 - Accounting, agricultural and logistics services
- Starting year: 2004
- Members: farmers
- Interesting aspects:
 - Organic agriculture is comparatively new and growing branch in Latvia
 - Exploration of building-up a new food chain based on regional production and marketing
 - Relations between individual and collective marketing strategies

State of art :

- Cooperative "Produkts veselībai" – 10 members
- Cooperative "Latgales ekoprodukts" – 15 members
- Medium sized farms (ca. 40 hectares)
- Moderate performance
- No employed personnel for any of the cooperatives activities
- Domination of individual marketing strategies over collective ones



Enabling factors:

- State support through seed money for start of COFAMIs
- State support for marketing activities and food promotion (programs for Latvian and special quality food promotion)
- Growing consumers interest in special quality products and local food
- Intensive social networking within regional organic movement created the social base (common goals and values, trust) for the establishment of Preili cooperatives
- Active leaders



Membership benefits:

- Recognition of the distinctive quality of the products by other FSC agents
- Marketing of products in specific organic distribution outlets
- Price premium
- Access to a broader organic market
- Reduced costs
- Information on market opportunities, available state support, calls for the projects
- Advisory services and publicity

