

2020

# V4 for smart and competitive rural SMEs in Georgia



• Visegrad Fund



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## Házikó, Hungary



Házikó is a Budapest based business enterprise developed with the aim of shortening the supply chain between small, rural farmers struggling to transport and deliver high-quality, minimally processed food at a reasonable price to the city markets, and Budapest located customers, consisting mainly of the recipients of Házikó's catering service - companies, restaurants and bistros. Házikó's rural development team's goal, as they state it is to bring the very best of the Hungarian countryside to Házikó's clients - directly

from farm to table, with Házikó's caterers eager to present a carefully designed table full of delicious, always seasonal and extra-healthy, real food.



Company cooperates exclusively with small, sustainable and organic farms, thoroughly presented and advertised on their official website, to ensure that all products used are of high quality and cleanness.

Biodegradable packaging of the products, usage of cargo bikes for delivery or the environmentally friendly tableware and compostable cutlery are some of the Házikó's conscious and sustainable activities aiming at rebuilding the healthy relationship between the city and the countryside.



[www.haziko.farm](http://www.haziko.farm)



## Lokapetit, Slovakia



Lokapetit is an online based enterprise established to provide inhabitants of the Slovakian cities with an unlimited daily access to the backyard, high quality. fresh food and nutrients.



The concept focuses on the demand for fresh and healthy organic products (dairy products, bakers' wares, vegetables and fruits), that's been existing on the market for a longer time,

however could not be addressed directly by the rural producers due to the high costs of delivery and marketing of their products. Lokapetit narrows the food supply chain by connecting the producers and the consumers via its online shop, so that the demand can meet the supply more easily. Through Lokapetit website potential customers get detailed description of all of the shop suppliers – Slovak farmers and producers of organic, hormones and pesticides free food, and drinks order and pay for the desired products that will be delivered by company's refrigerated cars directly, without any warehouse storage in between, from the selected farms to the customer's house within as little as few hours.



Check on: [www.lokapetit.sk](http://www.lokapetit.sk)



## Krchlebske cakes in Czech Republic



Ms Helena Konopíková is owner of Krchlebske cakes, which is a good example of successful rural business established and developed in joint effort of the entire family - mother, father, son and daughter.

Initiated as a domestic production of traditional Western Bohemian cakes based on the recipe received by Ms. Konopíková from her mother-in-law.

Products were sold mainly to family and friends, but the business has gradually expanded and took over the family house.



As expressed by the founder, beginnings didn't seem promising: "At first I found interest in my friends and acquaintances, later in the wider neighborhood. It was in the summer of 1990. The response was small, rather none. At that time, most households offered an assortment of sweet bakery products themselves. I tried once to offer my products to foreigners as well. Interest was extraordinary. Soon I sold all the products offered".

The family has begun to supply wholesalers even in very remote locations. They cooperate with local suppliers of local raw materials - eggs, cottage cheese milk, high-quality flour from a local mill. In the newly opened small family shop, their customers can enjoy coffee, tea and, of course, Krchlebské cakes.

[www.krchlebskekolace.cz](http://www.krchlebskekolace.cz)



## Poland - Culinary Routes: Tastes of Belarus...

... is the first network tourist product in Belarus:. On the route in the town of Lyntupy, pleasant and useful were combined. There is a combination of a cafe and an information point.



Kultyvatar, is the owner of a historic building in Lyntupy, which also created a route information point - operating in the formula of a cafe, equipped with cookbooks and books about the culinary heritage, as well as antique furniture, a fireplace, a good quality coffee maker. This place became the center of cultural life in Lyntupy.

Vintage café / info point in Lyntupy:



On Facebook: [@kultyvatar](#), [@culinaryrides](#)

More on:

<http://bit.ly/36Vltke>

<http://bit.ly/2H5e4EB>

<http://tastesofbelarus.org>



Project was implemented with help of Development Policy Foundation (Poland)



## Poland - Culinary Routes Bike and wine in Moldava



Thanks to the project complete bike route with interesting points on it was created. Fully functional and integrated products of rural tourism - based on Moldavian Culinary Routes model, designed to support balanced, sustainable rural development and diversification of income in the countryside: production and promotion of regional products, construction of thematic (including culinary) cycling and walking touristic routes, as well as inclusion of the Calarasi and Purcari regions residents in the active development of a local touristic offer.

The project created almost 100 km of bicycle routes connecting the famous regions of Moldova: Causeni and Stefan Voda. It supports small entrepreneurship in the region by engaging small wine producers, vegetable and fruit processors in creating an attractive tourist offer - building their workshop, festival and exhibition offer.

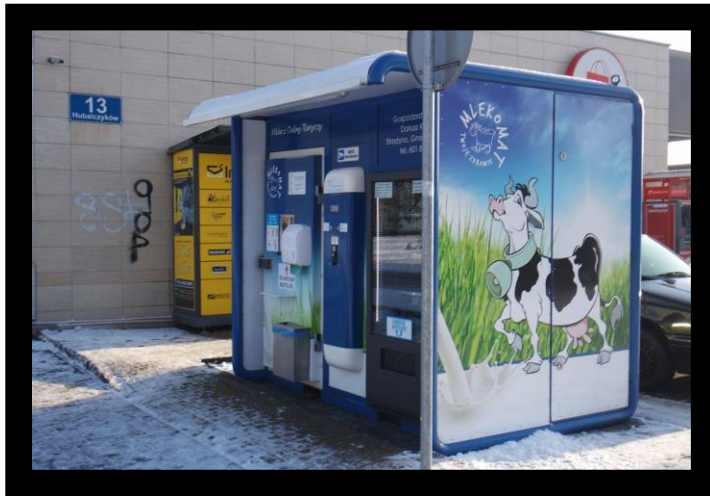


Check on: <http://bikeandwine.md/rent.php>

Project was implemented with help of Development Policy Foundation (Poland)



## Vending machines - Mlekomaty, Example of direct sale in Poland



Poland Mlekomat is a vending machine with fresh milk from local producers set up usually on green markets. The vending machines are usually purchased by farmers and set in towns - this specially prepared machine contain fresh milk cooled to 3 Celsius degree, which is every day refilled. One can come to buy milk with own bottle or buy a sterilized one in the vending machine. As the vending machines Regional food trails are rather expensive, for the producers to maintain the

machine it needs to sell daily 80 liters of milk to be profitable. Mlekomat consists of two separate devices: a classic vending machine selling bottles and a proper mlekomat that sells fresh milk.



Milk in mlekomats is fresh and raw, which means that has not undergone any heat treatment or homogenization, but is carefully filtered and quickly chilled. Due to the lack of heat treatment, such as pasteurization and sterilization, it is possible to preserve fully natural elements, which are, for example, valuable lactic acid bacteria, strengthening the defense capabilities of the immune system and revitalizing the intestinal bacterial flora.

Check how it works: <https://www.youtube.com/watch?v=y683mHEIWO>



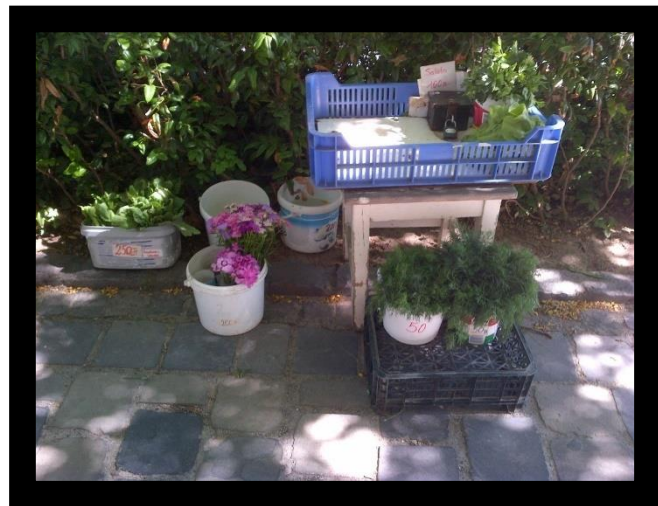
## Hungary - Specialty in Kőszeg: Honest cash boxes in the streets



If you are in Kőszeg don't be surprised when you come across small stools functioning as mini shops. The products to offer are usually home-grown flowers, plants, fruit or vegetables. But I have seen books and other stuff too. The interesting point is that these shops don't have sellers, instead there is a small metal box for the money. You take the product you want and leave the price of it in the honesty cash box.

Nobody checks the amount or even the payment itself but it is considered extremely rude not to pay.

According to the sources this hundreds of years system works only in the Western Hungarian town Kőszeg, but it is not really true, in some neighboring villages (Velem, Cák, Lukácsháza stb.) you can also see honesty cash boxes in the streets.



## Slovakia - Martin & Martina, cofounder of Včelobal, produce bee's wax wraps

<http://www.vcelobal.sk>



<https://www.youtube.com/watch?v=BA3OPNakYtc>

Beeswax Wraps How to Use - > <https://www.youtube.com/watch?v=bGD5BPzo2b4>

The couple started an online shop to sell their handmade beeswax wraps this year. It's an ecological alternative to plastic foil, aluminum foil and so on. Those beeswax wraps are made from natural ingredients like beeswax, jojoba oil, coconut oil, tree resin and cotton. They are washable, reusable and compostable.

The beeswax wraps can be reusable. They are easy to clean and keep food fresh without to "suffocate" with its adhesive packaging. These paper are healthy because they are antibacterial and they aren't harmful chemical. And to finish, these reusable food packaging can be recycled at the end of their life. They can be indeed burn in the wood fire. So, after these different argument, we can ask ourselves if it's the best product to replace aluminum foil and cling film? No idea but with the beeswax wraps it's possible to reduce the plastic in the nature

