

Conference of cooperation between
Slovenian and Czech LAGs

19.5.2017

Tourist Farm Firbas, Cogetinci

COOPERATIVE
DOBRINA

ZADRUGA
DOBRINA

The logo for Zadruga Dobrina features the word "DOBRINA" in a large, bold, brown serif font. Below the text is a stylized illustration of a wooden spoon, with the bowl of the spoon positioned to the right of the text and the handle extending to the left.

ZADRUGA ZA RAZVOJ TRAJNOSTNE
LOKALNE PRESKRBE z.o.o.

Cooperation for self-sufficient local
supply

Decisions – Why start a project? /Zakaj odločitev za ustanovitev zadruge?

- 6,7ha per farm in average
 - Low self-sufficiency in Slovenia (36 % for vegetable production)
 - 1 % organic food, only 1/5 of Slovenian origin
 - self-organization of small traditional farmers
 - Extra income on the farm
- Nizka samooskrba v Sloveniji (34 %)
 - 1 % ekološke hrane od tega 1/5 slovenske
 - Obuditev ter ohranitev manjših kmetij
 - Dodaten vir zaslužka na kmetiji



Traditional harvesting in Jurovski Dol

START – establishing of the Dobrina Cooperative

- What is the basic purpose:
 - to develop and support small family farms,
 - fair trade, and
 - to connect rural environment to urban centres.
- Dobrina was established on the principle of social entrepreneurship at the end of the year 2011
- Was a part of the international project European capital of culture 2012 (Urban Furrows: Sustainable Local Supply)



The store with local supply



Jurovski Dol

- Cooperative Dobrina today includes 75 members,
- cooperates with approximately 54 schools, kindergarten, elderly's homes etc.
- 90 households (boxes with local products).



Meeting with farmers

Activity Areas/Področje delovanja

- Oskrba obratov javne prehrane
- *Food supply for public food service establishments*



Delivery

Fresh vegetable/mix local boxes

Prodaja tedenskih zabojčkov

- *Maribor, Lenart and Ptuj*
- *Boxes (3 kg, 5 kg, 8 kg)*
- *We offer seasonal, healthy, safe locally grown food*
- *Regular buying through the year*

- Maribor, Lenart in Ptuj
- Zabojčki (3 kg – 8 €, 5 kg – 13 €, 8 kg – 19 €)
- Potrošniku ponudimo zdravo in lokalno pridelano hrano
- Redni odkup skozi vso leto

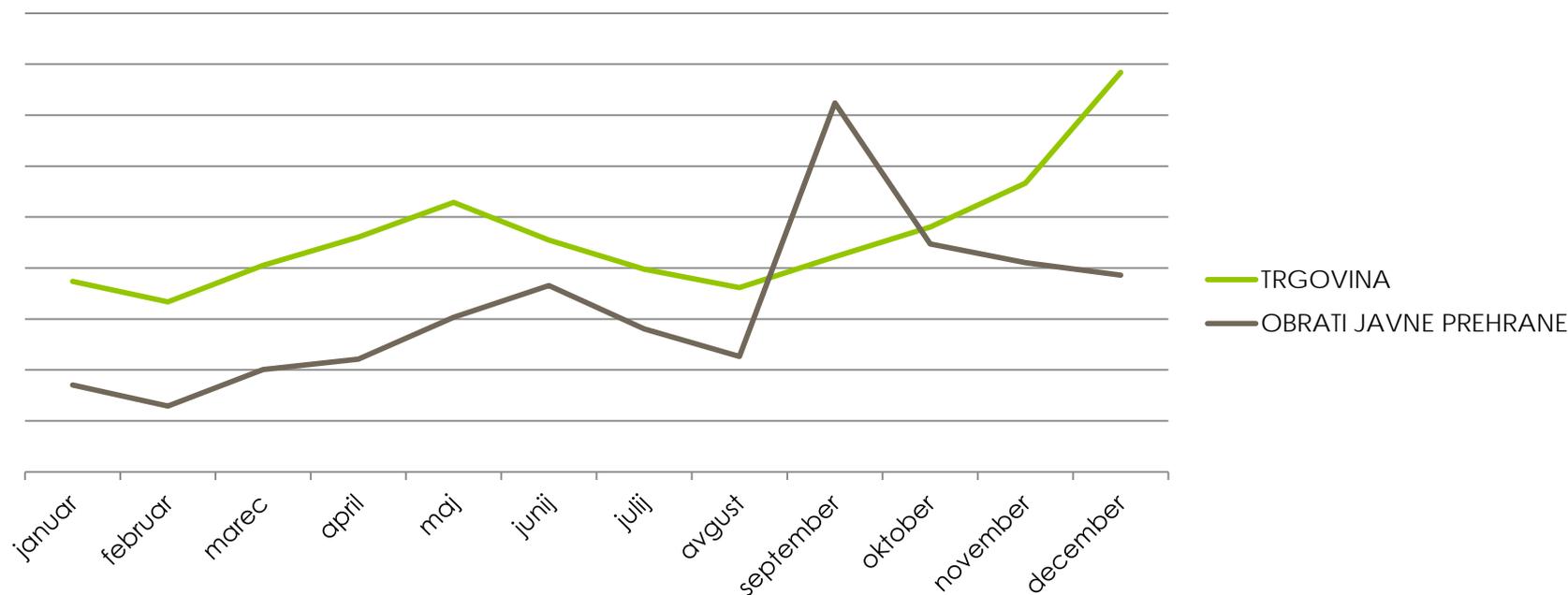


8 kg zabojček

Challenges in cooperative

Izzivi, s katerimi se soočamo

- Differences between months in sale per month
- (unstable sale)/Zelo neenakomerna prodaja izdelkov



Innovative country catering

Izvajanje kmečkega cateringa

- Added value of traditional products
- Farmers housewives (as one of the identified vulnerable groups) prepare traditional delicacies

- Dodana vrednost
- S pomočjo kmečkih žena (postrežemo na vaši zeleni lokaciji)



Grocery store...

Trgovina v Tkalskem prehodu 4

- *Open:*
Monday – Saturday
- *In Wednesday:*
seasonal boxes
with fresh
vegetable, fruits
and other
products
- *Odprta od*
ponedeljka do
sobote
- *V sredo se*
prevzemajo
tedenski zabojčki s
sezonskimi produkti



Trgovina...*grocery store (cooling part)*...



Trgovina...grocery store...





Plans for the future

- Povečanje količin pridelkov in izdelkov
- Vzpostavitev obrata za predelavo zelenjave in sadja
-
- Increasing the amount of products
- Sistem investment in food processing

*Thank you for your
attention!*

Hvala za vašo
pozornost!

