



talutoidu uus tase

Lõuna-Eesti Toiduvõrgustik

# Organic product sales through the Internet

Estonian ways and possibilities

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## WHY?

- 7 farmers, who wanted to have direct sales
  - Very small organic farms
- Started with direct box scheme 2006
- It was difficult to arrange/coordinate production and sale of vegetables jointly



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## www.let.ee history

- We decided to establish a websystem for selling and accounting
- Managed by South-Estonian Food Network – SEF
  - SEF is established in 2008 in Nopri Dairy farm
  - 7 very small farms are members

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## Requirements to the SEF websystem

- Customers can select and buy large choice of organic farm products
- Farmers can sell their products
- Farmers, customers and SEF can compile and collect their bills in the same place
- SEF can build up logistics scheme with a delivery map
- All users get an overview about process through messages: about declaration of products, start of ordering round, acceptance of orders, delivery time of products etc
- Customers receive the news

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So, there were 6 different functions and actually there are also 6 separate websites, what will be introduced in the following slides:

- ❑ [admin.let.ee](http://admin.let.ee)
- ❑ [logistik.let.ee](http://logistik.let.ee)
- ❑ [www.let.ee](http://www.let.ee)- e-Shop
- ❑ [telli.let.ee](http://telli.let.ee)
- ❑ [hulgi.let.ee](http://hulgi.let.ee)
- ❑ Websystem management

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## logistik.let.ee, admin.let.ee functions:

- Managing of the whole websystem and databases
- Having information regarding the variety of products
- Having information regarding the process of selling
- Managing logistics of products
- Establishing delivery plans for retail and wholesale

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# logistik.let.ee

The screenshot shows a web browser window with the URL logistik.let.ee/circle/jadd. The page title is "Lõuna-Eesti Toiduvõrgustik". There are navigation links for "Kasja Keskala" and "Logistik", and a "Logi välja" button. A menu bar shows counts for various categories: Toiduring (6), Talunike laoseis (25), Toiduringi pakkumine (6), Uued tellimused (12), Kinnitatud tellimused (461), Arved (278), and Logistika (6). The main heading is "Lisa toiduring". Below it is a form with the following fields:

- Nimi:
- Tüüp:
- Statust:
- Linn:
- Deklareerimise algus:
- Tellimise algus:
- Komplekteerimise algus:
- Kauba kohaletoomine:
- Logistikapäev:
- LET juurdehindlus:
- Käibemaks:
- Automaatne deklarimine

At the bottom of the form is a button labeled "Lisa toiduring". The browser's taskbar shows the date 29/03/2012 and the time 12:42.

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## The gate for farmers - talunik.let.ee

- Farmers can have virtual stock of their products with their own, wholesale and retail prices on their account
- They will declare quantity of their products for the certain date delivery
- After ordering deadline, farmers can get and print out summary of their orders
- Farmers have to pack all products as fixed in orders

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# Farmers gate talunik.let.ee

The screenshot shows the Farmers Gate website interface. At the top, there's a navigation bar with 'Koja Kesküla' and 'Talunik' buttons. Below that, a status bar indicates 'Hetkel pole ühtegi deklaratsioonidele avatud toiduringi'. The main content area features a search and filter section with 'Toiduring: TARTU- Mahe- j' and 'Koostamispaik:'. Below this is a table of products:

Nimi	Kirjeldus	Ühik	Taluniku hind	Säilvusaeg	Kogus	Määratud
Kooritud kartul	käsitsi kooritud kartul,	kg	0.65		52.20	38.00
Kooritud porgandid	porganditükid	kg	0.77		28.80	20.00
Kooritud kaalikad	kaaliketükid	kg	0.86		0.00	0.00
Kooritud naeris	naeritükid	kg	0.81		0.00	0.00
Kooritud söögipeet		kg	0.89		20.50	14.00
Keeedetud söögipeet		kg	0.89		20.60	14.00
Keeedetud ja kooritud söögipeet		kg	1.00		20.10	13.00
Hapukapsas	ilma lisanditeta	kg	0.75		20.00	15.00

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# e-Shop www.let.ee (first version of 2011)

The screenshot shows the e-Shop website interface. At the top, there's a navigation bar with 'Ostukorv', 'Tutvustus', 'Kontakt', 'Minu konto', and 'Logi välja' buttons. Below that, a search bar and a status bar 'Tere tulemast, Kaja Kesküla!' are visible. The main content area features a 'Toiduringid' section with 'TARTU- Mahe- ja talukaup 7.märts' and 'TARTU-Rohkem saab soodsamalt 5.märts'. Below this is a 'Kategoriad' section with '(89)' items. The main product page is for 'Liha- ja kalatooted / Hakkiha', featuring a product image and a description: 'Olete veidi teistmoodi e-poes, kust saab talu- ja mahekaupa koju tellida!'. The description includes details about the product and how to place an order.

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## e-Shop for private customers

- Customers have they own account, where they can order and see logistics plan, how to receive their ordered products
- At the time when the ordering round is open, customers can order organic products like vegetables, dairy products, herbal teas, meat, flours, eggs, honey, etc
- Home delivery begins with orders from 20€

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## Real life



- After ordering deadline farmers pack products according to the orders
- SEF collects products also from other farmers
- All orders from customers will be compiled from products of different farmers
- At delivery time we deliver ordered products to the clients

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## Customers

- In retail database 346 persons
  - mainly young mothers
  - families with children
  - environmentally conscious people
- In wholesale database 30 enterprises
  - Kindergartens, schools
  - Small shops

In farmers database 28 farms

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# Most popular products

- Organic eggs
  - Organic cheese, cottage cheese, milk and yogurt
  - Organic cabbage, garlic, onion and carrots
  - Rye flour, spelt flour, wheat flour
  - Organic potatoes
  - Organic minced lamb and minced beef
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