


<b>CORENET Good SFSC Practice No 3:</b>	
<b>Author:</b>	<b>Judith MOLNAR</b>
<b>Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)</b>	
<b>Short title in English</b>	<b>FOODHUB Helyenvalo</b>
<b>Choose relevant advertising categories below* and provide short explanation:</b>	
<b>a Business planning and strategy:</b>	The Helyénvaló (The Appropriate) food hub has been operating since 2018 in the middle of Romania, on the outskirts of Transylvania, in the Eastern Carpathians, specifically in Odorheiu Secuiesc. They have our own shop and theyb shop. They operate as a social enterprise owned by the Civitas Foundation. Their opening was preceded by 15 years of work with villages, communities, and farmers in the region.
<b>b Distribution and logistics:</b>	Shop in Odorheiu Secuiesc for local consumers, national distribution through webshop.
<b>c Regulatory compliance:</b>	Advice on the legal aspects of food hygiene, food labelling, taxation and transport.
<b>d Better partnering:</b>	Advice on the logistic.
<b>e Technology:</b>	Advice on cultivation, food processing technologies, consumer requirements.
<b>f Production &amp; processing:</b>	Advice on legal requirements, innovation.
<b>g Packaging:</b>	Advice on new trends and requirements in packaging.
<b>h Branding and marketing:</b>	Advice on what is needed to develop and operate the common trademark, marketing activities.
<b>Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.</b>	No consultant has facilitated the creation of the Helyenvalo Food Hub. We learned from the “book” (Internet, good practices) what SFSC is, what the legal requirements are, how to start a social enterprise, how to run the shop. We read literature, looked for sustainable SFSCs and research on them. Very soon we were invited to participate in an ERASMUS plus project, where together with partners from 5 countries we looked at the expectations for SFSC organisers. We are happy to share our 5 years of experience with anyone.

<p>*See <i>The CORENET SFSC Charter 14. C SFSC ADVISING.</i></p>	
<p><b>Short summary for practitioners in English</b> on the <u>(final or expected) outcomes</u> (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i></p> <p>This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>The Helyenvalo/Cumsecade Food Hub project is an adaptation of a US initiative aimed at developing short food supply chains. The main funder of the project is the Romanian American Foundation. From 2022 they are integrated into the NESST-IKEA Accelerator Programme for Social Enterprises. The trading company Helyenvalo SRL is a social enterprise, an alternative institution trying to incorporate a new concept in the business world. Customers of the shop can find products brought from the area 75 km away from Odorheiu Secuiesc. They operate since 2018 as a physical shop in Odorheiu Secuiesc, and as a webshop for consumers in Romania. They have more than 1300 products from 108 producers (they started with 23 producers): dairy products, meat products, bakery products, fresh fruit vegetables, processed fruit vegetables, teas and spices, bee products, sweets, handicraft products. In a geo-economic context: The number of farms with an area between 2-5 ha is much higher in Romania than anywhere else in Europe. In Szeklerland, this type of agriculture is reflected in the specific character of the landscape, but also in the low environmental impact of farms. Although small farms are economically inefficient, they save for future generations a form of agriculture that should be treated, preserved and passed on as a "treasure". According to the European Green Pact, the role of small farms is growing in the coming period and small farmers must be prepared for this role and for the development of new products demanded by the market. The registration of the Helyenvalo social enterprise was preceded by 15 years of community work by the Civitas Foundation, and plays the role of a knowledge centre in the lives of farmers. They are convinced that the Foodhub represents the commercial form of the future for local food systems. The social problem faced by small producers is not limited to farmers but affects the whole population. The growth strategy is to diversify products by launching innovative products. In the course of their work, they have noticed that the 25-35 age group is missing from the consumer palette. They demand healthy, low-calorie foods without preservatives and allergenic components. These products need to be developed from local ingredients. By paying attention to economic and environmental trends on the planet, a healthy shift towards local products and services with a reduced environmental footprint is emerging. They believe that a conscious consumer will more insistently choose local and healthy food, but to do so we need to keep small producers alive. The more the can help both target groups, the more they can hope for a more sustainable future.</p>
	<p><b>Main results/outcomes of the activity (expected or final)</b></p>

	Helyenvalo food hub was one of the first Romanian food hubs. The model had to be built from the ground up to meet Romanian standards. They taught a lot of producers the market expectations. They showed them why it is important to cooperate with each other and with the authorities. They listen to consumers' expectations, they educate their producers, they bring them together. They made their own working Procedures
	<b>The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?</b>
	The Helyenvalo is in daily contact with all the regulators, with the network of village responsables from the region, and a lot of project partners from Europe (mainly Hungary- Kislépték Association). All these activities are paid from the European projects, and Romanian American Foundation and NESst projects. There is a franchise model prepared, which can be used by others. It is important that food hub is not a financially sustainable entity in the first years.
	<b>Further information/references:</b>
	<a href="http://www.helyenvalo.ro">www.helyenvalo.ro</a>
<b>Actors, stakeholders</b>	Civitas Foundation, Helyenvalo social enterprise
<b>Region, Country</b>	Odorheiu Region, Romania
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	<a href="https://www.facebook.com/HelyenvaloHelyi">https://www.facebook.com/HelyenvaloHelyi</a>
<b>Short title in native language</b>	Food Hub Cumsecade
<b>Short summary for practitioners in native language</b> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	Compania Helyénvaló este o instituție alternativă, un food hub, care încearcă să întruchipeze idei noi în lumea afacerilor. Este inovativă, deoarece este creată de Fundația Civitas, deoarece vede producătorii și cumpărătorii ca parteneri, dorește să ajute colaborarea acestora, este inovativă, deoarece își selectează cu atenție furnizorii, și oferă doar produse sezoniere cumpărătorilor. Totodată această companie este inovativă, deoarece oferă o afacere etică vizitatorilor. Este o întreprindere socială, care oferă produsele alimentare ale micilor producători (în jur de 100 de producători) din zona Odorheiu Secuiesc