

GrAins

Greening Agrifood
in Social Economy



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Open Food Network: Empowering Sustainable Food Systems

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What is Open Food Network (OFN)



- **Global network** of people and organizations connecting local food producers and consumers
- Founded 12 years ago in Australia
- Promoting **transparent and resilient** food systems
- Focus on **sustainability** and **empowerment** of small producers
- Governance operates as a collective of affiliates, working together as defined in a global pledge.
 - Open
 - Transparent
 - Collaborative decision-making



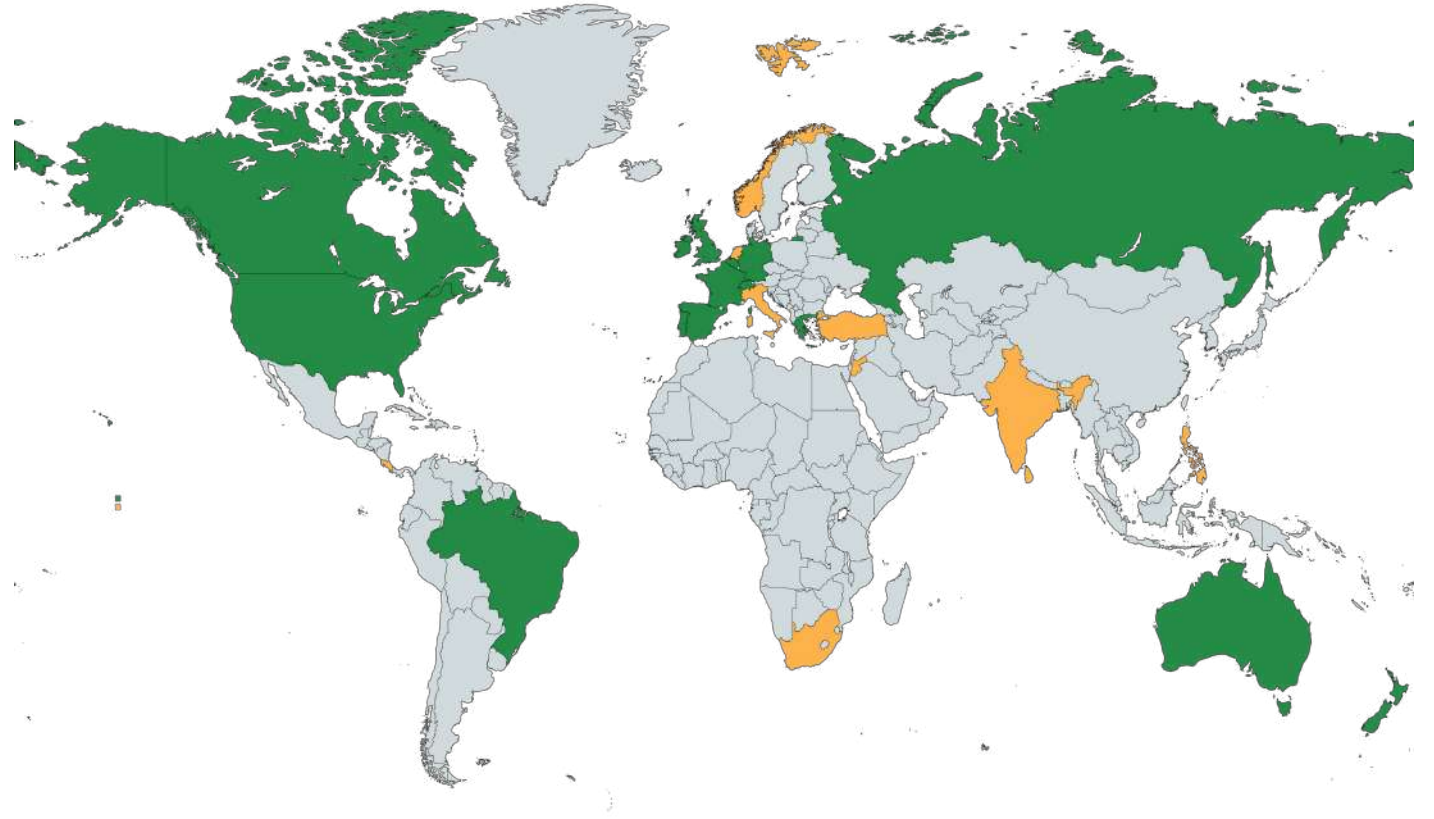
“We want to power a world where fair, open food & farming networks (re)connect people and regenerate the earth.”



OFN's Global Reach



- Active in 16 countries (green)
- In development in 10 countries (orange)
- 7000+ farmers direct marketing their products
- OFN has facilitated millions of transactions globally



What Open Food Network Offers



IT Tools for Local Food Systems:

- **Online Open Source platform** to connect producers and consumers,
- Manage **orders, inventory, and distribution.**
- **Customizable storefronts** for producers and hubs

Teaching Resources:

- **Guides and tutorials** on how to use the OFN platform
- **Webinars and workshops** focused on sustainable practices
- **Peer-to-peer learning** within the OFN community

Knowledge Hub:

- Access to **research, articles, and case studies** on local food systems
- Shared best practices on **green branding, certification, and sustainability**
- **Collaboration opportunities** within the global OFN network

Community Support:

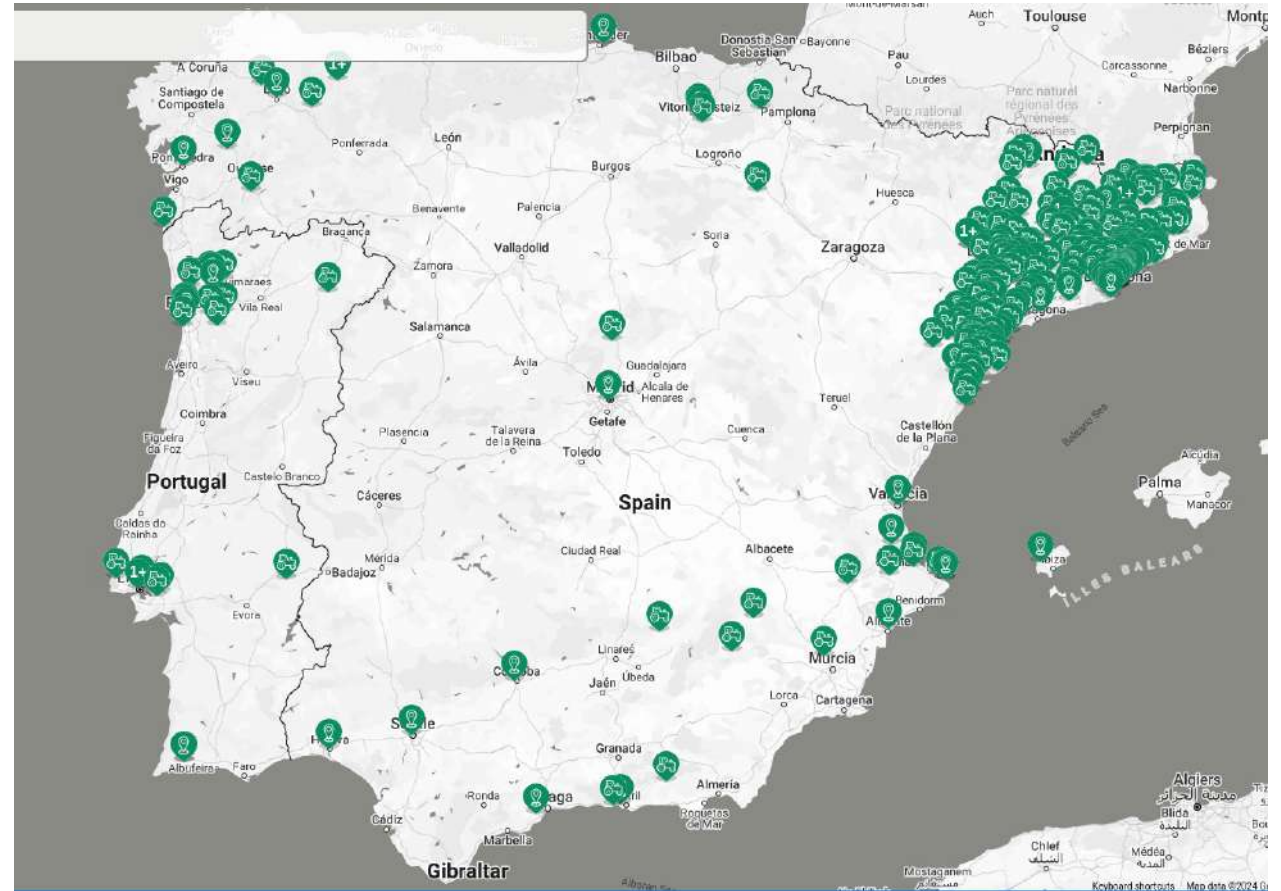
- Global network for **sharing ideas and solutions**
- Collaborative forums for technical and operational **support**
- **Partnerships** with other sustainability-focused initiatives



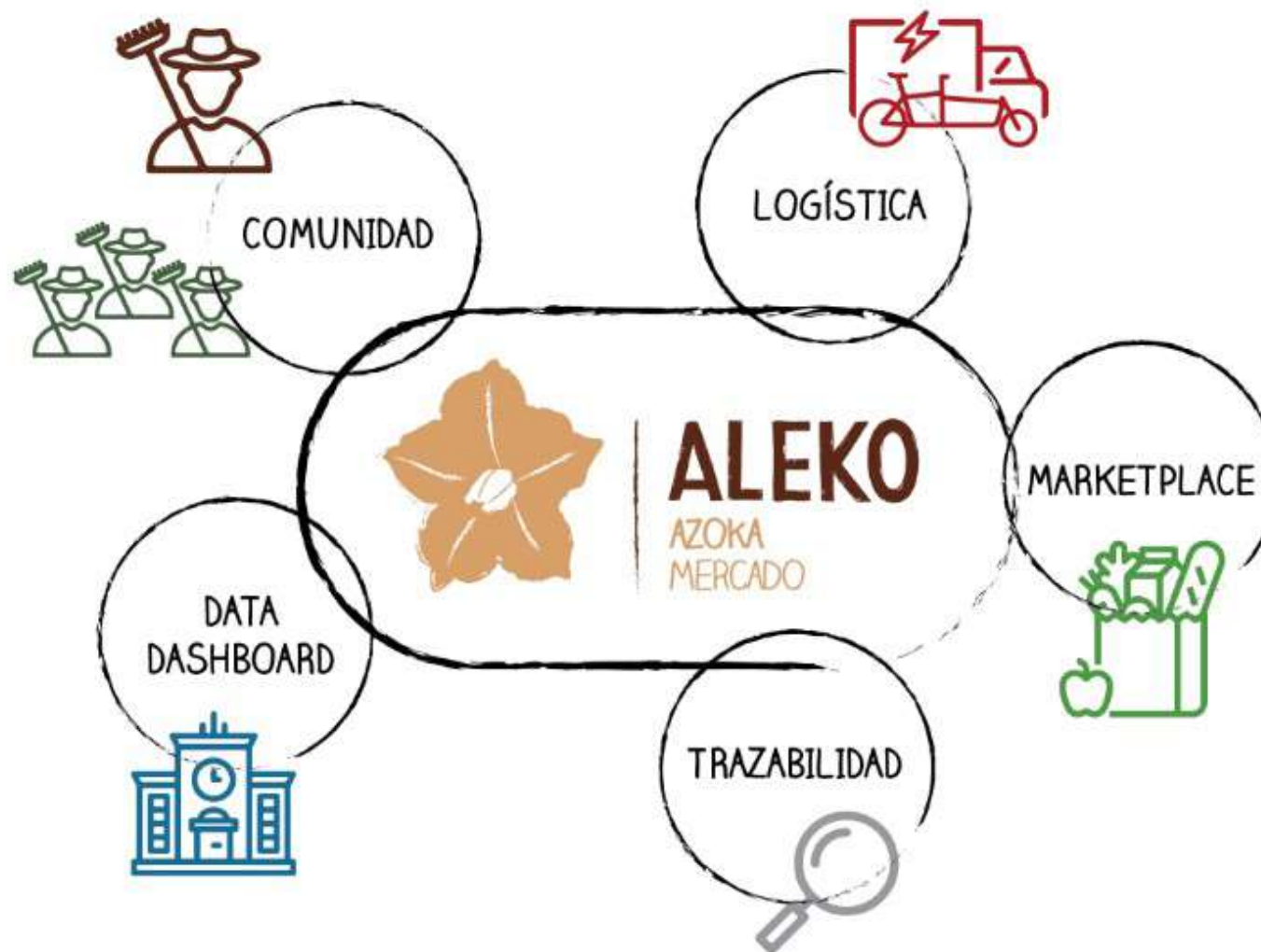
Open Food Network Iberia



- OFN Iberia is a non-profit supporting local food systems in Spain and Portugal
- Katuma introduced the OFN instance in 2017
- Currently
 - 315 farmers
 - 141 shops
 - 1405 consumers
 - \pm 58000 orders
- Transition to an organization with a more long-range vision.



Example of OFN Iberia Project : Crops4life-Aleko



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Test spaces that
offer a tutored
learning
experience



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How OFN Supports Green Branding, sustainability and SMEs (2)



Supporting Certifications for Sustainable Agriculture

- OFN platform makes it easy for show **certifications**, filter by them and categorized them correctly.
- OFN **traceability** and **transparency** guarantees a community

Search by name, town, county or postcode...

Hide filters ^

Filter by **Type**

Products	Bread & Baking	Dairy	Eggs	Meat
Fish	Other Food	Tea & Coffee	Preserves, Sauces & Spreads	Savouries & Tasty Treats
Juices & Soft Drinks	Alcoholic Drinks	Health & Beauty	Non-Food Items	Fruit & Veg
Dry Goods	Flowers, Plants & Garden	Oils & Vinegars	Special Offers	Herbs & Spices
Crafts	Ready Meals	Boxes		

Filter by **Delivery**

Delivery Pickup

Filter by **Property**

Certified Biodynamic Certified Organic Certified Fair Trade Produced Within 15 Miles Gluten-Free Special Offer Produced Within 30 Miles Produced Within 50 Miles

Plastic-Free Nut-Free Dairy-Free Vegetarian Vegan Special Dietary Requirements Grown In Polycultures Green Coffee Shop Scheme Christmas Imported Vegan

Chocolate

How OFN Supports Green Branding, sustainability and SMEs (1)

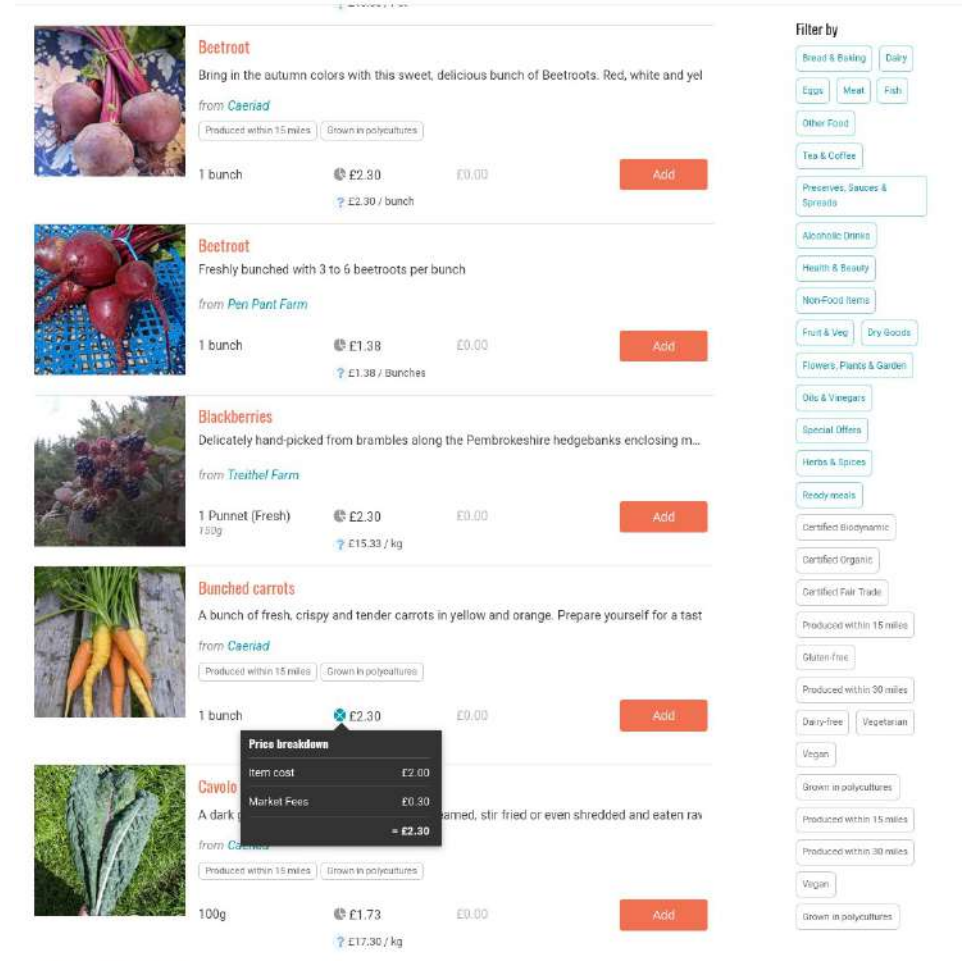


Supports Green Branding

- Empowering small producers to communicate sustainability
- Transparent supply chains as a trust-building tool
- OFN as a platform to differentiate through values like local, organic, fair-trade (global pledge)

Building Trust

- Direct consumer relationships build trust
- OFN's role in promoting the values of producers (organic, sustainable, ethical)
- Peer learning and support to enhance credibility



Questions



References

- **Open Food Network Global** → openfoodnetwork.org
- **OFN Pledge** → community.openfoodnetwork.org/t/ofn-global-community-agreement-community-pledge/727
- **Open Source repository** → github.com/openfoodfoundation/openfoodnetwork
- **Open Food Network UK** → openfoodnetwork.org.uk
- **Open Food Network FR** → coopcircuits.fr
- **Katuma** → katuma.org

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