

noel
VERDE



About Nod Verde?



Nod Verde Food Hub was launched in 2018 as an initiative of Civitas Foundation for Civil Society Cluj financed by the Romanian American Foundation. Through this initiative we want to stimulate the integration of the products of small farmers in Romania on the agri-food market.

There are other partners at the national level with similar initiatives in: Iași - Center for Social and Community Mediation (with the Roade and Merinde initiative), Suceava - Open Fields Foundation (with the Nord Natural initiative), Odorheiu Secuiesc - Civitas Foundation for Civil Society - the office from Odorhei (with the Cumsecade initiative) Their common element is that they have an important role in educating customers and producers. The effect of this activity has an impact at the socio-economic level.



**Online sales
and home
delivery
twice a week
www.nodverde.ro**





🔍 Caută produsul dorit...

Acasă

Despre noi

Horeca

Noutăți

Contact

Producători

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Toate **LIVRARE ÎN ȚARĂ** Cadouri Fructe ▾ Legume ▾ Nuci Condimente ▾ Ouă Lactate Specialități Panificație & patiserie ▾ Carne & Pește ▾ Conservate ▾ Miere & apicole Alcoolice

Direct la tine acasă

Livrăm acasă, în toată țara, produse locale de la gospodari din Cluj și din împrejurimi.



What is Nod Verde?



Nod Verde is the place where you buy and receive home local products from householders and farmers in Cluj and the surrounding area. It is the place where you find quality products, with care for the producer-consumer relationship.

What have we done, what are we doing and what will we do?

- 1. We encourage and support local producers
- 2. We build communities
- 3. We change mindsets

We came together under the name NOD VERDE because we want to connect the world of the modern village with the world of busy people. We support, strengthen and connect these two worlds, helping them to have a greener life. We support local producers and provide healthy food.

Nod Verde Suppliers



- We currently collaborate with over 80 producers within a radius of 150 km from the city of Cluj-Napoca.
- We chose this supply area because by maintaining a short supply chain we can deliver seasonal products such as strawberries, cherries, greens, tomatoes, etc. to customers on the same day of harvest (most of the time within a maximum of 12 hours from harvest).
- We currently differentiate ourselves in the market by:
 - short delivery times from harvest and maintaining the cold chain from reception to delivery;
 - quality selection of products and education of producers on the requirements of the modern retail market;
 - close collaboration with manufacturers and transparent communication with customers.
 - a growing selection of organic products.

Nod Verde clients



Currently, we collaborate with three categories of clients:

- End customers: who know the benefits of a healthy lifestyle and want to contribute to the development of local communities;
- HoReCa corporate customers: who create and develop communities around their business and who want to differentiate themselves through the taste of their products.
- Retail: seasonal fresh products

Marketing



- Online marketing tools
 - Social media - Facebook – creating a community around the brand
 - Instagram – younger generation
 - newsletter – and e-mail marketing
 - Bringing in the spotlight the suppliers and the story behind the products
- Offline marketing
 - Fairs and events we participate at
 - Own events – local brunch, community events

Challenges?



- Economic sustainability
- Lack of relevance for the suppliers - we are able to sell only a small portion of their production;
- Human resource fluctuation.
- Unfair competition from the grey economy

It is a social initiative and we are piloting the model to find innovative solutions to reach profitability.

Sometimes it is time and resource consuming and the results are not as we expected but it's a learning process and maintaining the respect for nature and people (both consumers and suppliers) and the law is a priority over profit.

The path

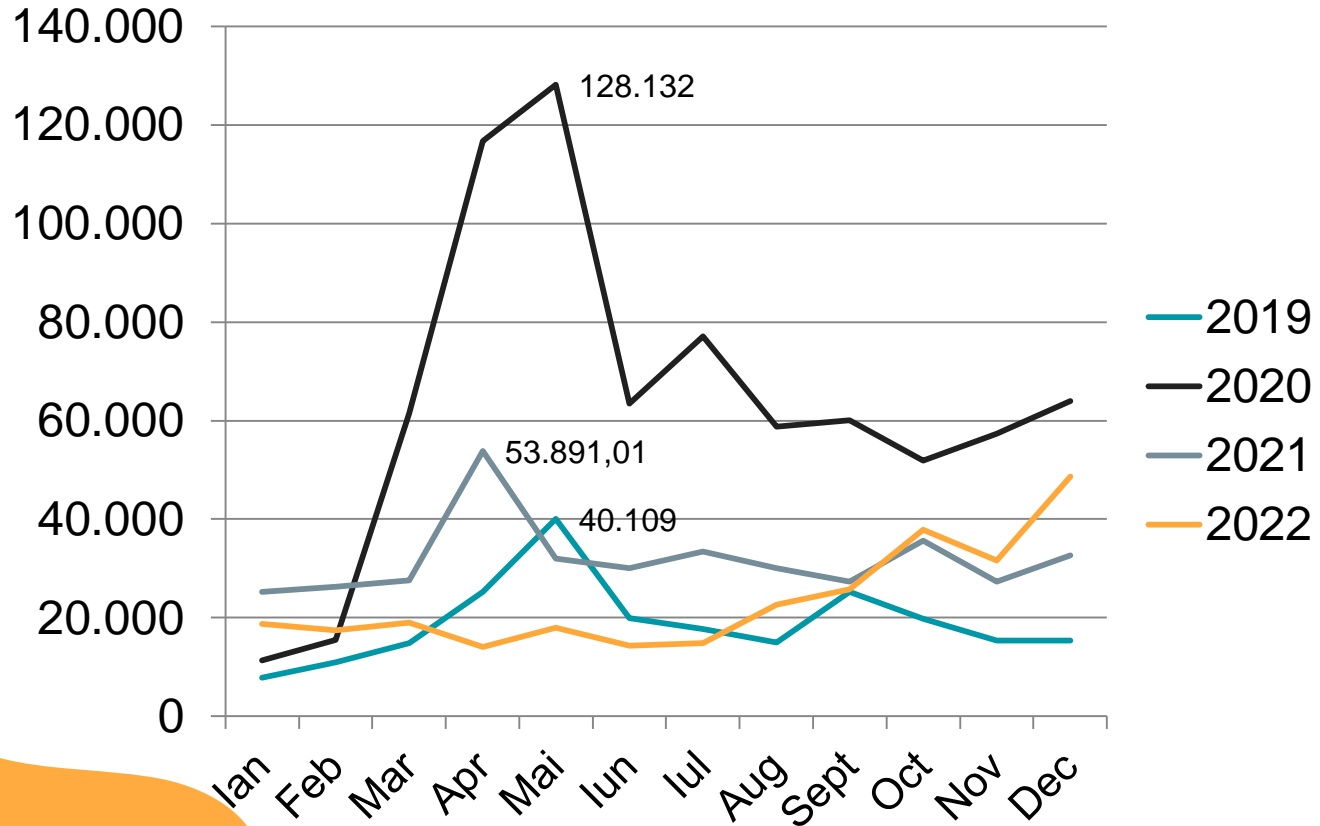


- Online sales since 2018
- Retail in 2022
- Physical shop 2023
- Own events 2023
- Training - School of local producers 2023
- Monthly newsletter for farmers





Sales



Plans for the future



- Expanding the range of products so we can cover the entire food basket;
- Partnering with HORECA and professionals for joint events;
- A platform as marketplace and digital tools for farmers;
- New lines of business (packaging and processing organic food).
- Consultancy and advisory services for short supply chain
- Education for consumers (nutrition, urban gardens, permaculture circular economy)

Contact

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<https://www.facebook.com/NodVerde/>

<https://www.instagram.com/nodverde/>

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| Mănânci bine
| faci bine



Vă mulțumim!



Sustin
producătorii
locali

www.nodverde.ro