

GOOD PRACTICE

LOCAL FOOD DATES

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Leverage from
the EU
2014–2020



EUROPEAN UNION
European Regional
Development Fund

SeAMK 

into
SEINÄJOKI

WHAT DATES?

An event where the seller (producer) and buyer of local food meet person to person.



WHY TO DATE?

Get local actors to know each other better!

Increase availability of local food in different distribution channels.

Increase sales and demand of local food.

Support competitiveness of food SMEs.

Arrange events that support Food Province.



WHO DATES?

WHOLESALES

FARMERS

RESTAURANTS

COFFEE

HOUSES AND
CAFETERIAS

PUBLIC
FOOD
SERVICES

RETAIL
TRADE

FOOD
PROCESSORS



HOW TO ARRANGE THE DATES?

Organization of the event is included into ongoing food themed project; Food Hub (SeAMK+Into Seinäjoki , ERDF).

Organizer offers free premises for the event and free display stands (tables) for each seller. Sometimes we have sound reproduction (microphones), sometimes not.

Organizer takes care of the event marketing and registering of sellers and buyers.

The dates are not a trade fair! Structured “speed date” system (3+1 minutes) will guarantee that each seller will genuinely meet buyer face to face.



PRO DATING TIPS

Amount of participants: 15-30 sellers and 10-30 buyers.

Buyers present themselves: who they are, what do they seek especially.

Ask sellers to prepare a pitch talk and offer tastings!

You can also offer a workshop where sellers will learn write a pitch talk!

Speed date timetable: 3-5min for discussion F2F, 1 minute for buyers to change places! This is not a traditional fair /exhibition!



**Value proposition:
each seller will meet each buyer F2F!**



RESULTS

New product ideas.

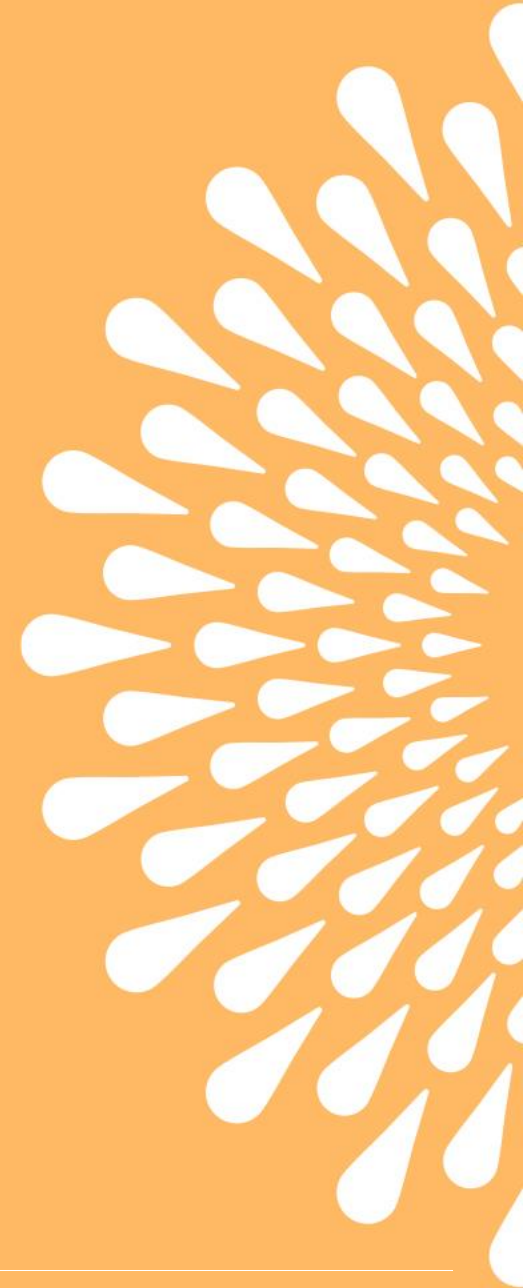
New connections.

New products available in grocery stores.

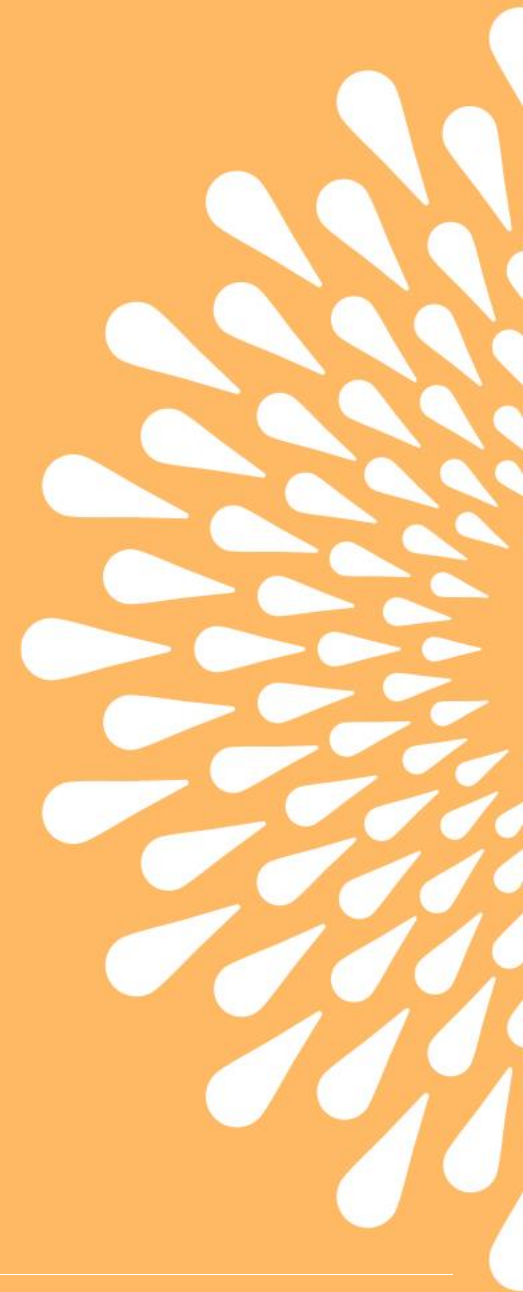
New ingredients in restaurant's menus.

Feedback and development ideas for the food product.

Annual event for SME food companies.



Questions?





SeAMK

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