

Project code:

Project acronym: Smart Food Supply Chains

Internal template:

Template for good practice cases

Work package number: T2

WP leader: CBHU

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Dissemination Level		
PU	Public	
PP	Restricted to other program participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

1. Title of the case description

TEKERESVÖLGYI CSALÁDI BIRTOK-
“TEKERES” VALLEY FAMILY ESTATE

2. Indicate your role in the Smart Food Supply Chain:

- individual member of the chain:
- chain operator:
- network operator:
- association:
- technical, scientific, or management expert:
- advisor:
- policy maker:
- other:

3. Indicate the region (if applicable): local small enterprise

4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety	X	X		X	X	X	X		X	X	X			
	food quality	X	X		X	X	X	X		X	X	X			
	trust	X	X		X	X	X	X		X	X	X			
	ethical aspects														
	accessibility														
Needs of the chain actors	fair price														
	increased negotiating power														
	shared use of available resources														
	product development support														
	access to markets and consumers							X				X			
	access to infrastructure														

- 1: Farming**
- 2: Primary production**
- 3: Transport**
- 4: Processing and packaging**
- 5: Storage**
- 6: Logistics**
- 7: Sale**
- 8: Product integrity, authenticity, transparency**
- 9: Marketing concepts**
- 10: Food chain management and networking for enhancing cooperation among chain actors**
- 11: Business modelling**
- 12: Policy environment**
- 13: Legal requirements**
- 14: Labelling**

5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

The Tekeres-valley family estate exemplifies a novel approach to **farm diversification**. They consider it important to produce special, high quality products, distinguish from other products on the market. The novelty is the specific artisan cheese and milk products made by the family of the Tekeres-valley included the diversification and the knowledge in the background of the production and the manufacturing.

- **Describe the enabling function(s) and the practical benefit(s) - (e.g. for which types of problems and opportunities is used and can it be used, and how)**
 - own breded livestock
 - known row materials, own developed technology
 - own brand of the valley
 - not qualified bio-farm
 - up to date knowledge from national cheese-professionals and experts
 - continuous innovation
 - reliable distribution on the valley and in farmer markets
 - food production, recreation and hotel service in one place
 - appealing atmosphere on the valley

- **Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organizational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.**

The estate of the family deals not only with dairy processing (with processing of variety of cheeses, yoghurts and butter), but produces own products from the own farm animals. Other services which are offered, the farm's guests can take part in pig slaughter and on other events on the farm in the 42-person event room in the middle of the farm as well (programs are e.g. organized cheese tasting programs, birthday parties, team building programs, etc.). The visitors of the estate can stay in the well-equipped family apartments of the farm.

The integrated family estate complex, the artisan high quality products and last but not least the amiability of the owner-family make appealing and alluring the "Tekeres-valley" family estate for the people.

The products of the valley are available in the HORECA sector of the Balaton-highland. In many Hotels and Restaurants, in Wineries the artisan cheese and milk products can be consumed.

technological

non-technological



1. Figure: The „Tekeres-valley” family estate in Nemesvámos, Hungary

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

The Tekeres-valley family farm works since 2008 as an individual small producer in the food chain. The success of the company is in the diversification from other fresh cheese producers. The farm owners process milk from 45 own cows today and produce in the individual location near to the Balaton-upland the special characterized, fermented, semisolid, solid and fresh types of smoked/spicy/natural cheeses, furthermore yoghurt, cream cheese, butter, cottage cheese, and whey products.

- **Describe the distribution channels of the product(s)**

Continual markets

- Tihany Farmer's Market, Place: By the Tihany-ferry, Hungary
- "Lilies Garden" Farmer's Market, Place: Káptalantóti, Hungary

Permanent opening hours on the estate: from Monday to Friday, on each workday

In the HORECA sector available products, collaboration with Hotels and restaurants

- **Describe what makes the innovation work.**
 - Continuously operation of the cheese factory on the family estate
 - Diversification from the other market participants
 - Special, high quality artisan dairy products
 - Individual, local cheese quality
 - Own-breed live animals
 - Products availability in restaurants and in local farmer markets
 - Real village experiences
 - Accommodation on the estate
 - Other program opportunities, events (cheese tasting programs, team building, birthday parties, etc.)
 - Collaboration with the HORECA sector in the Balaton-highland

- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**
- a: List the relevant necessary resources (including the estimated cost) for the specific innovation.
Please list the relevant ones only (list is annexed)**

MATERIALS:

- own breded livestock
- fresh, local milk and dairy products
- accommodation in familiar atmosphere

HUMAN:

- human resource for operation

TECHNOLOGY:

- equipment for the livestock
- technology for the dairy products
- equipment for the accommodation and for the event-room

FINANCIAL

- estimated cost: depends on the size of livestock and on the volume of the production and the turnover

- b: List the relevant necessary capabilities for the specific innovation.
Please list the relevant ones only (list is annexed)**

FOOD SAFETY:

- due the local production food safety is granted

FOOD QUALITY:

- the special local conditions ensure high quality for the cheese, yoghurt, butter and any other milk-products

- **The method/technology was established by**

NAME: Tekeresvölgyi családi birtok – “Tekeres-valley” family estate

ADDRESS: Kovács Tanya 1., Nemesvámos, Hungary

6. Describe the results, achievements and typical failures

The Tekeres-valley family estate won “The most beautiful estate in Hungary” price in 2017., in the category “Small producers family estate”. The product’ consumption give special pleasure, they are consumer goods in high quality for a special consumer society.

7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)

The “Tekeres-valley” family estate is one of the good operable enterprises in Hungary. This is a family business from the beginning, so all members of the family take part in the tasks.

For today the estate has 45 cows to make ~2500liter fresh milk week to week, for processing.

Cheese tasting is a suitable program for all ages. Weather for kindergartener, for schoolchild or for adult, anyone can have individualized visit on the family-estate.

In many Hotels and Restaurants of the Balaton-highland are the products of the valley available, e.g. cheese, yogurts or milk for breakfast in Hotels, cheese plates for appetizer in Restaurants, cheeses advised to wines in Wineries, etc...

8. Aspects, methods for transfer of methods for other SFSC members

The methods can be set up in many other local farms, connected to farm breeding and farm production.

9. Recommendations for members of other SFSCs for further applications

Farm production can be offered for small and medium entrepreneurs, who wants to produce special, artisan, differenced products in high quality.

10. More information is available at (web), if it is relevant

<https://tekeresvolgyi.hu/>

Annex

1. Checklist for necessary resources (tangible and non-tangible):

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial*

*: estimated cost:

0 - 10 000 Eur
10 001 - 50 000 Eur
50 001 - 100 000 Eur
100 001 - 300 000 Eur
300 001 – 1 000 000 Eur
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

2. Checklist for the necessary capabilities

- **food safety:**
 - basic skills to comply with the EU food safety regulations
 - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
 - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP

- **food quality:**
 - ability to define the target segments of consumers for SFSCs
 - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
 - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
 - food quality culture (motivation, responsibility for food quality);
 - production experiences which help to provide the expected quality reliably, uniformly;
 - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
 - meeting (local) legal requirements, application of the labelling rules;
 - ability to access the consumer willingness to pay for specific products of SFSCs.

- **trust:**
 - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
 - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
 - application of the labelling rules and branding (mandatory and voluntary);
 - ability to meet third party certification requirements

- **ethical aspects**
 - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
 - culture for ethical food production and supply;
 - ability to implement necessary measures to ensure ethical food production and supply;
 - ability to access the consumer willingness to pay for products meeting ethical aspects

- **accessibility to consumers:**
 - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
 - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
 - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
- **shared use of available resources:**
 - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - the level of value chain management culture;
 - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
 - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
 - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
 - access to innovative technologies; distribution and marketing solutions and methods. management systems;
 - access to local input for R+D covered by other aspects

- **access to markets: and market success**
 - effective promotion, customer service, efficient and innovative sales methods;
 - ability to understand consumer's needs;
 - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
 - unique value propositions;
 - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
 - stock control;
 - ability to access to required raw materials within a restricted geographical area

- **access to infrastructure:**
 - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;

- **management:**
 - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
 - improving; ability to motivate, authorize staff;

- **production, processing:**
 - management system, production experience, specific controlling, monitoring, continuously;
 - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
 - any additional specific resources necessary for the application of the specific innovation.