

Mindaugas Maciulevičius
ŽŪK „Lietuviško ūkio kokybė“
Director

Kraitė



Tartu
2019 October 31

www.mobilusturgelis.lt

Objectives:

Promotion of the quality Lithuanian
agricultural produce in cities

Strengthening of the link between the cities
and the countryside

Promotion of natural, exceptional quality, national heritage
and organic food products

Meeting highest food safety requirements

Promotion of the link between the user and
the producer.



The start

Bottom up approach

Joint action between main agricultural associations

Close cooperation with the Lithuanian food safety authority

Designated food production requirements for food processing on small scale

Cooperation with municipalities, local communities, National consumers association.



Mobile farmers markets

Started 2009

25 per week in Vilnius;

15 per week in Kaunas;

6 per week in Klaipeda;

2 per week in Šiauliai;

Depending on the season up to 500 small and medium size farmers and producers are selling their produce directly;



Fresh and big assortment all year round





It's all about personal
relationship





Maxima's Greetings from countryside

Joint project with biggest Retail chain in
Baltics Maxima since 2011

Dedicated departments in Lithuanian biggest
Maxima hypermarkets called Greetings from
countryside

15 all over Lithuania in total

More than 50 small and medium sized
farmers and producers supplying directly

Subcontracted logistics



Greetings from Country side





Kraitė our own brand mini botiques

Cooperative concept , mini farmers market,
sharing sales assistants and facilities

Currently 3 in Jonava, in Kaunas and most
recent in Garliava, Kaunas region

10+ individual farmers selling produce
directly

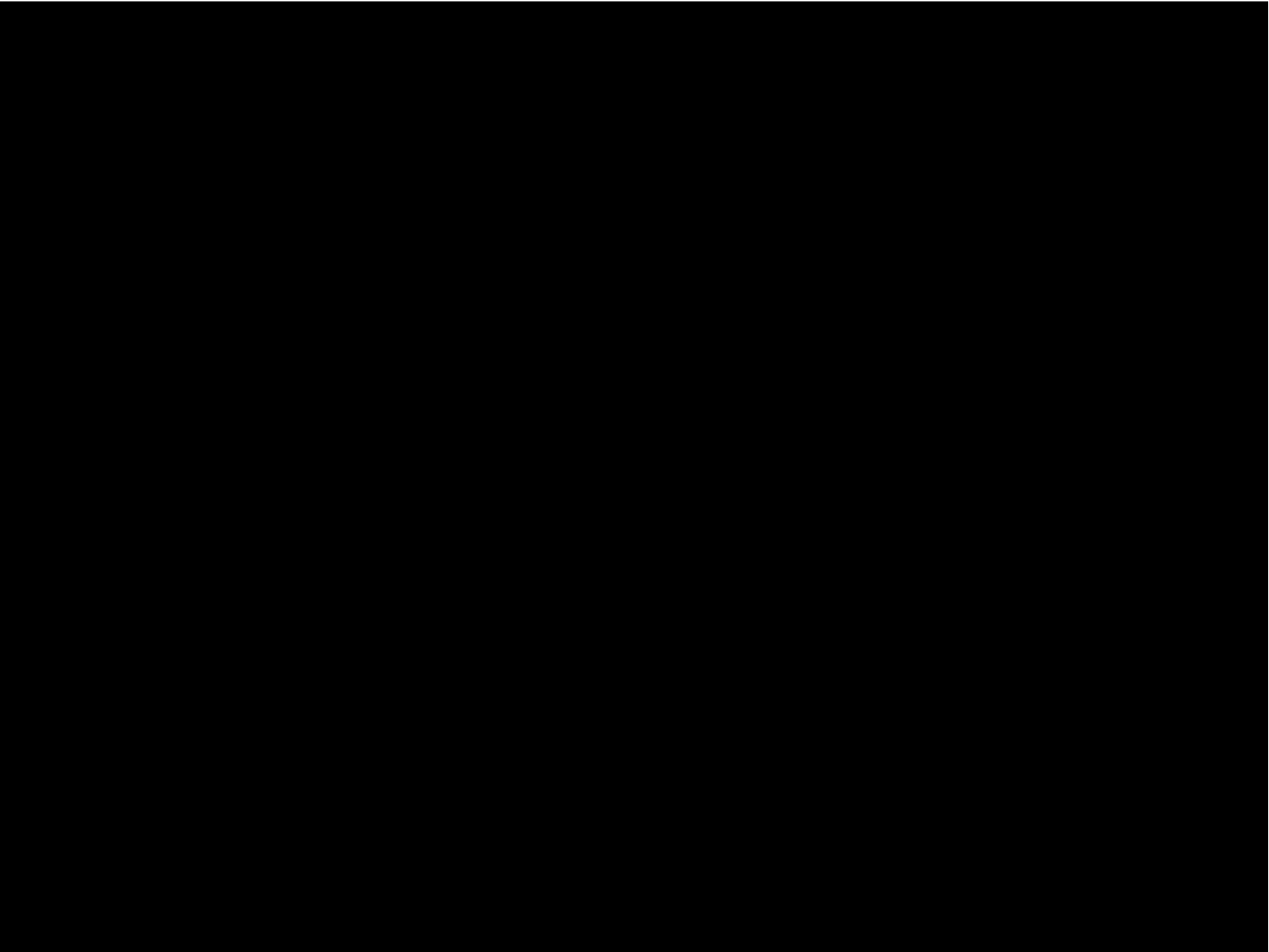
Convenient for the consumer working 4 days
per week until 7pm, and Saturdays until
lunch

Within shopping center to guarantee
consumer flow



Kraitė our own brand mini boutique





Kraitė



**Thank you for your
attention**

www.mobilusturgelis.lt