

Strategy for securing our talents and small farms

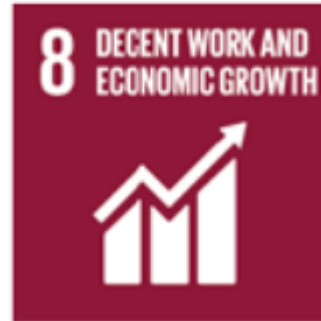
- Reconnecting stakeholders through local farm product package - delivery under the Covid-19



Related Category of the MUFPP Framework for Action



- Food Supply and Distribution under sustainability



Background

- For years....

- Yeosu city administration **has been supporting the talented by providing free lunch meal** through ‘Yeosu School Meal Support Center’.
- The center was the main customer of small eco-friendly farms.

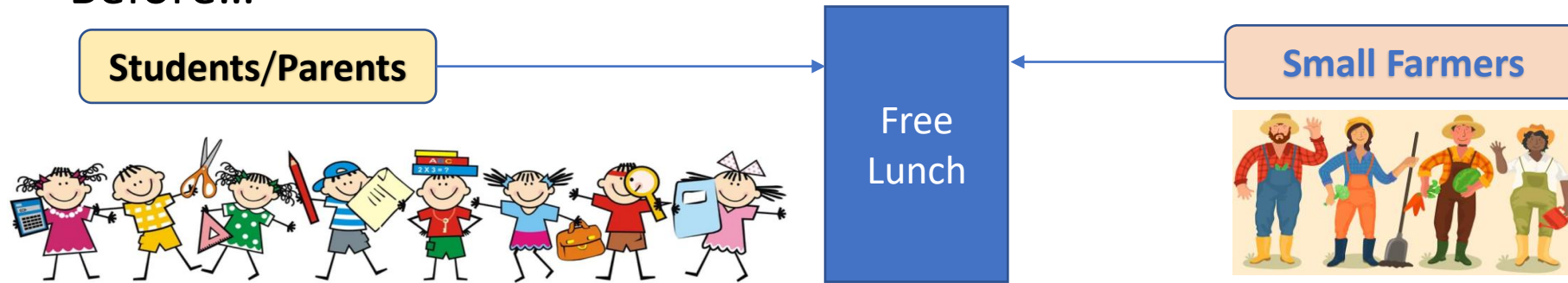
- Under the Covid-19, it changed...

- All the distribution lines were disconnected.
- Parents of the students had suffered on the burden of feeding their children as all the school were closed and unable to provide free lunch on site.
- Small farmers who had supplied their crops to the center also suffered from the loss they had due to the loss of their main customer.

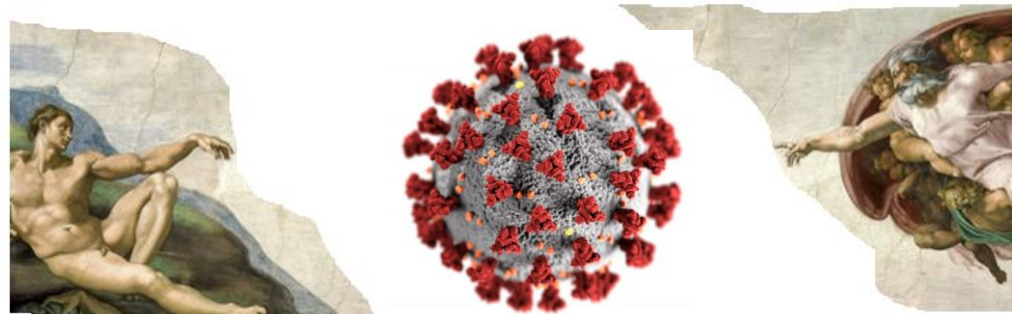
Challenge!

- Getting connected matters!

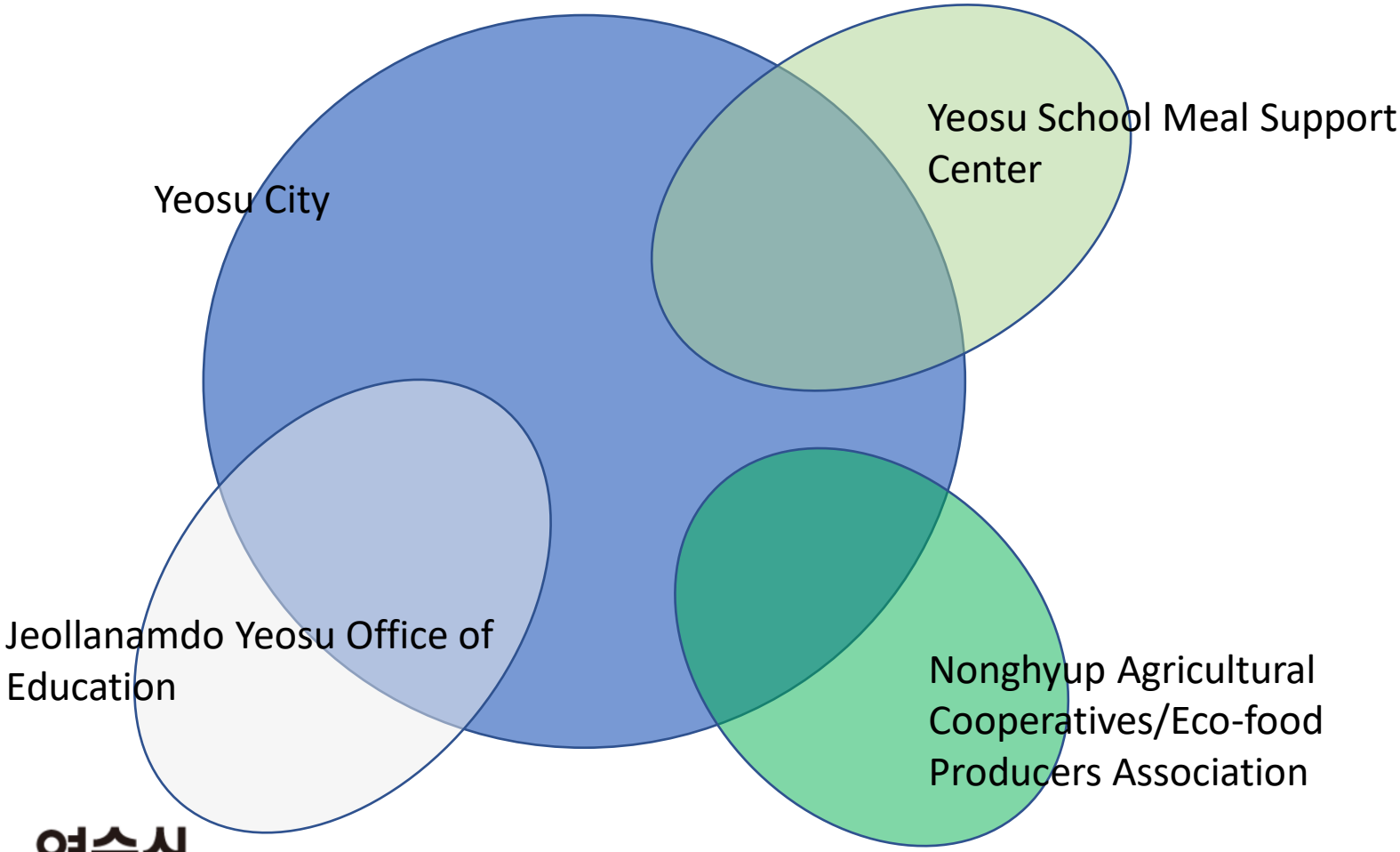
- Before...



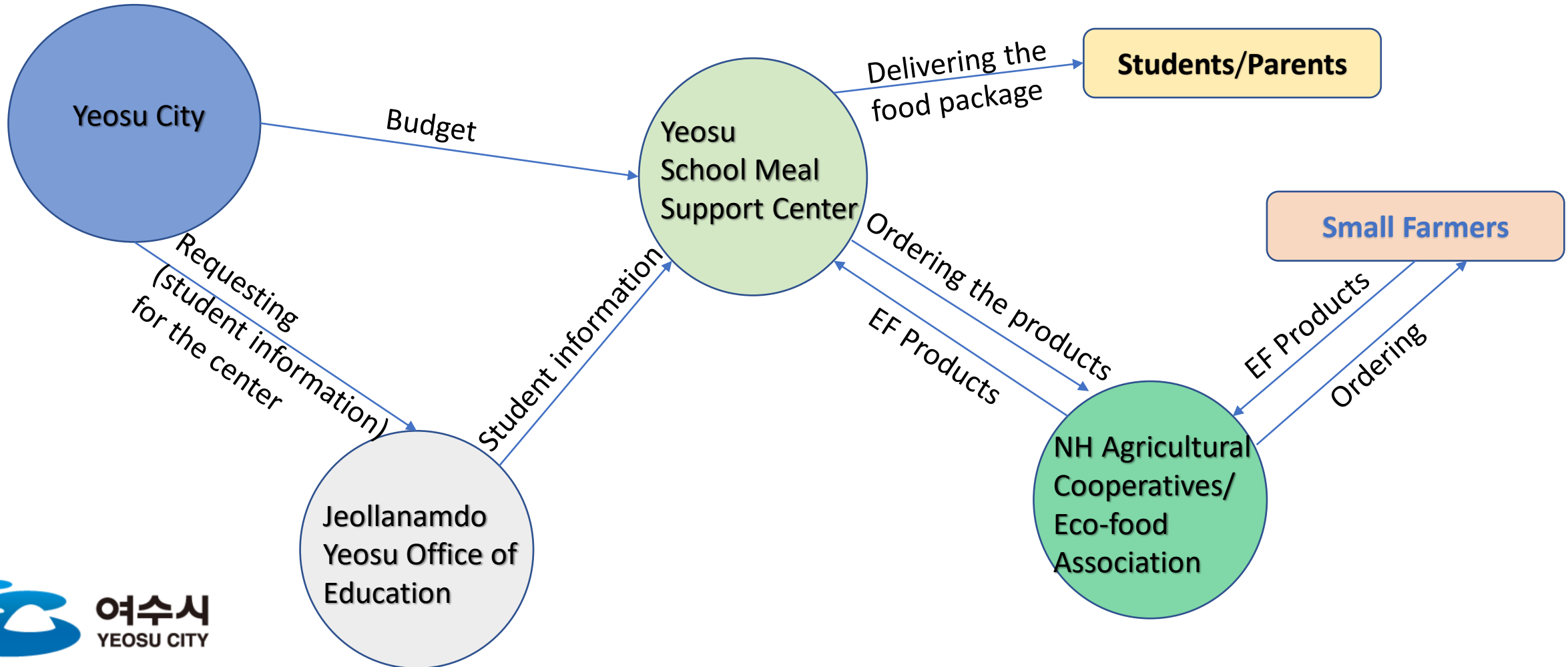
- After...



The Stakeholders



The Solution : Reconnect(1st Phase)



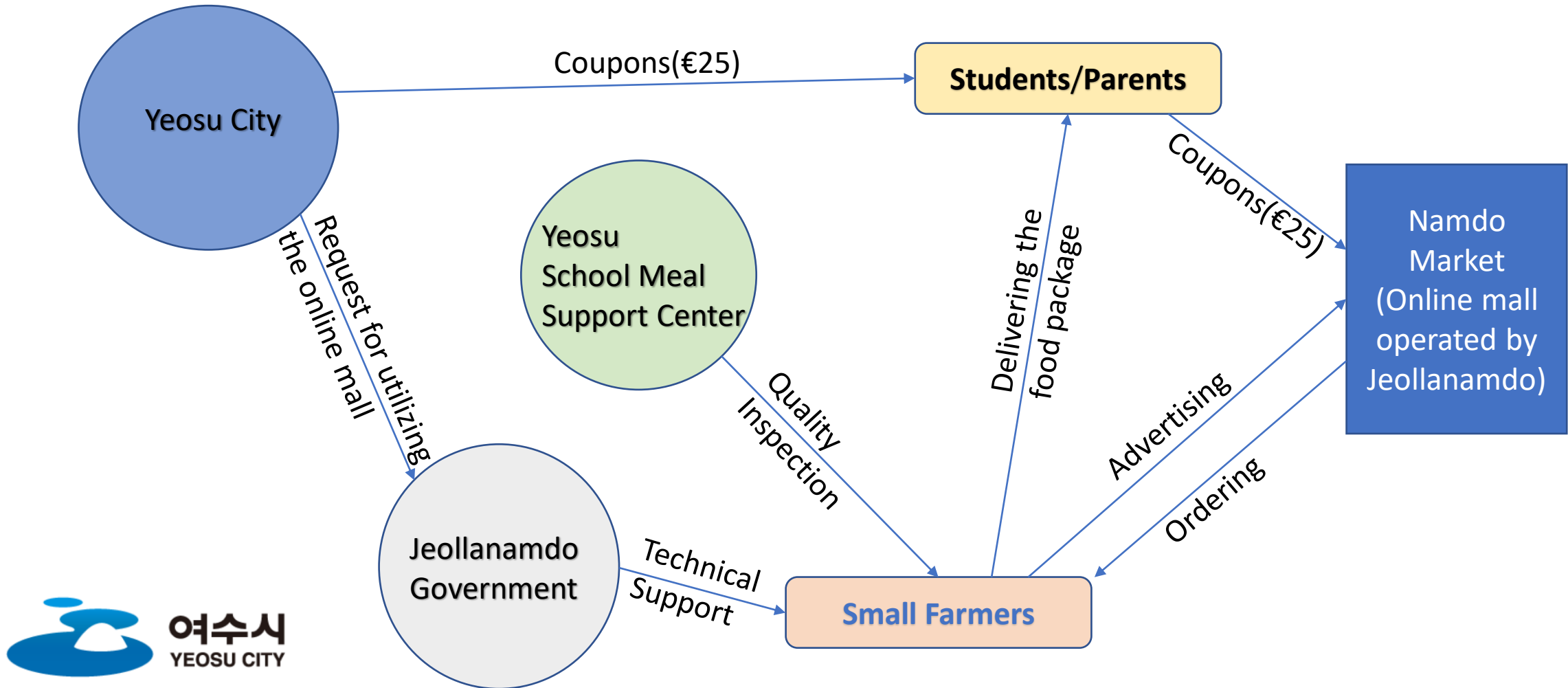
The Food Package for the talents



Another Challenge!

- Complaints from the parents
 - Delivered to the wrong address
 - Standardized items that disallow to choose for their own
- Not sustainable enough!
 - The farmers need to extend to get a permanent channel to sell
 - The strategy could have been just a temporary remedy under the Covid-19

The Solution : Go Online!!(2nd phase)



Farmers Advertising in Online Mall

- To gain their independence and the sustainability of their living.

주문폭주로 인한 배송물량이 증가하여 다소 지연이 되고 있습니다.
배송이 늦어지는 점 양해 부탁드립니다.

**전라남도, 전남교육청, 도내 22개 시군이
협업으로 지원하는 농산물 꾸러미 구매 포인트는
남도장터의 모든 제품을 구매 하실 수 있습니다.**

구매가이드 바로가기

**제2차 학생가정
농산물 꾸러미 지원사업**

기획전 바로가기

전라남도에서 지원하는 맛 좋고 건강한
남도장터의 남다른 모든 상품을 만날 수 있는 기회!





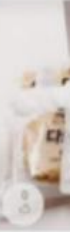
😊 가급적 우리고장 농산물 애용을 부탁드립니다.

6월 6일부터 순차적으로 적립금을 지급 중입니다.

KBS News

베스트상품 신규상품 특가할인

남도장터에서 많이 찾아주시는 제품들만 엄선한 인기 남도제품들입니다.

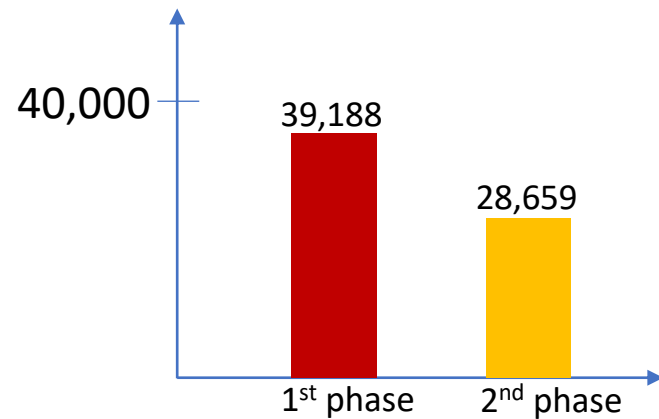
 (굴비다움) 황줄굴비 1.4kg + 20마(구이용) 17-18cm 22,800원	 (초정) 정인숙 식초보감 배1+황발사막시초1set (180ml+2ea) 45,300원	 (당우) 열두달 피를 장아찌 4종 (방통 나물, 취 나물, 부자탕이 나물, 곤드레 나물) 4,100원	 (황금눈알) 참국선물세트 0호(보리알+참보리알+참알+참현미+참흑미 (각 260g)) 23,600원	 (황금눈알)
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전남 음식 농산물 꾸러미, 남도장터서 직접 구매

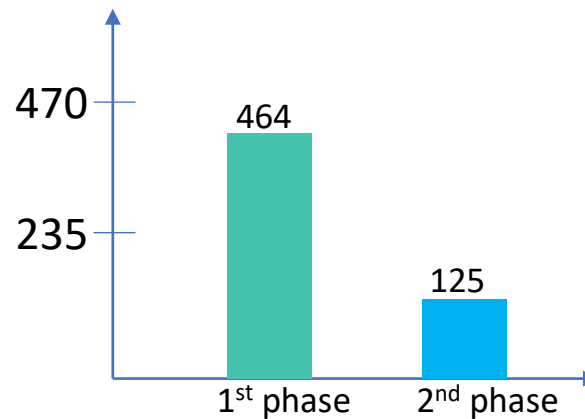
The Results

- Participants and budget spent

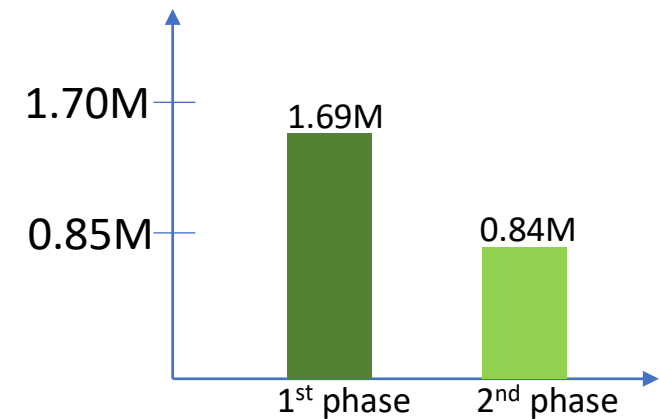
Students



Farmers



Budget Spent



Lessons learned

- **Reconstructing** the role of City Administration
 - Reinterpreting the city's supply/demand chain on eco-friendly food
 - Finding win-win strategy among the issues on each stakeholder
 - Reallocating the direction of our budget expenses that are more efficient
- **Considering Sustainability** on each and every work that citizens need
 - Acknowledging why sustainability matters
 - Thinking twice to consider further possibility of helping our citizens
- **Someone's Problem Could Be Other's Solution!!**
 - Someone needs to get something while the other needs to give it away



Thank You
Let's Keep Forward!!

