

# Strategy for securing our talents and small farms

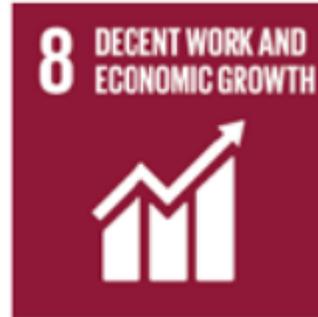
- Reconnecting stakeholders through local farm product package - delivery under the Covid-19



# Related Category of the MUFPP Framework for Action



- Food Supply and Distribution under sustainability



# Background

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- **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.

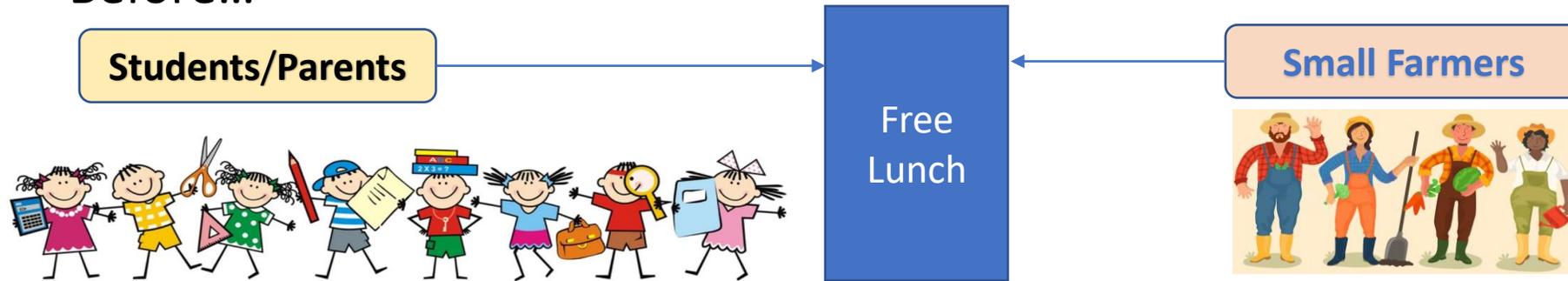
- **Under the Covid-19, it changed...**

- 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.

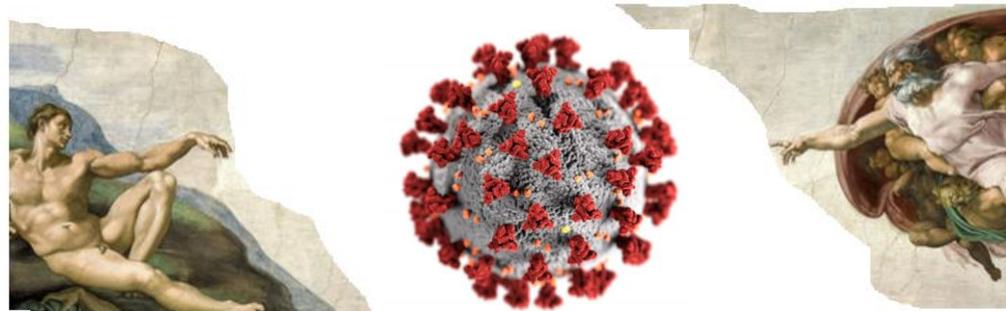
# Challenge!

- Getting connected matters!

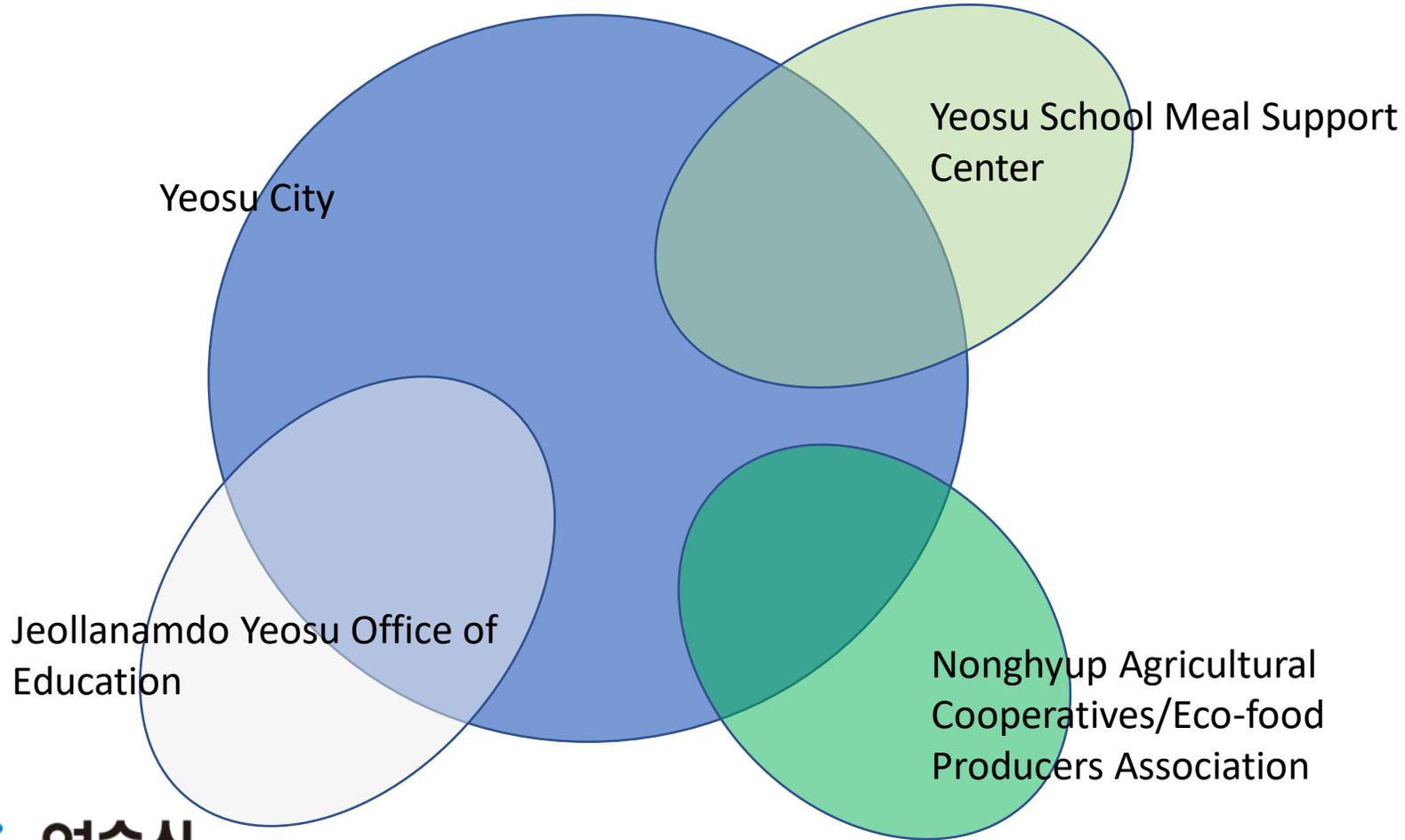
- Before...



- After...



# The Stakeholders

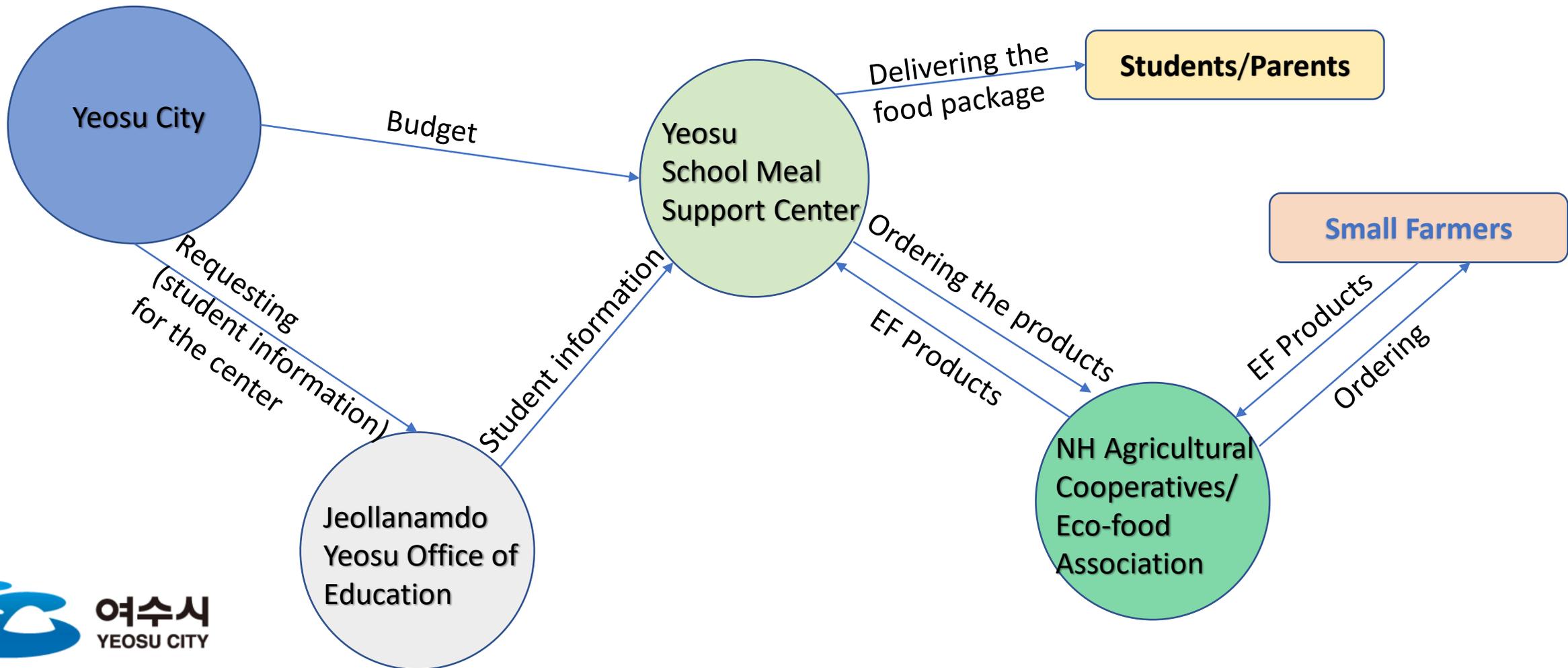


Students/Parents



Small Farmers

# The Solution : Reconnect(1<sup>st</sup> Phase)



# The Food Package for the talents

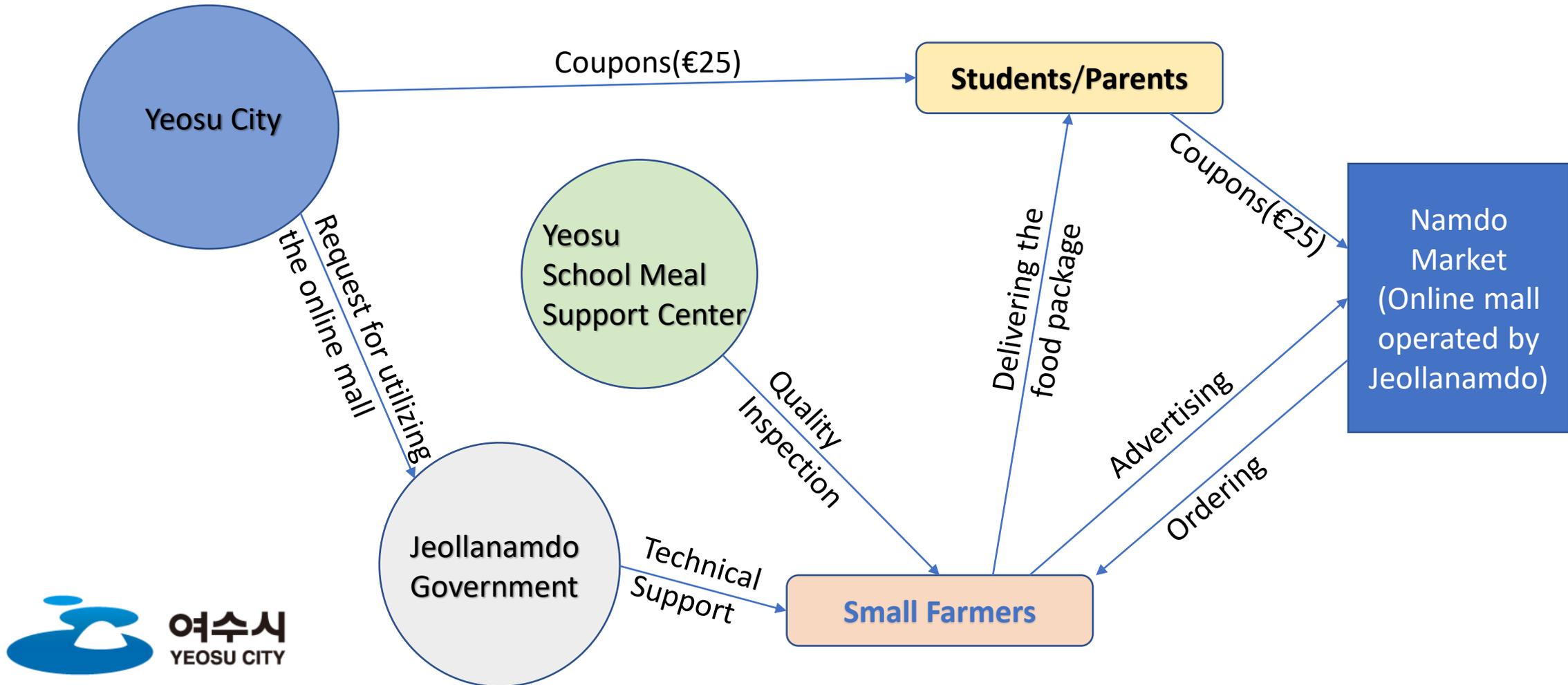


# Another Challenge!

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- 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!!(2<sup>nd</sup> 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 구매하실 수 있습니다.**

구매가이드 바로가기

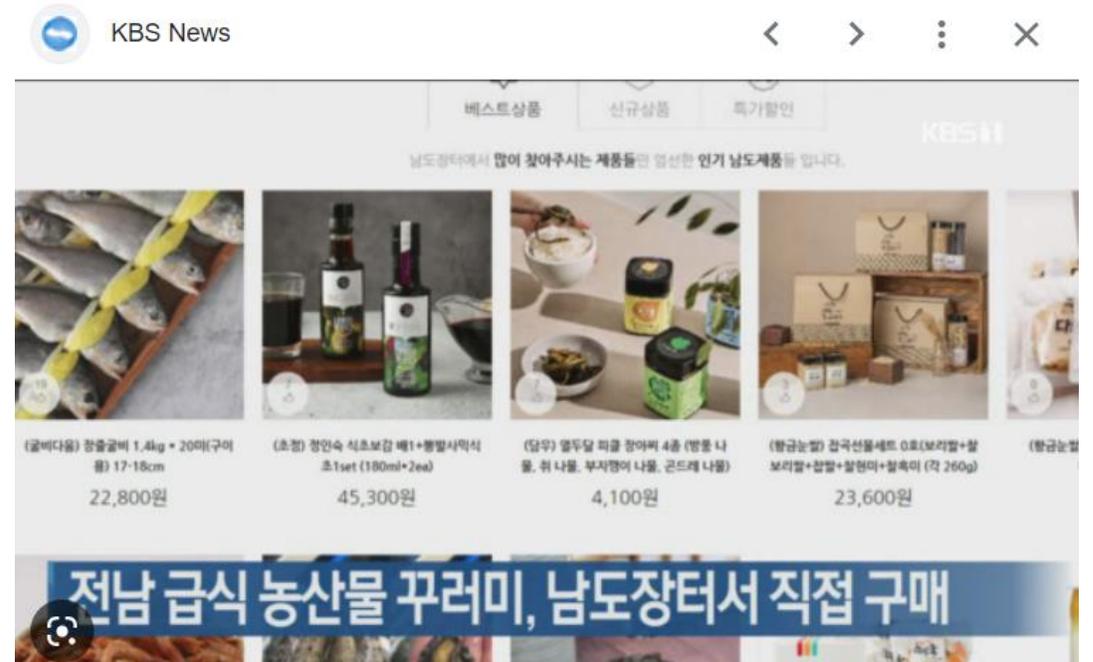
## 제2차 학생가정 농산물 꾸러미 지원사업

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.

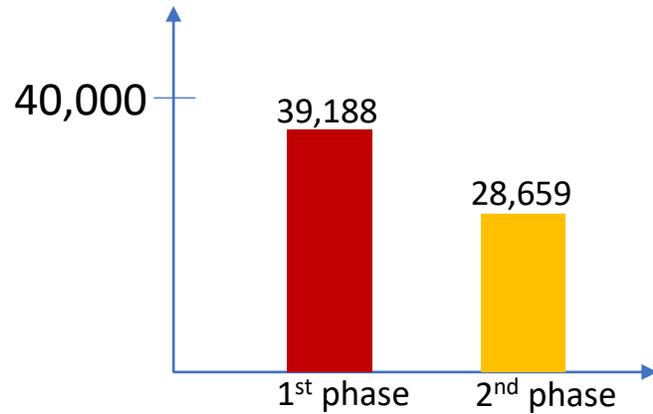
22,800원	45,300원	4,100원	23,600원	

전남 음식 농산물 꾸러미, 남도장터서 직접 구매

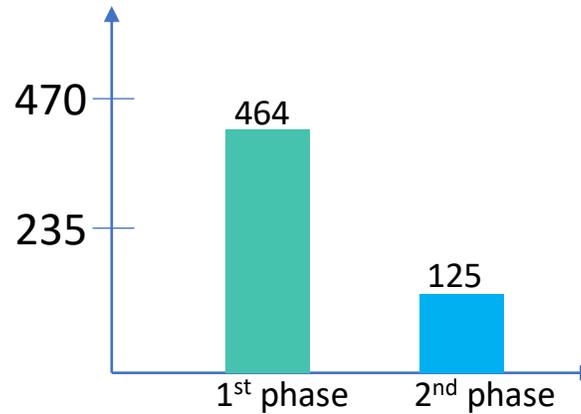
# The Results

- Participants and budget spent

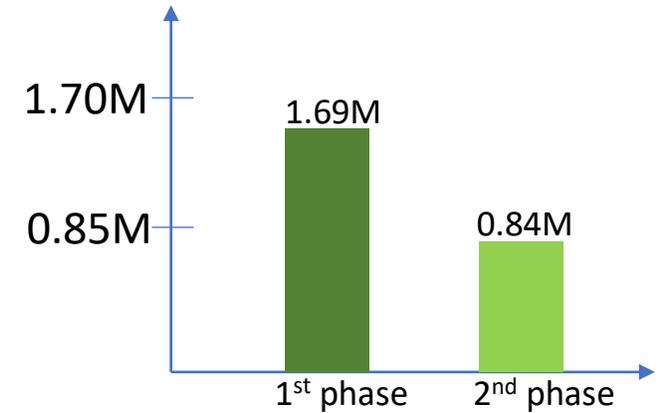
Students



Farmers



Budget Spent



# Lessons learned

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- **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!!**

