

GOOD PRACTICE

Kislépték Association Cross-Border Short Food Supply Chain & Small-Scale Producer Network

Programme context: Cross-border cooperation Hungary–Serbia
Focus: SME competitiveness, sustainable agriculture, short supply chains

Problem Addressed

Small-scale agricultural producers in the Hungary–Serbia border region face limited market access, weak bargaining power and insufficient visibility. Many rural producers struggle with regulatory compliance, branding, direct sales channels and digital marketing. Fragmented supply chains reduce income stability and regional resilience.

Solution

Kislépték developed a cross-border support model for small-scale producers focusing on:

- strengthening short food supply chains (SFSC)
- providing legal and regulatory guidance for small producers
- supporting direct sales models (farmers' markets, community-supported agriculture)
- organising professional workshops and study visits
- building cross-border producer networks

The model connects producers, consumers, municipalities and local stakeholders, promoting local products and sustainable food systems.

Results

- Strengthened small-scale producer networks
- Improved regulatory knowledge and compliance
- Increased direct sales opportunities
- Enhanced cross-border cooperation among rural actors
- Greater consumer awareness of local products

Why Good Practice?

- ✓ Strengthens local economies
- ✓ Promotes sustainable and short supply chains
- ✓ Scalable and adaptable to other rural regions
- ✓ Supports rural resilience and food sovereignty