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**Polish Innovation Foundation – Multimedia campaign Eat Wisely, Know What You Eat**  
**– Short Food Supply Chains a source of innovation for agricultural and rural development.**

# CENTRE FOR LOCAL CULINARY CULTURE

## Good practice in creating short food chain systems (SFCs) as exemplified by the Marchewka Bistro<sup>1</sup>

### Summary

This report presents good practice of the Centre for Local Culinary Culture (CLKK) as exemplified by the Bistro Marchewka in the Nowa Huta Cultural Centre – a gastronomy venture of the Polish Environmental Partnership Foundation, which is based on local food products purchased directly from farmers and small food producers. The CLKK is a social economy venture, which requires continuous improvement and adaptation to a changing, and highly competitive, gastronomy market place.

The CLKK is a culinary venture, which seeks to promote healthier eating based on food products from farmers and food producers, producing locally – that is not more than 100 km away from the Centre. The CLKK includes 6 sales elements, which can be configured in different ways depending on circumstances and possibilities – gastronomy, catering, buyers’ club, mobile cafeteria, shop and events. The key to competing successfully in the marketplace and developing the CLKK, as exemplified by the Marchewka Bistro, depends on 7 factors:

- Visual identity/banding
- Recipes and menu
- Staffing
- Local suppliers of food (unprocessed and processed)
- Logistics
- Marketing and promotion
- Information systems

The factors listed above require constant attention in the context of market changes, especially in relations to maintaining high standards in operations. A key element of the CLKK model relates to a capability of managing multi-layered management processes that pertain to the modular organisation of the venture. For this purpose, the Marchewka Bistro uses the ACS<sup>®</sup> integrated IT system tool to manage the modular organisation. This solution is described in this report with its key functional elements from an IT point of view, technical support post implementation, upgrading software, licensing conditions and the estimated costs involved.

We present also information concerning how to take advantage of a demo version of the IT PLM software (for Buyers’ Clubs) and the ACS software (for gastronomy). This second software solution is also part of this report.

**Demo versions of demo of IT PLM and ACS software can be accessed at:**

<https://prostoodrolnika.pl/dla-organizatorow/>

<sup>1</sup> The organisation responsible for the content of this report is the Polish Innovation Foundation, which prepared this report as part of the project ‘Multimedia Campaign Eat Wisely, Know What You Eat – Short Food Chains as sources of innovation for agricultural and rural development’. The author is Piotr Frąckiewicz, who prepared this report on the basis of materials made available by the Polish Environmental Partnership Foundation, the Liszki Basket Producers Association and own materials from the A-Co company.