

# More sustainable supplier-buyer relationships

Conclusions

# Findings

- Understanding by farmers core principles of the organic
- Farmers are generally in weak position
- Everybody is for long term relationships
- Buyer is not enemy but partner
- Trust is based on personal contacts, not on documents
  - Shared responsibility paper is nice technical assessment of supplier-buyer relationship
- Input expected from buyer on market, agric technology
- Farms to grow healthy rotation, no monocropping
- Ideally some pre-financing
- Welcome buyer' buyers to see condition of UA farming, manage expectations
- Not too much concern about loyalty when relationship is mutually beneficial
- Price should be also attractive for both sides. Prices transparency