ECONOMIES OF COMMUNITY = EOC

A sustainable, democratized food system is decentralized and benefits from a network of farms, highly local distribution channels and motivated consumers.

An industrialized food system is highly centralized and benefits from ECONOMIES OF SCALE. Local food systems benefit from...

THREE PRINCIPLES OF EOC

I. TRANSPARENT
   Equal access to information

II. DEMOCRATIZED
    Equal voice and ability to take action

III. FRICTIONLESS
     Simple transactions and feedback

MORE PROFIT
Per receive higher prices per pound compared to wholesale

GREATER SECURITY
Not dependent on 10-2 wholesalers

BUILD COMMUNITY
Cultivate direct relationship with consumers

MANY-TO-MANY
Multiple producers to one entire food community

DISTRIBUTION

PRODUCERS

SOFTWARE

WEBSITES

INTERNET

CONSUMERS

CHUBBYA FARM
Latrun, Israel
13 December 2011

BENZI
Develops web-based software to empower local food systems

HOW CAN SOFTWARE ENABLE THE SCALING OF A DECENTRALIZED FOOD SYSTEM SO IT FEEDS MORE HOUSEHOLDS WITH LOCALLY SOURCED FOOD?