

ESTONIA

Agri-food chain integration and quality

Location

Hulja

Programming period

2014 - 2020

Priority

P3 – Food chain and risk
management

Measure

M4 – Investments in
physical assets

Funding (EUR)

Total budget 19 333
EAFRD 6 392
National/regional 1 128
Private 11 813

Project duration

2016 – 2017

Project promoter

OÜ Matsimoka

Contact

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Website

www.matsimoka.ee

A small family factory used RDP support to equip its new store, which sells its high-quality meat products.

Summary

A small family meat factory in rural Estonia, which has been operating since 1982, produces traditional quality meat products. When they decided to open a store at a shopping centre, financial help was needed to buy the required equipment. Funds from the RDP were used to purchase a salami-curing chamber, a refrigerator and slicer for the sausages. The shop produces and sells around 100kg of salami sausages per month.



Results

The overall sales of the shop are around 200 000 EUR per year.

The shop supports two full-time jobs in sales and one full-time job in production.

Lessons & Recommendations

- ❑ Interest in locally produced goods can boost sales. But it is vital that these products are of high quality.

Context

'OÜ Matsimoka' is a small family meat factory in rural Estonia, which has been operating since 1982. Its products are traditionally produced using Estonian raw materials. Salami sausages is its most-appreciated product that has a recipe influenced by Italian cuisine. The company signed a contract for renting the shop at Solaris shopping centre. The idea was that the store would not only sell products, but also have on-the-spot production to allow customers to experience how quality products are made. To this end, financing was needed to buy the equipment before the opening day of the shop.

Objectives

The objectives of the project were to:

- Increase the interest for Matsimoka meat products; and
- Increase the sales of the company's meat products, especially its salami sausages.

Activities

OÜ Matsimoka decided to open a quality meat shop in Estonian's capital Tallinn at the central Solaris shopping centre Solaris. The contract with the centre was signed in May 2016. The shop was schedule to open in September 2016 and equipment was required. Financial help from the RDP allowed the business to buy a salami-curing chamber, a refrigerator and a slicer for the sausages. The equipment was installed before the opening of the shop.

One part of the shop is now used for making high-quality salami sausages in the special salami chamber to increase customer demand. The raw sausages are made at OÜ Matsimoka's meat factory in rural Estonia and are transported to the shop and hanged in the salami chamber for curing. The clients can view the process of making the salami. The first batch of salami sausages was ready for sale in the middle of October 2016. The amount produced and sold is around 100 kg per month.



Main results

The overall sales of the shop are around 200 000 EUR per year. All of the salami being made in the shop is sold within a short period of time.

The shop supports two full-time jobs in sales and one full-time job in production.

Making traditional salami sausages is new in Estonia. Thus the shop gave the beneficiary much experience and knowledge that will enable it to expand salami production markedly in the future.

Key lessons

Interest in locally produced goods can boost sales. But it is vital that these products are of high quality