



TÂRGUL AGRO
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TÂRGUL AGRO

online Marketplace for agricultural products

TÂRGUL AGRO is an online platform, a 'marketplace for agro-food products', meant initially to put together rural supply and urban demand for organic agricultural and food products. TÂRGUL AGRO is a private initiative developed by the ClujIT cluster within a project co-funded by ERDF from Competitiveness Operational Programme 2007-2013.

Two IT companies from Cluj IT Cluster, the Optima Group and ArtSoft, have developed the platform in 2015 and currently both ensure the its operational functioning, management and promotion of the business.

The platform targets agriculture producers, processors, farmers, traders, warehouses, public and private organizations and consumers. It is designed to work similarly as a social network or any other platform on which both parties register and either make an offer or a demand.



The aim is to make visible fresh local products which are healthier and even cheaper, helping small rural producers to sell their products (mostly traditional, also organic) to urban areas, where imported products are starting to monopolize and people seem to lose touch with cultural roots.

Future expansion intentions include platform collaborations with the institutions authorized to issue organic product certificates, so that the farmers who meet the conditions and obtain the certifications are properly highlighted on the site.

This business model has high chances for transferability, especially for urban developed communities with spread internet access and on-line shopping habits.



Links: <https://www.targulagro.ro/>