

How to Start Selling Products via REKO?

The REKO retail and distribution model offers customers a way of ordering local food directly from the producer, without the need for middlemen. The REKO networks operate via Facebook as closed groups in which orders and deliveries are agreed on. The groups are run by volunteers, who do not receive payment for their contribution.

There are currently six REKO networks operating in Lapland. These are located in [Rovaniemi](#), [Kemi-Tornio](#), [Muonio](#) and [Kittilä](#), as well as in [Koillismaa](#) (Posio, Taivalkoski, Kuusamo). There is also a [local food network](#) in Sodankylä which operates by similar principles. Please, contact the Facebook-group moderators, if you are interested in joining a REKO network.

Important guidelines

The REKO operations model is based on ethical, local production. This means open and transparent communication about products and production. The producers are also obliged to deliver the orders in the place and time agreed on with the customers. Reselling is not allowed in the REKO Facebook groups.

Products must not be advertised before the moderator has approved them. The moderator is entitled to remove a notice from any producer who has not been accepted to the group (even if orders for the products have been made).

The Finnish REKO guidelines include information on the food-related legislative requirements that must be considered in the sale of products via a REKO network. Please, read the instructions carefully. [The REKO guidelines in Finland](#)

How to advertise products in a REKO group?

The sales announcements are commonly posted in the REKO groups about a week before the next date of delivery. After the delivery, the moderators remove all previous sales announcements from the group, so that it is easier for everyone to stay on track which producers will participate in REKO next time.

A REKO sales announcement, should include the following information:

- Date of the next delivery time.
- Place number which tells the customers where to find you in the delivery location. (You will get a place number from the moderators of your REKO group.)
- Any information concerning orders, e.g. the closing time for submitting orders and accepted paying methods.
- Information about the products, e.g. packaging size, price and possible allergens. Don't forget to add attractive pictures of the products!

Sources:

<https://aitojamakuja.fi/en/what-is-reko/>

<https://aitojamakuja.fi/en/reko-for-producers/>