

Nordisk Råvara webshop (Sweden)

Organisation: Nordisk Råvara

Geographical scope: Sweden

Target users: Consumers, restaurants, caterers, wholesalers and food businesses.

Overview

Nordisk Råvara is a Swedish company specialising in heritage and underutilised Nordic crops. Its online shop combines commercial functions with extensive information about traditional varieties, traceability and culinary uses, supporting both consumer education and product sales.

Main functionalities

- Online ordering;
- Detailed variety descriptions;
- Batch-level traceability;
- Dedicated professional ordering channel;
- Retailer locator;
- Information on culinary applications.

Contribution to biodiversity-based food marketing

The webshop demonstrates how commercialisation and storytelling can be combined to increase the value of biodiversity-based products. Detailed information about crop origin, production and culinary characteristics helps consumers appreciate products that are often unfamiliar.

Strengths

- Strong biodiversity focus;
- Excellent product information;
- Complete traceability;
- Serves both consumers and professional buyers.

Limitations

The platform is dedicated to the company's own products and therefore does not operate as an open marketplace.

Website

<https://nordiskravara.se/>

Userguide

<https://nordiskravara.se/fragor-svar>

Language : swedish