



## MODULE 4: LOFT Digital Platform and Business plan development model

CONTENT 1: The LOFT Digital Platform: A Short Introduction



# The LOFT Platform

The LOFT platform is a digital platform intended to support local food producers.

The platform will provide educational resources to help producers develop their digital skills, as well as tools to connect with consumers and managing authorities.

The LOFT platform aims to be a multifunctional resource, serving as a learning tool, digital marketplace, and monitoring tool for local food production.



Website: [localfoodtrace.eu](https://localfoodtrace.eu)

# Why Use LOFT Platform

**The LOFT platform aims to benefit both local food producers and consumers.**

## **Local Food Producers:**

**Digital Upskilling:** The platform provides educational resources to help producers develop essential digital skills.

**Market Access:** It offers tools to connect with consumers and expand their market reach.

## **Consumers:**

**Access to Local Food:** The platform connects consumers with local food producers, making it easier to find and purchase fresh, local products.

**Food Safety and Traceability:** LOFT promotes transparency in the food supply chain, increasing consumer trust.



# How LOFT Platform Works?

The LOFT platform functions as a multifunctional tool with two primary purposes:

**Learning Tool:** It provides educational resources and modules designed to help local food producers develop essential digital skills. This includes training on digital marketing, online sales, and understanding regulations related to food production.

**Interactive Marketplace:** LOFT platform serves as a digital marketplace where local food producers connect with consumers, offering market access and ensuring compliance and transparency through monitoring tools. It supports the growth and sustainability of local food systems by addressing the digital needs of both producers and regulatory authorities.



Go to [localfoodtrace.eu](https://localfoodtrace.eu) to check out  
LOFT Platform in detail.

## Quiz

**Question: Which one is not the aims of the LOFT Platform?**

- A) Combining producers and customers on same platform**
- B) Helping users to develop their digital skills**
- C) Enable users to promote their businesses**
- D) Sell locally produced food**