

SKIN Good Practice Recording Template

Youtyúk – a profitable CSA based on organic egg production	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	Valorisation: Novel approach to product development, value added through animal welfare; Values - social, economic and environmental sustainability: Connection between producers and consumers, Trust, sense of community; Training and coaching initiatives, Preservation and valorisation of small farms and skills; Ecological soundness of production methods
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	Efficiencies: Management of small product quantities, Logistics and distribution
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	Internal: Contractual agreements between producers/ between chain partners
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	Variety: Collaborative hubs, bringing together supplies from multiple small producers; Efficiency: Effective ordering systems, Online shop, Reliable distribution; Connection: Social media, Reconnection and relationships
EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.	<p>Short description of the 'good practice': YouTyúk' (Tyúk stands for hen in Hungarian) is an online enterprise, created by a couple living in the countryside. Customers 'adopt' free range chickens (take on some of the costs), kept by farmers on a controlled, organic way. Customers can choose their producers, can read information, watch films about them on the internet, or can go and visit the farm. Animals are fed with self-produced forage; no hormones and antibiotics, circumstances are defined and controlled by Youtyúk.</p> <p>Ordering and paying is through Internet, customers can collect their eggs every other week on collection points in towns and in Budapest. Logistics, marketing, quality control of the producers and the product, is provided by the 'Youtyúk' company. The enterprise practically created and cultivates a CSA network, managing logistics, marketing, customer relations and makes some profit on it.</p> <p>Main results/outcomes of the activity (expected or final): Youtyúk Provides a safe and continuous supply of healthy, clear background eggs for customers and a safe market, and good working conditions for farming families. Building trust between customers and producers, improvement in social and environmental responsibility are important concerns for the project.</p>

	<p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</p> <p>How to organise small producers, establish quality and process control and link them to urban customers in a CSA context, organising all this on a profitable way.</p> <p>'YouTyúk' ensures the access for consumers to high quality, backyard eggs, while helping the producers in minimizing the costs of animal husbandry.</p> <p>Further information/Reference: http://www.youtyuk.hu/</p>
<p>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).</p> <p>This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>A "jó gyakorlat" rövid leírása:</p> <p>A YouTyúk egy online vállalkozás, amit egy vidéki házaspár indított útjára. A vásárlók szabadtartású baromfiakat fogadnak örökbe (a költségek egy részét magukra vállalják), melyeket a gazdák nevelnek ellenőrzött, tiszta körülmények között. A fogyasztók kiválaszthatják a gazdát, olvashatnak az általuk végzett tevékenységekről, rövidfilmeket nézhetnek róluk az interneten, illetve akár magát a gazdaságot is meglátogathatják. Az állatokat saját maguk által termelt takarmánnyal etetik, hormonok és antibiotikumok használata nélkül; a körülményeket maga a YouTyúk vállalkozás határozza meg.</p> <p>A rendelés és a fizetés online felületen keresztül megy végbe, a vásárlók minden héten a kijelölt helyeken gyűjthetik be a tyúkjaik által tojt tojásokat Budapesten. A logisztikát, a marketinget, a minőségellenőrzést maga a vállalkozás biztosítja. A YouTyúk gyakorlatilag maga építette fel és működteti a beszerési hálózatot, irányítja a logisztikai feladatokat a fogyasztói kapcsolatokat és ebből hajt be némi profitot.</p> <p>A tevékenység fő eredményei / kimenetei (várható vagy végleges):</p> <p>Egy módszer, ami összekapcsolja a kistermelőket, minőség és folyamat ellenőrzést hajt végre és összekapcsolja a városi fogyasztókat a termelőkkel, jövedelmet is teremtve maguk számára. A "YouTYúk" hozzáférést biztosít a magas minőségű, háztáji tojásokhoz a fogyasztók számára, miközben segíti a termelőket a költségek minimalizálásában.</p> <p>A legfontosabb gyakorlati ajánlás(ok): mi lenne a fő hozzáadott érték / előny vagy lehetőség a végfelhasználó számára, ha a létrehozott tudást megvalósították? Hogyan gyakorolhatja az alkalmazó az eredményeket?</p> <p>A 'YouTyúk' biztosítja a fogyasztók számára magas minőségű, háztáji tojásokhoz való hozzáférést, miközben segíti a termelőket az állattartás költségeinek minimalizálásában.</p> <p>További információk/Referenciák: http://www.youtyuk.hu/</p>
<p>Pearls, Puzzles, Proposals?</p>	<p>Pearls: 1.) A central focus on connecting producers and customers in a CSA context, establishing quality control, organising logistics and marketing and making all this with a profit.</p> <p>2.) Supplying the city with high added value products in a way that connects people emotionally to the products and producers.</p> <p>Puzzles: 1.) For scattered small producers (even within the same sector) it is difficult to sell their products on the market because of the size and the unevenness of their production throughout the year.</p> <p>Proposals: 1.) Innovative good practices (joint brands, labels, etc.) to make small producers entering larger markets together could provide solutions to this problem.</p>
<p>What needs did the 'good practice' respond to?</p>	<p>SKIN Needs Register - CERHAS 3.</p> <p>Gap in the market for a quality, traceable, traditional-based product to complement local eggs. Gives an answer for the problem of high costs of animal husbandry.</p>
<p>Methodology Used:</p>	<p>interview, desk-based research</p>
<p>Actors/Stakeholders:</p>	<p><u>Actors:</u> primary producers <u>Stakeholders:</u> consumers</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	<p>Consumers and society</p>
<p>Sectors</p>	<p>Fresh Meat</p>
<p>Region, Country</p>	<p>Veszprém county, Hungary</p>

Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?

<https://www.youtube.com/watch?v=qbqAyncEBgQ>

**See SKIN Good Practice 'Hot Topics' Directory*

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