

SKIN Good Practice Recording Template

Crowd Cow	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	Source: https://www.crowdcow.com/about 
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	Valorisation - value added to the product. Branding & Labelling - The website successfully disseminates a high quality product and labelling helps give the product an identity; Quality Attributes - Social and environmental attributes are demonstrated through a connection with the locality, and sustainable management.
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	Learning & Empowerment - Reduction in dependence of powerful actors/direct relationship with consumers; Efficiencies & Process Innovations - 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	Efficiency - Reliable distribution; Connection - Use of social media and at farmer markets
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': Crowd Cow lets US consumers buy the exact cuts and quantity they want direct from a farm with the ease of ordering online, delivered straight to their door. The platform is all about transparency in how each farmer raises their cattle, and incorporates a story of the farm they're featuring. Consumers can buy Crowd Cow products through their online store.</p> <p>Main results/outcomes of the activity (expected or final): The current food system benefits large supermarket chains. Crowd Cow identified an opportunity for change; consumers want better quality meat and what to know how and where their meat is produced. Crowd Cow allows consumers to buy beef, chicken, and pork from a known producer and creates a narrative around each farm. The good practice shows the importance of intermediaries like Crowd Cow from both the perspective of the producer and consumer.</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>Focusing on high value markets can allow producers to thrive but cooperation is need. Crowd Cow acts as the intermediary between producers and consumers.</p> <p>Further information/Reference: https://www.crowdcow.com/about</p>
Pearls, Puzzles, Proposals?	<p>Pearls: Crowd Cow successfully allows consumers to source meat products from farmers; they also allow producers to recieve a fairer price for their produce. Puzzels: How are supply levels maintained throughout the year? Is there a limit of scale? It would be advantageous to learn how the SFSC sucessfully built a narritative around their products. Is the sourcing of meat from Tasmania etc. sustainable? Proposals: Although company expansion is occuring this should be carried out in a sustainable manner.</p>
What needs did the 'good practice' respond to?	<p>The founders of Crowd Cow discovered that many of their friends had purchased beef directly from local farms, and had bragged about how great the meat was. But the trouble of finding a good ranch, coordinating payment and pickup and the idea of having to purchase and store up to a year's worth of beef at once was too much.</p>
Methodology Used:	Desk based
Actors/Stakeholders:	Actors: Producers / farmers; Logistics: orders, transport, invoice; Other. Stakeholders: Restaurants; Consumers.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Fresh produce
Sectors	Fresh meat
Region, Country	USA
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.crowdcow.com/

*See SKIN Good Practice 'Hot Topics' Directory

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