

SKIN Good Practice Recording Template

Dexter Beef Direct	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	<p>Source: http://www.dexterbeefdirect.ie/themes/oliver-davey/images/logo.png</p> 
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	<p>Valorisation - value added to the product as it's derived from a native breed. 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.</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<p>Learning & Empowerment - Reduction in dependence of powerful actors/direct relationship with consumers;</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<p>Efficiencies & Process Innovations - Logistics and distribution</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<p>Efficiency - Reliable distribution; Connection - Use of social media and at farmer markets</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 1	
<p>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>	<p>Short description of the 'good practice': Dexter Beef Direct is an organic farm located in the West of Ireland. It sells beef weekly directly to the community at local farmers markets as well as online. Value is added to the product through its organic credentials and the native characteristics of the breed. Engagement with consumers is evident from not only presence at a local market but also by means of Dexter Beef Direct's active on-line presence through social media.</p> <p>Main results/outcomes of the activity (expected or final): Valorising local tradition - Dexter Beef Direct demonstrates an appreciation of its environment and tradition. It shows how value can be added to product, while cultural capital is created through the keeping of a native breed of cattle. The good practice also demonstrates how to add value through direct selling.</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>The SFSC demonstrates how to successfully diversify. It was originally a farm who had a 'conventional' suckler herd but diversified to the native Dexter breed to sell the product directly to consumers.</p> <p>Further information/Reference: http://www.dexterbeefdirect.ie/home</p>
Pearls, Puzzles, Proposals?	<p>Pearl: A strong commitment to sustainability coupled with the entrepreneurial skills of the farmer. Preserving local farming traditions as guarantee of higher products quality. Using native animal breeds to produce quality products. Adopting the short supply chain approach to allow for competitively priced produce while ensuring the higher quality.</p> <p>Puzzles: How are supply levels maintained throughout the year? Is there a limit of scale? Proposals: Invest in formaising marketing strategy. External consultation on business planning. Organise local events to promote products.</p>
What needs did the 'good practice' respond to?	Suckler/beef farming is often marginal with limited capacity to increase profitability. By selling directly to consumers Dexter Beef Direct adds value to the product for the primary producer.
Methodology Used:	SNA, interview, desk-based research
Actors/Stakeholders:	Actors: Producers / farmers. Stakeholders: Consumers.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1 - Fresh Produce
Sectors	Fresh Meat
Region, Country	Sligo, Ireland.
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	None available.

*See SKIN Good Practice 'Hot Topics' Directory

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