

SKIN Good Practice Recording Template

James Whelan Butchers - Beef Drippings	
Author(s)	John Hyland
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	Source: http://www.jameswhelanbutchers.com/vsadmin/images/1474642193.jpg 
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	Valorisation - value added to the product.
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	Branding & Labelling - The website successfully disseminates a high quality product and labelling helps give the product an identity
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	Quality Attributes - Gourmet, superior taste, different taste
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	
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': James Whelan Butchers are dedicated to delivering the highest-quality, naturally reared products directly from their Clonmel shop to consumers' door. To meet this goal, they work with traditional artisan craftspeople and farmers to source the finest quality products available. Dripping, as the name suggests, is the fat that drips from meat as it cooks. Recently James Whelan Butchers were receiving more requests for dripping. While consumers wanted to use dripping, there is a case that a time-poor society can't make it themselves. This led to the creation of beef dripping from grass-fed Irish Angus and Hereford cattle reared on their farm.</p> <p>Main results/outcomes of the activity (expected or final): The product rose to the top from 10,000 entries in at the 2015 annual Guild of Fine Food awards. The Beef Dripping is nutrient rich, high in omega-3 acids, clean, pure and carries flavour, whether for frying a steak, roasting potatoes or spread onto bread.</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? The product that has benefits for primary producers as it adds value to beef through the revival of a traditional food.</p> <p>Further information/reference: http://www.jameswhelanbutchers.com/</p>
Pearls, Puzzles, Proposals?	<p>Pearls: A strong commitment to sustainability. Entrepreneurial skills of the farmer. The role of the producer and the importance of good networks and collaboration. The example clearly shows how important the producer is for the innovation process.</p> <p>Puzzles: Is there a limited demand for beef dripping? Proposals: Invest in formulating a marketing strategy.</p>
What needs did the 'good practice' respond to?	A gap in the market for an alternative beef product that would have been used traditionally in Ireland.
Methodology Used:	Desk-based research
Actors/Stakeholders:	Actors; primary producers. Stakeholders; retailers, consumers.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1- Fresh Produce
Sectors	Fresh Meat
Region, Country	Clonmel, Ireland.

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

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

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

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