SKIN Good Practice Recording Template

Killenure Dexter Gourmet	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	Source: http://i.vimeocdn.com/video/500547711_1280x720.jpg
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)'* CATEGORY 1	Valorisation - vaule added to the product as it's derived from a native breed. Branding & Labelling - The website successfully dissiminates a high quality product;
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	Learning & Empowerment - Reduction in dependence of powerful actors/direct relationship with consumers
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	Quality Attributes - Social, economic, and environmental attributes are demonstrated through a connection with the locality, local employment, sustainable managment.
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	Efficiency - Reliable distribution; Connection - Use of social media
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.	**Short description of the 'good practice':** Killenure Dexter Gourmet represents a unique combination of a native Irish breed, a strong historical narrative of both breed and place, and traditional artisanal methods at every stage of the production beef process. Products range from 'boutique beef' to handmade leather and artisan goods. The beef is distributed to restaurants and hotels around Ireland.
	Main results/outcomes of the activity (expected or final): Killenure Dexter demonstrates an appreciation of its environment, traditions, human and natural resources, etc. It exemplifies how value can be added to a beef enterprise. Cultural capital is created through the keeping of a native breed of cattle. Economic capital is generated for the business through adding value to the beef and to the locality by those employed by the business.
	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 importance of creating an identity based on local influences to make a unique and marketable product.
	Further information/Reference: http://killenure.com/

Pearls, Puzzles, Proposals?	**Pearls**: Entrepreneurial skills of the farmer. Synergy between tourism activities and financial activities reduces reliance on only one income stream. **Puzzels**: Is it difficult to obtain labour with the necessary skills to create the different products such as leather? **Proposals**: Continued use of excellent and professional promotional content such as the videos available on the website.
What needs did the 'good practice' respond to?	Preserving local farming traditions as a garantee of higher products quality. Using particular animal breeds to produce quality products. The use of local attributes to gain value to produce.
Methodology Used:	Desk-based research
Actors/Stakeholders:	Actors: Producers / farmers. Stakeholders: Restaurants; Consumers.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1- Fresh Produce
Sectors	Fresh Meat
Region, Country	Tipperary, Ireland.
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://vimeo.com/173934545

*See SKIN Good Practice 'Hot Topics' Directory

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