

SKIN Good Practice Recording Template

Larder360	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	<p>Image source: http://www.ireland-guide.com/_fileupload/image/larder360.jpg</p> 
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	<p>Valorisation - Novel approach to product development; Social Sustainability - Connection between producers and consumers. 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; Efficiencies and process innovations - Logistics and distribution</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<p>Internal - Contractual agreements between product developer and producers; product developer as mediator/facilitator</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<p>Variety - Bringing together supplies from multiple small producers. Efficiency - Effective ordering systems; On-line shop; Reliable distribution. Connection - Social media; bringing together supplies from multiple small producers.</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': Larder360 is an enterprise that enables consumers to attain locally produced, high quality food products in the same manner as a supermarket online delivery service. The company distributes producers produce to a variety of consumers and business. Consumers are provided access to a wide range of fresh local produce such as meat, fish, cheese, vegetables, confectionaries etc. from a variety of local producers. Larder 360 was developed to operate as a shared economy, pooling the resources of many. The website therefore acts as an intermediary platform between local food producers and consumers. Larder360's core values include: fair price - fair trade, high quality standards, and climate action.</p>

	<p>Main results/outcomes of the activity (expected or final): Community confidence and valorising local tradition: The novel platform has benefits for local primary producers as it is an effective tool to connect them to consumers.</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? One of the most important challenges for any SFSC is how to reach the consumers. Larder360's on-line platform exemplifies how their website and distribution network can connect local food producers with consumers. 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. Innovative good practices (joint brands, labels, etc.) to make small producers entering larger markets together can provide solutions to this problem.</p> <p>Further information/Reference: http://larder360.com/</p>
<p>Pearls, Puzzles, Proposals?</p>	<p>Pearls: The importance of networking and building a strong and wide network of agents. The need for good collaboration is crucial. In the case of Larder360 actors who would not normally be linked together succeeded in complex collaboration. A central focus of an innovation broker may be on bringing actors together to identify viable projects that may be beneficial. Information gathered will outline the opportunities and challenges faced by Larder360 with regards to working with so many suppliers in the provision of fresh produce to consumers. Puzzles: Are there issues between actors in terms of coordination and communication? Are there formal agreements in place? How is the concept sold to potential actors? What is the working methodology within the team? How does cooperation happen? What is the capacity to involve other actors? Are there any limits to scale? Are there any logistical issues? Are there plans to expand beyond the Galway region? Proposals: Actively search for SFSCs to involve in coop. Create new space for innovation to try "out of the box" ideas. Invest more in formalising marketing strategy. External consultation on business planning. Involve consumer representation in the innovation process. Organise local events to showcase produce. Develop new approaches to involve more actors. Develop strategy for the stronger inclusion of farmers/producers. Make trust-worthy relations and build confidence. Expand delivery service to whole Connacht region.</p>
<p>What needs did the 'good practice' respond to?</p>	<p>The current food system benefits the distributors and large supermarket chains. Larder360 identified an opportunity for change: local consumers want the best fresh produce available at competitive prices. Furthermore, local producers want a closer connection to their consumers and to be fairly compensated for their products.</p>
<p>Methodology Used:</p>	<p>Desk-based research</p>
<p>Actors/Stakeholders:</p>	<p>Actors: Producers / farmers; Logistics: orders, transport, invoice; Other. Stakeholders: Restaurants; Consumers.</p>

Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1 - Fresh Produce; 5 - Consumers & Society
Sectors	All Sectors
Region, Country	Galway, Ireland
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.youtube.com/watch?v=3qjunGGYWrS

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

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