


SKIN Good Practice Recording Template

Know your farmer	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 1	<u>Quality Attributes - value:</u> gourmet, superior taste, freshness; <u>Quality Attributes - values - social sustainability:</u> connection between producers and consumers
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 2	<u>Learning & Empowerment:</u> Networking along the supply chain and in the region; Cross-learning between actors
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 3	<u>Internal:</u> Group Spirit
SKIN good practice 'Hot Topic(s)'[*] CATEGORY 4	<u>Connection:</u> Reconnection and relationships
EIP Practice Abstract Format:	Short description of the 'good practice':
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.	"Get to know your farmer" is the Ministry of Agriculture's project, which aims to get people to know about products from nearby farms to find a way to quality local food, and to get to know the work and life on farms that they often have a very vague idea.
	Main results/outcomes of the activity (expected or final):
	In 2017, the fourth year of "Know Your Farmer" begins, with 19 farms open all over the Czech Republic. Local producers will be able to get acquainted with their products from people around them who, unfortunately, do not even know about them. It is a shame because these farmers offer the highest quality food. Visitors to each of the farms can always taste products directly from farmers in one place, buy quality food from the region and see how farmers manage and produce food. An integral part of each event is a thematic accompanying program for whole families, such as musical and theatrical performances, the presentation of regional food or local farmers or a foodtruck with freshwater fish. Children's face painting, pony riding or jumping harvesters are available for children.

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?

Benefits of the Know Your Farmer project is to connect consumers with small and medium-sized agricultural farms in their area, support local agricultural production and primary producers and presentations of local producers. An inherent part of the training is, of course, also the educational targeting of the target audience in the area of consumption of high quality food, the establishment of non-existent contacts between the producers of these foods and the consumers in the given regions, the increase of the availability of fresh foods directly from the yard, the support of the regional producers.

This project is supported by the Ministry of Agriculture Czech Republic and implemented by the Service Facility of the Ministry of Agriculture.

Further information/Reference:

<http://poznejsvehofarmare.cz/>

Short summary for practitioners in native language 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. ☒

Stručný popis 'dobré praxe':

"Poznej svého farmáře" je projekt Ministerstva zemědělství, jehož cílem je seznamovat lidi s produkty z farem v okolí, aby si našli cestu ke kvalitním lokálním potravinám a zároveň se seznámili s prací a životem na farmách, o kterém mají často velmi mlhavou představu.

Hlavní výsledky/výstupy činnosti (očekávané nebo konečné):

V roce 2017 začal čtvrtý ročník "Poznej svého farmáře" propagací 19 farem otevřenými po celé České republice. Místní producenti mají možnost seznámit se svými produkty veřejnost z blízkého okolí, kteří o nich často bohužel ani neví. Je to škoda, protože právě tito zemědělci nabízejí potraviny vysoké kvality.

Návštěvníci každé z farem mohou na jednom místě ochutnat produkty přímo od zemědělců, koupit si kvalitní potraviny z regionu a vidět, jak farmáři hospodaří a vyrábí potraviny. Nedílnou součástí každé akce je tematický doprovodný program pro celé rodiny, jako jsou hudební a divadelní představení, prezentace regionálních potravin nebo místních farmářů nebo jídelniček se sladkovodními rybami. Pro děti je k dispozici malování na obličej, jízda na ponících nebo skákací kombajny.

Hlavní praktické doporučení: Jaká by byla hlavní přidaná hodnota/přínos nebo příležitosti konečnému uživateli, pokud by byly vytvořené znalosti realizovány? Jak může odborník využít výsledků?

Cílem projektu Poznej svého farmáře je propojit menší a střední farmáře s jejich potenciálními spotřebiteli v nejbližším okolí, podpora místní zemědělské výroby a propagace výroby lokálních potravin. Součástí akcí je samozřejmě také vzdělávání zaměřené na cílové skupiny v oblasti spotřeby vysoce kvalitních potravin, vytvoření nových kontaktů mezi výrobci těchto potravin a spotřebiteli v daných regionech, zvýšení dostupnosti čerstvých potravin přímo ze dvora a podpora regionálních výrobců potravin.

Tento projekt je podporován Ministerstvem zemědělství České republiky a realizován prostřednictvím Zařízení služeb Ministerstva zemědělství.

Další informace/Reference:

	http://poznejsvehofarmare.cz/
Pearls, Puzzles, Proposals?	<p>Pearls: Advertising for the event Know Your Farmer runs mainly on the Ministry of Agriculture websites and especially on Facebook. It invites the public to visit the small family farms in their area where they can taste products from local farms, but also the production of farmers from the neighborhood. Small farms often produce the best quality food, at favorable prices. Visitors are attracted to come and see how farmers manage, produce great delicacies, and learn about their rural lifestyle. Events are often associated with a children's program such as a bouncy castle, horse riding, etc.</p> <p>Puzzles: On small family farms people can buy high quality and good food. Unfortunately, farmers often do not have the money and especially time to effectively promote themselves.</p> <p>Proposals: Farmers have no time or money to promote their work towards the public. It would be necessary to organize more similar events and also to highlight these events in press, television, radio and social networks. Supporting farmers and their products strengthens their relationship with their potential customers, which can lead to more jobs in the future.</p>
What needs did the 'good practice' respond to?	The number of workers in agriculture is steadily decreasing. Farm events bring the public and especially families with young children to life on the farm in an attractive form. Farming is positively presented as a lifestyle that allows people living in the country to be self-sufficient and independent.
Methodology Used:	Desk-based research, interview
Actors/Stakeholders:	<u>Actors:</u> primary producers, farmers. <u>Stakeholders:</u> consumers, tourists
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Workshop 5 - Consumers and Society, Sustainable environment, support of small farmers, education
Sectors	All Sectors
Region, Country	Czech Republic, All regions
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

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