

SKIN Good Practice Recording Template

Au bout du champ	
Author(s)	Antoine Kieffer
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 2	<u>Proces innovation</u> : Innovation in the distribution
SKIN good practice 'Hot Topic(s)'* CATEGORY 1	<u>Labelling</u> : The products are label free and all descriptions are available on the website of the company
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>Efficiency</u> : Reliable distribution and spatial proximity
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>internal</u> : Contractual agreements
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': The concept is quite simple: the company "Au bout du champ" collects products from farmers of the Ile de France region and sell it in vending machines located in "Au bout du champ" in Paris and Levallois-Perret. The objective is to stimulate the consumers to buy local in a very easy and accessible way. The producers are detailed and promoted on the website of the association.</p> <p>Main results/outcomes of the activity (expected or final): Consumers can find local and fresh products very easily and buy them almost anytime in a simple vending machine.</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? Looking for new distribution paths is always interesting for farmers. This one obviously can not be the main distribution way for any farmer, however as an additionnal one it can be interesting because it is also a way to promote the products. It is also quite easy to implement. In this case it is an independent company that manages this, but farmers can just get together and by some vending machine in an urban area by themselves.</p>
	Further information/Reference:

	http://www.auboutduchamp.com/
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.	Brève description des 'bonnes pratiques': Le concept est assez simple: l'entreprise "Au bout du champ" collecte des produits d'Ile de France et les met à disposition dans des distributeurs automatiques à Paris et Levallois-Perret. L'objectif est de stimuler la consommation de produits locaux en les rendant très accessibles. Les producteurs sont présentés sur le site internet de l'entreprise.
	Principaux résultats / résultats de l'activité (prévue ou finale): Les consommateurs peuvent trouver des produits locaux très facilement et près de chez eux.
	La (les) principale (s) recommandation (s) pratique (s): quelle serait la principale valeur ajoutée / bénéfique ou opportunité pour l'utilisateur final si les connaissances générées étaient mises en œuvre? Comment le praticien peut-il utiliser les résultats? Il est toujours intéressant d'explorer de nouvelles pistes pour la distribution. Dans ce cas particulier, il est évident que les casiers ne peuvent devenir le mode de distribution principal, mais cela peut être un bon mode de distribution complémentaire permettant de promouvoir ses produits, et c'est relativement simple à mettre en place. Bien qu'ici l'entreprise "Au bout du champ" gère tout, il est aussi possible pour plusieurs producteurs de se réunir et racheter un local similaire. Le consommateur étant autonome, il n'y a pas besoin de beaucoup de logistique.
	Informations complémentaires / Référence http://www.auboutduchamp.com/
Pearls, Puzzles, Proposals?	<u>Pearls</u> : This is a quite innovative distribution system that does not require much time or personal to manage. <u>Puzzles</u> : I think that the products are displayed in a too "impersonal" way <u>Proposals</u> : It would be great to maybe promote the producers a bit more
What needs did the 'good practice' respond to?	Find a new simple distribution way bringing closer consumers from big cities and local producers
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	<u>Actors</u> : Farmers, consumers, employees of the association; <u>stakeholders</u> : consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	6- distribution
Sectors	All Sectors
Region, Country	Ile de France, France
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 728055

