

SKIN Good Practice Recording Template

YOUR TITLE HERE	
Author(s)	Agrar.Projekt.Verein
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>Values-Environmental & Social Sustainability</u> : connection between producers and consumers, reduction of food miles - GHG emissions and reduction energy use and carbon footprint; Value: Freshness, nutritional value
SKIN good practice 'Hot Topic(s)' CATEGORY 2	<u>Efficiencies</u> : logistics & distribution
SKIN good practice 'Hot Topic(s)' CATEGORY 3	<u>internal</u> : Contractual agreements between producers/ between chain partners, Decision-making structures
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<u>Efficiency</u> : reliable distribution, effective ordering systems
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': "Bauernkiste" offers a delivery service of fresh seasonal vegetables and other regional food specialities for consumer in specified regions. Therefore they are an important link between the farmers and end-consumers. Local farmers produce the food. At the hubs the products are packed into boxes of different values (size), which are then delivered to the customers home. The "Bauernkiste" is delivered every week. Consumers have the possibility to choose between different sizes and order additional products via request form.</p> <p>Main results/outcomes of the activity (expected or final): This initiative acts as a link between different farm types (vegetable, sheep, bees, ..) in the countryside and customers (living mostly) in urban areas. The idea is it to supply them with healthy, fresh, seasonal and local farm products. The delivery services not only reduces environmental pollution and reduces driven kilometres, but facilitates doing the groceries for the customers.</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?</p>

	<p>The consumers profit from the fresh delivered agricultural products right to their doorstep. Whenever one of them is interested how and where the food is produced, they are invited to visit the farms and have a look around or get a guided tour with the farmer. Results from this initiative are very useful for other regions, as this is a concept that can be easily modified and adapted to the need of other regions in different countries. Farmers use this innovation for selling their (seasonal) products, handle small quantities and still offer the consumers a huge diversity.</p> <p>Further information/Reference: http://www.bauernkiste.at</p>
<p>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).</p> <p>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’: Die „Bauernkiste“ bietet einen Lieferservice mit frischem, saisonalem Gemüse und anderen regionalen Spezialitäten für Konsumenten bestimmter Regionen an. Deshalb sind sie ein wichtiges Bindeglied zwischen Bauer und Endkonsumenten. Lokale Bauern produzieren die Lebensmittel. An den Zentralstellen werden die Produkte in Kisten verschiedener Größen gepackt, welche dann an die Kunden zugestellt werden. Die „Bauernkiste“ wird wöchentlich ausgeliefert. Mittels Bestellschein können Konsumenten zwischen den verschiedenen Größen wählen und können zusätzliche Produkte bestellen.</p> <p>Main results/outcomes of the activity (expected or final): Diese Initiative ist Bindeglied zwischen verschiedenen landwirtschaftlichen Betrieben (Gemüse, Schafe, Bienen, ..) am Land und Konsumenten im urbanen Raum. Die Idee ist es, die Kunden mit gesunden, frischen, saisonalen und regionalen bäuerlichen Produkten zu versorgen. Der Lieferservice reduziert nicht nur die Umweltbelastung und gefahrenen Kilometer, sondern erleichtert es dem Kunden den Einkauf zu erledigen.</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? Konsumenten profitieren von frischen, bis zur Haustür gelieferten landwirtschaftlichen Produkten. Bei Interesse an Produktionsstätte und -weise, sind Kunden eingeladen die Betriebe zu besuchen und sich selbst ein Bild zu machen, oder sie können eine Führung vom Landwirt bekommen. Die Ergebnisse dieser Initiative sind sehr wertvoll für andere Regionen, da dieses Konzept leicht modifizier- und adaptierbar für die Ansprüche anderer Regionen verschiedener Länder ist. Außerdem ist es ein innovativer Vertriebsweg für landwirtschaftliche Betriebe, um ihre (saisonalen) Produkte zu verkaufen, der es ermöglicht kleine Mengen handzuhaben und dem Kunden trotzdem eine vielfältige Produktpalette unterbreitet.</p>
<p>Pearls, Puzzles, Proposals?</p>	<p><u>Pearls</u>: Small farms with limited access to consumers or a limited product range have the chance to sell their products in the region via a cooperation <u>Puzzles</u>: What about CO2 footprint and packaging? Are there options for improvement? <u>Proposals</u>: Better communication with consumers about production methods and farmers.</p>
<p>What needs did the ‘good practice’ respond to?</p>	<p>delivery of fresh local products, connection to local producers</p>
<p>Methodology Used:</p>	<p>desk-based research</p>

Actors/Stakeholders:	<u>Actors:</u> primary producer, retailer. <u>Stakeholders:</u> consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1 - "Fresh Products" 6- "Distribution and industries"
Sectors	Vegetables
Region, Country	6020 Innsbruck, Austria
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

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

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