

SKIN Good Practice Recording Template

Eisgreissler	
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>Valorisation</u> : novel product range, use of regional products adds value to products; <u>Value</u> : gourmet, superior taste, freshness, no food additives; <u>Branding & Labelling</u> : seasonal product range with special product characteristics
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	<u>Efficiencies</u> : Achievement of efficiencies through collaboration, Logistics and distribution
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>Internal</u> : Decision-making structures, Contractual agreements between producers
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>Efficiency</u> : Reliable distribution; <u>connection</u> : social media
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.	"Eisgreissler" - are two dairy farmers with 45 cows that process their organic milk into about 100 types of ice cream with fresh and regional ingredients. The ice cream is sold nowadays in their own six stores in different capital cities, as well as in their show ice cream centre (guided tours - ice cream production and tasting, petting zoo, ...).
	Main results/outcomes of the activity (expected or final):
	The milk is directly processed on the farm into the superior grade product ice cream. This enabled them to establish a stable income, independent from the usual milk price and added value to their organic farm. By using regional ingredients like fruits or nuts, a regional network is established and strengthened. Health-conscious consumers or allergic persons are able to enjoy ice cream with only natural ingredients directly from a farm. Consumers are informed about the product benefits via leaflets, social media and by the companys staff. By opening their own shops they can manage their brand and products independently, which allows them to be more creative and flexible in production.

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?

Especially for small farmers it is very important to find new ways of how to generate more profit from their products, either by new ways of distribution or innovative specialities. "Eisgreissler" is a role model, when it comes to direct selling, product innovation, marketing/representation of local produce and small scale farming. It also shows how important it is to have a good regional network and agricultural structures to establish this type of concept. Consumers benefit from the companies philosophy the most - the show ice cream centre enables them to reconnect with farmers and their livestock, learn about ice cream production and their natural ingredients.

Further information/Reference:

<https://www.eis-greissler.at/>

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.

Short description of the 'good practice':

Der „Eisgreissler" sind zwei Milchkuhbetriebe mit 45 Kühen, welche ihre biologische Milch mit frischen und regionalen Zutaten in etwa 100 verschiedene Sorten Eis verwandeln. In verschiedenen Hauptstädten wurden mittlerweile schon 6 Filialen gegründet, in denen das Eis verkauft wird. Noch dazu kommt die Eismanufaktur mit Hofladen und Erlebniswelt (geführte Touren mit Einsicht in die Produktion und Verkostung, Streichelzoo, ..).

Main results/outcomes of the activity (expected or final):

Die Milch wird direkt auf dem Hof zu hochwertigem Eis verarbeitet. Diese Vorgehensweise ermöglichte es ein geregeltes Einkommen zu erzielen, unabhängig von dem Milchmarktpreis und erhöht die Wertschöpfung in der biologischen Landwirtschaft. Durch die Verwendung von regionalen Zutaten, wie Früchten und Nüssen, wird ein regionales Netzwerk etabliert und gestärkt. Gesundheitsbewusste Konsumenten und Allergiker profitieren von Eiscreme aus ausschließlich natürlichen und bäuerlichen Rohstoffen. Konsumenten werden über die Produkte mittels Informationsblättern, soziale Medien und von Angestellten aufgeklärt. Die Eröffnung eigener Geschäfte ermöglicht es die Marke und Produkte unabhängig zu vertreiben, was es erlaubt kreativer und flexibler in der Produktion zu sein.

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?

	Besonders für kleine landwirtschaftliche Betriebe ist es von Bedeutung neue Wege zu finden, die es ermöglichen den Produkten einen Mehrwert zu geben, entweder über neue Vertriebswege oder über Spezialisierung auf Innovationen. Der „Eissgreissler“ ist ein Vorbild für Direktvermarktung, Produktinnovationen, Marketing und repräsentiert lokale Produkte und kleinbäuerliche Landwirtschaft. Es wird auch aufgezeigt, dass für die Etablierung dieses Konzepts gut funktionierende regionale Netzwerke und landwirtschaftliche Strukturen von großer Wichtigkeit sind. Konsumenten profitieren am meisten von der Geschäftsphilosophie. Die Eismanufaktur mit ihrer Erlebniswelt ermöglicht es dem Kunden wieder die Verbindung zur Landwirtschaft zu knüpfen, durch den Kontakt mit dem Bauern und seinen Nutztieren, als auch über die Eisproduktion und deren natürlichen Zutaten zu lernen.
Pearls, Puzzles, Proposals?	<u>Pearls</u> : The use of only natural and regional ingredients from small-scale farmers is an important statement for others to become more regional. Consumers nowadays are aware and want regional products without food additives, artificial flavours or colours. <u>Proposals</u> : The shops could be used as interactive element, so that consumers learn more about food production. <u>Puzzlings</u> : Limited Editions of ice cream flavours or cooperation with EU-quality logo/certified products. <u>Stimulation</u> : Farmers need to gain more self-confidence in their ideas and marketing skills to launch their business ideas successfully into real life. The exchange with other projects from other regions are a good interchange and play a fundamental part in learning from other successful/malfunctional projects.
What needs did the 'good practice' respond to?	Regional, freshly processed dairy with fresh and seasonal ingredients.
Methodology Used:	desk-based research
Actors/Stakeholders:	<u>Actors</u> : primary producer acts as processors, product developer and retailer at the same time, <u>Stakeholders</u> : consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1 -"Fresh Products" 3 -"Technologies"
Sectors	Processed Dairy
Region, Country	2851 Krumbach, Austria
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



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