


# SKIN Good Practice Recording Template

myProduct	
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-economic sustainability</u> : reduced economic uncertainties, preservation and valorisation of small farms and skills
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	Efficiency & Process Innovations: logistics and distribution, management of small product quantities
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>internal</u> : decision-making structures, Contractual agreements between chain partners
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>Efficiency</u> : reliable distribution; <u>Connection</u> : Social media, bringing together supplies from multiple small producers
<b>EIP Practice Abstract Format:</b>	<b>Short description of the 'good practice':</b>
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.	MyProduct is an Online Shop with farm & other products (exclusively from Austria) on offer and with a joint delivery system. Farmers and other companies, that are not involved with food retailing, can list their products at the online shop and give additional information about their farm and products. Consumers order online their favorite products from different farmers or companies. The system informs the producer who sends or delivers their products to the mutual packaging place of myproduct, where all goods are packed into one parcel. This is delivered via a logistic company to the consumer. Myproduct is the first certified organic online shop in Austria. Additionally they offer B2B aervices, like designing web shops for other companies, vouchers and presents for companies.
	<b>Main results/outcomes of the activity (expected or final):</b>
	Local/regional specialities become available nationwide and farmers reach more costumers. The online shop becomes more attractive with increasing numbers of listed products of different categories (wine, cheese, flour, books, soap, presents, ...). This online shop makes products from different regions available to people that moved into cities and helps farmers to market their products. Consumers stay connected with the producers and this prevents that food becomes an anonymous mass product. A blog with food innovation, producer/farm of the month and current events creates a relationship between the products and consumer. Purchase patterns are strongly influenced by emotions, therefore they try to awake only positive ones.
	<b>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?</b>

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.

Especially farmers and consumers living in isolated areas would profit from delivery systems. Local products would become available nationwide and elderly consumers or people living in the countryside have the advantage to have access to fresh and healthy products. The delivery and packaging system is highly developed, as to minimise environmental pollution, GHG emissions and carbon footprint. Web-solutions are easy to implement in other areas and enhance product availability.

**Further information/Reference:**

[www.myproduct.at](http://www.myproduct.at)

**Short description of the 'good practice':**

Myproduct ist ein Onlineshop mit Bauern- und anderen Produkten (ausschließlich aus Österreich) mit einem gemeinsamen Liefersystem. Landwirtschaftliche und andere Unternehmen, welche im Lebensmittelhandel involviert sind, können ihre Produkte im Onlineshop listen und zusätzliche Informationen über ihr Unternehmen und Produkte bekanntgeben. Konsumenten bestellen die gewünschten Produkte von verschiedenen Bauern und Unternehmen. Das System informiert den Produzenten, welcher die bestellten Produkte zur gemeinsamen Packstation von myproduct liefert, wo die Güter in die jeweiligen Pakete gepackt werden. Über eine Logistikfirma werden diese dann dem Kunden überstellt. Myproduct ist der erste biologisch zertifizierte Onlineshop in Österreich. Zusätzlich wird B2B Service angeboten, wie Webshopdesign für andere Unternehmen, Gutscheine und Geschenke für Unternehmen.

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

Lokale/regionale Spezialitäten werden national verfügbar und Landwirte erreichen mehr Konsumenten. Der Onlineshop wird mit steigender Zahl an gelisteten Produkten verschiedener Kategorien immer attraktiver (Wein, Käse, Mehl, Bücher, Seife, Geschenke, ...). Dieser Onlineshop macht Produkte von verschiedenen Regionen für Leute, welche in die Stadt gezogen sind verfügbar und hilft Landwirten ihre Produkte zu vermarkten. Konsumenten bleiben in Verbindung mit den Produzenten, was verhindert, dass Lebensmittel ein anonymes Massenprodukt werden. Ein Blog mit Produktspezialitäten, Produzent/Bauernhof des Monats und laufende Veranstaltungen bilden eine Beziehung zwischen den Produkten und dem Konsument. Kaufmuster sind stark von Emotionen beeinflusst, deshalb wird versucht nur positive zu übermitteln.

**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?**

Speziell Landwirte und Konsumenten, die in isolierten Gegenden leben, profitieren vom Liefersystem. Lokale Produkte wurden mit myproduct österreichweit verfügbar und ältere Konsumenten, oder am Land lebende, können vom Zugang zu frischen und gesunden Produkten profitieren. Das Liefer- und Verpackungssystem ist hochentwickelt, um so Umweltschäden, Treibhausgasemissionen und den CO<sub>2</sub>-Fußabdruck geringstmöglich zu halten. Weblösungen sind leicht für andere Regionen übernehmbar und verbessern die Produktverfügbarkeit.

**Further information/Reference:**

[www.myproduct.at](http://www.myproduct.at)

<b>Pearls, Puzzles, Proposals?</b>	<b>Puzzling:</b> Economic sustainability is often a problem with online shops of agricultural products in Austria. As this system works very well and consumer use it frequently it would be great to adapt this method to other not so successful online-shop concepts. <b>Proposals:</b> Farmers in desolate areas need better internet connection and delivery systems to reach their/more customers so that they are still able to live from their farm. <b>Pearls:</b> The connection of different farm products a huge variety of products can be offered and adds to the attraction of the online shop. The packaging and delivery system is efficiently organized.
<b>What needs did the 'good practice' respond to?</b>	consumer need for regional products from the areas they grew up and fresh, innovative products from farms
<b>Methodology Used:</b>	desk-based research
<b>Actors/Stakeholders:</b>	<b>Actors:</b> primary producer, retailer. <b>Stakeholders:</b> consumers
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	3 - "Technologies" 6 - "Distribution and industries"
<b>Sectors</b>	All Sectors
<b>Region, Country</b>	9411 St. Michael, Austria
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	

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

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