

SKIN Good Practice Recording Template

BioPanon	
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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>Valorisation</u> : animal welfare; <u>Value</u> : Nutritional value, Freshness and healthiness
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>Efficiencies</u> : logistics and distribution
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<u>Internal</u> : Contractual agreements between product developer and producers; product developer as mediator/facilitator
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<u>Efficiency</u> : reliable distribution
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.

The organic meat Bio Panon comes from Serbia, from a farm in Čurug. The cattle on Bio Panon farm are fed with pure organic food, have enough grazing and living space, enjoy the sun at its own free will, drink water whenever they are thirsty, are never tied and live in accordance with their natural needs.

Bio Panon has ensured sufficient grazing area, while the rest of the organic plant production takes place on a 2,000 ha of fertile land in the Bačka region. Bio Panon tends to the needs of their 2,000 heads of cattle and feed them exclusively the organic food they produce themselves. Spending time out in the open, on grazing fields and pastures, the animals feel better, their health and appetite are higher compared to those of the animals living in confinement, which in turn adds to the quality of milk and meat. Bio Panon organic farm has implemented modern technology in accordance with the rules of organic production.

Principles and regulations of organic production stipulate that organic meat must be both produced and sold locally with no long-distance transport, packaged in such a way to avoid product contamination, and delivered fresh to the client in the shortest amount of time.

This is why their organic beef is delivered directly to consumers' home, guaranteeing a fresh, healthy product delivered in a controlled cold distribution chain.

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

A novel product (organic meat) that is directly distributed to consumers.

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?

Market niche for organic meat production in Serbia is very big and has potential for new companies

Further information/Reference:

<http://www.globalseed.info/en/bio-panon.php>

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':

Organsko meso Bio Panon, dolazi iz Srbije, farme iz Čuruga. Grla na Bio Panon farmi su prehranjivana isključivo organskom hranom, sa velikom slobodom kretanja i uživanja na suncu. Voda im je dostupna u svakom momentu. Grla nikad nisu vezana i žive u skladu sa svojim potrebama. BioPanon je obezbedio dovoljno područja za ispašu, dok se ostatak organske proizvodnje odvija na 2000 hektara plodnog zemljišta. Bio Panon teži potrebama svojih 2000 grla, i hrani ih isključivo sa organskom hranom koju sami proizvode. Zbog vremena provedenog na otvorenim pašnjacima, životinje se osećaju bolje, što rezultira sa njihovim poboljšanim zdravljem i apetitom koji je znatno veći u poređenju sa životinjama koje žive zatvorene. Takav život dodatno utiče i na veći kvalitet mleka i mesa, koje Bio Panonova grla doprinose. Bio Panonska organska farma ima implementiranu modernu tehnologiju u skladu sa pravilima organske proizvodnje. Principi i propisi o organskoj proizvodnji propisuju da se organsko meso mora proizvesti i prodati lokalno, bez transporta na velike razdaljine, upakovano na način da se izbegne zagađenje proizvoda uz najkraće vreme dostave klijentu.

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

	<p>Novi proizvod (organsko juneće meso) koje se direktno dostavlja potrošačima.</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>Tržišna niša za proizvodnju organskog mesa u Srbiji je izuzetno velika i sa ogromnim potencijalom za razvoj.</p> <p>Further information/Reference:</p> <p>http://www.globalseed.info/en/bio-panon.php</p>
Pearls, Puzzles, Proposals?	<p><u>Pearls</u>: Meat producers identified the gap in the field of organic beef production and addressed it with certified production process. At the same time they closed entire circle with their customers by providing weekly visits to their farms, online shop, broad distribution channel with a lot of places where meat can be bought, close connections with carefully chosen restaurants. In addition, every segment in production process is certified with prestigious certificates and well promoted. <u>Puzzlings</u>: own organic feed production sustainable?; <u>proposals</u>: guarantee year round feed supply</p>
What needs did the 'good practice' respond to?	Gap in the market for a quality, traceable, and organic meat
Methodology Used:	desk-based research
Actors/Stakeholders:	<u>Actors</u> : primary producer, retailer, product developer. <u>Stakeholders</u> : consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Workshop 5: Consumers & Society
Sectors	Fresh Meat
Region, Country	Vojvodina, Serbia
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

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