

SKIN Good Practice Recording Template

Vorgic	
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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	<p><u>Valorisation</u>: novel product, tradition used to add value; <u>Quality – Value</u>: nutritional value, freshness and healthiness; <u>environmental sustainability</u>: Ecological soundness of production methods</p>
SKIN good practice 'Hot Topic(s)' CATEGORY 2	<p><u>Learning & Empowerment</u>: Networking along the supply chain and in the region, Cross-learning between actors; <u>Efficiencies & Process innovations</u>: Management of small product quantities</p>
SKIN good practice 'Hot Topic(s)' CATEGORY 3	<p><u>Internal</u>: Decision-making structures, group spirit</p>
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<p><u>connection</u>: Reconnection and relationships</p>
<p>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>	<p>Short description of the 'good practice': Family company with more than 30 years experience in beekeeping and production of honey and honey mixtures. Special attention is focused on bee grazing areas, environmental sustainability and preservation of healthy components of honey and its products.</p> <p>Main results/outcomes of the activity (expected or final): A novel product that can bring benefit to final consumers based on traditional honey production - food supplements for immunity system improvement</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? The Vorgic company follows and preserves traditional way of beekeeping and honey production. Nevertheless, they are not closed for new technologies and innovations. In addition, their fields and processing facilities are always opened for new practitioners who want to learn and develop their skills.</p> <p>Further information/Reference:</p>

	http://www.pcelinjakvorgic.in.rs/index.php/home.html
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.	<p>Short description of the ‘good practice’: Porodična kompanija sa više od 30 godina iskustva u pčelarstvu i proizvodnji meda i pčelinjih proizvoda. Posebna pažnja posvećena je odabiru pašnjaka, očuvanju životne sredine i očuvanju svojstava meda i drugih pčelinjih proizvoda.</p> <p>Main results/outcomes of the activity (expected or final): Potpuno novi proizvod koji može doneti korist krajnjem korisniku (potrošaču) - posebna linija proizvoda koja utiče na poboljšanje imunog sistema čoveka.</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? Kompanija Vorgić praktikuje i neguje tradicionalan način proizvodnje meda i pčelinjih proizvoda. Ipak, ova kompanija ne odbija nove tehnologije koje im mogu pomoći u proizvodnju što kvalitetnijih proizvoda. Takođe, njihov posed je uvek otopen za sve ljude koji žele da nauče i razviju svoje veštine.</p> <p>Further information/Reference: http://www.pcelinjakvorgic.in.rs/index.php/home.html</p>
Pearls, Puzzles, Proposals?	<p><u>Pearls:</u> Vorgic products are best example how traditional food production can be used for health improvement. Other stakeholders from the value chain are more than welcome to learn and share the spirit of Vorgic production vision. <u>Puzzlings:</u> Not clear if advertised medical value is certified and based on medical research and clinical examination. <u>Proposals:</u> Online shop; multilingual website; Good practice promotion through quality standards such as "Good apiculture practice" in Serbia</p>
What needs did the ‘good practice’ respond to?	Gap in the market for a quality, traceable, traditional-based product dedicated to health improvement.
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	<u>Actors:</u> Vorgic is both primary producer and processors as well as retailer. <u>Stakeholders:</u> consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Workshop 5: Consumers & Society
Sectors	Processed Other
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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