

SKIN Good Practice Recording Template

Bigbarn	
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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>Values - social sustainability</u> : connection between producers and consumers, Recognition of producers, Consumer empowerment; <u>Environmental Sustainability</u> : reduces food miles.
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>learning & empowerment</u> : Reduction in dependence of powerful actors in the chain and a more direct relationship with consumers; <u>efficiencies</u> : Logistics and distribution
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<u>Internal</u> : Group spirit
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<u>connection</u> : Collaborative hubs bringing together supplies from multiple small producers (virtual online hub). <u>Efficiency</u> : effective ordering systems, online shop. <u>Connection</u> : social media, reconnection and relationships
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' Bigbarn is an online farm shop and retailing business set up by a farmer to promote local and regional foods. The MD Ant Davidson, is a marketer who attracted attention early on as he was very happy to dress up as a carrot (or other vegetable) to attend shows and get his message across! It now promotes thousands of products on behalf of multiple small food producers and continues to grow. BigBarn is a Community Interest Company and as part of this hosts a database of case studies to help its producer members improve their businesses and better meet the needs of local consumers.</p> <p>Main results/outcomes of the activity (expected or final): reconnection of consumers with local producers. Improved profitability for local food producers, thereby boosting local rural communities to make them more sustainable.</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>

	Building local supply chains through sharing best practice. The importance of mediators in developing 'clever combinations' of knowledges, resources, materials to facilitate the sale of local products and to reconnect consumers.
	Further information/Reference: https://www.bigbarn.co.uk/
Pearls, Puzzles, Proposals?	Pearls: Perseverance, marketing ability and being very proactive in engaging with the media and consumers can provide new models for selling SFC products.
What needs did the 'good practice' respond to?	Bigbarn was set up when online marketing was in its infancy and consumer interest in local and regional food was increasing rapidly, but most consumers found it hard to know where to source products from and wanted a convenient online shop window. It helped both consumers buy the products they wanted and helped producers access new consumers which they would have found very expensive to access via traditional marketing routes.
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	Actors: primary producers, food and drink processors, retailers, tourism end users. Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	6 Distribution and industries
Sectors	All Sectors
Region, Country	Bedfordshire, UK
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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