

# SKIN Good Practice Recording Template

Cambridge Organic Food Co.	
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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><b>Valorisation:</b> value is added to the products through a strong sense of local identity and sourcing and environmental sustainability; <b>Value:</b> promotion of organic and local as superior taste, freshness and nutritional value and therefore healthiness; <b>Social Sustainability:</b> "Meet the Grower" area of website gives a strong connection between consumers and producers, recognition of producers, consumer empowerment and also builds trust; <b>Economic Sustainability:</b> improves profitability and ensures preservation and valorisation of small farms and smallholdings and skills; <b>Environmental Sustainability:</b> the company has a strong environmental ethos and aims to reduce food miles and food waste as well as GHG emissions, its carbon footprint and energy use. The ecological soundness of production methods is a core part of the business model.</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<p><b>Learning and Empowerment:</b> reduction in dependency of powerful actors in the chain and a more direct relationship with consumers, cross learning between actors; <b>Efficiencies and process innovations:</b> achievement of efficiencies through collaboration, management of small product quantities, logistics and distribution (online shop with delivery available).</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<p><b>Internal:</b> Contractual agreements between producers;</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<p><b>Variety:</b> acts as a hub for multiple small scale producers. <b>Efficiency:</b> reliable distribution, online shop, effective ordering systems</p>
<b>EIP Practice Abstract Format:</b>	<p><b>Short description of the 'good practice':</b></p> <p>The Cambridge Organic Food Company is an organic box scheme started in 1998 that sources most of its products from organic farms and smallholdings which are local to Cambridge - Local produce has priority in the boxes and is therefore seasonal by nature. The company also supplies organic produce to many independent organic, specialist and health food shops in the local area. There is an online shop but box scheme customers have to be local to the area and there is a postcode checker before online accounts can be created. The company aims to offer excellent customer service and to be environmentally considerate from the point at which seeds are sown to the point it reaches the consumers door.</p>
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><b>Main results/outcomes of the activity (expected or final):</b></p>

	<p>A product marketing scheme that benefits local producers.</p> <p><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></p> <p>Focusing on high value markets in cities with an educated and engaged customer base can allow high value businesses to grow and thrive.</p> <p><b>Further information/Reference:</b></p> <p><a href="http://www.cofco.co.uk">www.cofco.co.uk</a></p>
Pearls, Puzzles, Proposals?	<p><u>Pearls</u>: the website has a "meet the grower" area so that consumers can see exactly what they are buying and who they are buying from.</p>
What needs did the 'good practice' respond to?	<p>Cambridge is an area with many affluent, socially, environmentally and health conscious consumers who seek the convenience of online shopping and box scheme delivery and who are willing to pay a premium to have ethically sourced local produce that meets their requirements. The Cambridge Organic Food Company was one of the first UK box schemes and capitalised on this potential market.</p>
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	<u>Actors</u> : primary producers, food processors, retailers. <u>Stakeholders</u> : consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	6 - Distribution and industries
Sectors	All Sectors
Region, Country	Cambridgeshire, UK
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

\*See SKIN Good Practice 'Hot Topics' Directory

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