

SKIN Good Practice Recording Template

Fielding Cottage	
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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> : novel product or product range; <u>branding & labelling</u> : Innovative way of communicating to consumers product characteristics/product range (very distinctive novel labelling); <u>Values</u> : gourmet, superior taste, different taste, nutritional value, freshness; <u>economic sustainability</u> : Generating local employment
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>efficiencies</u> : Management of small product quantities; Achievement of efficiencies through collaboration
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<u>Internal</u> : Contractual agreements between producers
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<u>Efficiency</u> : reliable distribution, effective ordering systems; <u>connection</u> : Social media, meet the producer events, 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': Fielding Cottage (Sam Steggles) is a goats cheese producer started by two young (when in their 20s) brothers who started with a few goats. It is now focused on buying goats milk from other farmers and adding value. Has been very successful at marketing into many local and national retail outlets and also now have a self service on farm retail unit – the 'Goat Shed' which also stocks a range of produce from other local food producers. Also produce skin care products with goats milk and sells leg of goat, burgers and diced goat meat. Also offers a "sponsor a goat" option to reconnect consumers.</p> <p>Main results/outcomes of the activity (expected or final): The goats cheese and skin care ranges are novel products that also have economic benefits for primary producers. The meat sales are a novel way of utilising a by-product of the core business (Billy goat meat).</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>

	Fielding Cottage have been very successful in adding value by processing a primary product, but their real success lies in their ability to market their product range by reconnecting with consumers and promoting the health benefits and distinctive quality and / taste.
	Further information/Reference: http://www.fieldingcottage.co.uk/goat-shed/
Pearls, Puzzles, Proposals?	<u>Pearls:</u> Fielding Cottage demonstrates how the use of market research resulted in the development of a niche product which filled a gap identified in the existing marketplace. This also added value to a primary product - The original cheese developed was a distinctive creamy feta style goats cheese that did not have the characteristic "goat" aroma common to most goats cheese and was therefore appealing to a wider range of consumers.
What needs did the 'good practice' respond to?	Gap in the market for a quality, traceable product with health benefits that was appealing to a wider range of consumers than existing goats cheeses were.
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	<u>Actors:</u> primary producer, food processor, retailer, product developer. <u>Stakeholders:</u> consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1- Fresh products
Sectors	Processed Dairy
Region, Country	Norfolk, UK
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

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