

SKIN Good Practice Recording Template

Norfolk Saffron	
Author(s)	Martin and Lynn Collison
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 and product range (food, drink and cosmetics); <u>Value</u> : gourmet, superior taste, different taste; <u>Economic sustainability</u> : profitability, generates local employment
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<u>learning & empowerment</u> : More direct relationship with consumers; <u>efficiencies</u> : Management of small quantities of production, 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 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': Norfolk Saffron is a producer of innovative SFC products from Saffron which had a strong local history but had not been produced locally for many years. Drawing on the founder Dr Sally Francis' background in research, Norfolk Saffron has developed a range of innovative food and drink products based on saffron as well as producing and selling the highest grade Saffron. Products are sold direct to consumers via online shop. Other outlets include local chefs and the product range is also stocked by local farm shops.</p> <p>Main results/outcomes of the activity (expected or final): a new innovative business which developed new markets for products which had not been grown for decades in Norfolk</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? There is potential to look at old products and to bring their production back as long as you focus on adding value and marketing to create a commercially viable market.</p> <p>Further information/Reference: http://www.norfolksaffron.co.uk/</p>
Pearls, Puzzles, Proposals?	<u>Pearls</u> : Growing a high value product to the highest international product grade and then creating innovative products with it has turned a small semi-redundant smallholding into a viable, profitable enterprise. The enterprise also received RDPE funding to help it to grow and demonstrates how small amounts of EU funding can be instrumental in successful business start ups.

What needs did the 'good practice' respond to?	Saffron production in Norfolk had ended many years ago. The climate and soils are ideally suited to high value saffron production. The innovative and high value products fill a niche in the market, particularly in North Norfolk where in the last 25 years the socio-demographic has changed dramatically and consumers are now far more affluent and discerning and willing to pay for the right product.
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	<u>Actors</u> : primary producer, processor (processing into highly valued added products), retailer, product developer. <u>Stakeholders</u> : consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5 - Consumers and society
Sectors	Processed Other
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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