

SKIN Good Practice Recording Template

Slow Food UK	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	 <p>Slow Food is ... a global, grassroots organization with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment.</p>
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	<p>Valorisation: value is added to products through the promotion of culture, tradition, high animal welfare (for example business supporters can use the slow food logo and are listed on the website - this is also an example of innovative branding to convey product characteristics / ethos of Slow Food); Value: healthiness, freshness and superior taste are conveyed through education programmes; Social sustainability: seeks to build a connection between producers and consumers and also recognition of producers (website, local events and Chef Alliance). Local group / volunteer structures build trust and a sense of community as well as animation through events; Economic sustainability: aims to improve profitability and preserve small farms and traditional skills; Environmental sustainability: passionate about ecological soundness of production methods and reduction of food miles and food waste.</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<p>Learning and Empowerment: education programmes seek to achieve a reduction in the dependency of powerful actors in the chain and a more direct relationship with consumers as well as cross learning between actors.</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<p>internal: Existence of "Group Spirit" achieved through knowledge exchange and building trust.</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<p>Variety and Connection: website and local events act as collaborative hubs, bringing together multiple supplies from multiple small scale producers. Effective use of social media to promote producers and local events. Events are open to non-members to encourage consumers to meet producers and to reconnect and build 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': Slow Food UK is a not for profit organisation and is part of the grassroots, global Slow Food movement founded in Italy in 1989 that seeks to link the pleasure of food with a commitment to the community and the environment. There is a network of local groups around the UK which hold events to promote Slow Food to a wider audience. There is an Ark of Taste Programme which promotes a collection of British foods which are in danger of being lost and the traditions and culture which they are a part of. There is also a Chef Alliance Programme which promotes these foods and small scale local producers. "Slow Food Kids" is an educational programme for children aged 4-12 to reconnect them with their food.</p>

	<p>Main results/outcomes of the activity (expected or final): Reconnection of consumers with producers.</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? Consumers are interested in products produced with care and attention which are distinctive and special</p> <p>Further information/Reference: https://www.slowfood.org.uk/</p>
Pearls, Puzzles, Proposals?	<p><u>Pearls:</u> Local Groups and local events build trust, a sense of community and are an effective way to promote the Slow Food ethos and reconnect consumers, whilst also improving the viability and sustainability of SFC producers.</p>
What needs did the 'good practice' respond to?	<p>A need to preserve British foods which had strong cultural and traditional associations. This required education to address public perception and change consumer habits.</p>
Methodology Used:	interview, desk-based research
Actors/Stakeholders:	<u>Actors:</u> primary producer, catering, retailers. <u>Stakeholders:</u> consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5 - Consumers and society
Sectors	All Sectors
Region, Country	UK
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

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