

SKIN Good Practice Recording Template

AGROTIENDAS PROJECT (agribusinesses)	
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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><u>Valorisation</u>: added value through the joint marketing of the cooperative products. <u>Social, Economic Sustainability</u>: Connection between producers and consumers, Trust, sense of community, synergies with tourism sector.</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<p><u>Learning and empowerment</u>: Networking along the supply chain and in the region, reduction in dependence of powerful actors in the chain; <u>Efficiencies</u>: Logistics and distribution, Achievement of efficiencies through collaboration.</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<p>Internal: group spirit.</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<p><u>connection</u>: Collaborative hubs, bringing together supplies from multiple cooperatives; <u>efficiency</u>: Effective ordering systems.</p>
EIP Practice Abstract Format:	<p>Short description of the 'good practice':</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>The "agrotiendas" (agribusinesses) are small stores belonging to cooperatives that offer their own products to the local consumers. Federation of Agricultural Cooperatives of Catalonia, in order to boost this way of offering cooperative local products to the consumers, is promoting the project called "Agrotiendas". A wide range of activities are proposed: for example, making a portal web for product exchange among cooperatives with the purpose of increasing the catalogue of offered products in their stores; a resources bank for training activities (such as those related to managing the web) and joint differentiation actions. The intention is also taking advantages of the synergies between the Agrotiendas and the local tourism activities, looking for mutual benefits promoting both the cultural richness of the territory and the local products.</p>
	<p>Main results/outcomes of the activity (expected or final):</p>
	<p>Reinforcing the networking of agribusinesses and taking advantage of the potential of cooperative points of sale as strategic actions to promote local products.</p>

Short summary for practitioners in native language 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.

Pearls, Puzzles, Proposals?

What needs did the 'good practice' respond to?

Methodology Used:

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?

The Agrotiendas project is based on enhancing the feeling of network among the agribusinesses, reinforcing the cooperative values, quality and proximity, and bet on a better visualization of these establishments, highly valued by the consumer.

Further information/Reference:

www.agrobotigues.cat

Short description of the 'good practice':

Las agrotiendas son pequeñas tiendas pertenecientes a cooperativas que ofrecen sus propios productos a los consumidores locales. La Federación de Cooperativas Agrarias de Cataluña, con el fin de impulsar esta forma de ofrecer productos locales cooperativos a los consumidores, está promoviendo el proyecto denominado "Agrotiendas". Se propone una amplia gama de actividades: por ejemplo, la creación de un portal web para el intercambio de productos entre cooperativas con el fin de aumentar el catálogo de productos ofrecidos en sus tiendas; un banco de recursos para las actividades de formación (como las relacionadas con la gestión de la web) y acciones conjuntas de diferenciación. La intención es aprovechar también las sinergias entre las Agrotiendas y las actividades turísticas locales, buscando beneficios mutuos que promuevan tanto la riqueza cultural del territorio como los productos locales.

Main results/outcomes of the activity (expected or final):

Reforzar la creación de redes de agrotiendas y aprovechar el potencial de los puntos de venta cooperativos como acciones estratégicas para promover los productos locales.

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?

El proyecto Agrotiendas se basa en el fortalecimiento del sentimiento de red entre las agroindustrias y las agrotiendas, el fortalecimiento de los valores cooperativos, la calidad y cercanía y la apuesta por una mejor visualización de estos establecimientos, altamente valorados por el consumidor.

Further information/Reference:

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Pearls: 1) The improvement of the connection between the local products of the cooperatives and the local tourism initiatives could be boosted by this project. 2) This initiative will promote the alliances among cooperative farmers to show and sell their products .

Puzzlings: At the beginning, it could be difficult to increase the variety of products offered by the agribusinesses because the alliances among cooperatives should be previously constructed.

Proposals: This initiative could be used as example to be developed in other Spanish regions through other regional federations of cooperatives even dealing with alliances among different regions in order to promote the cooperative products.

This project is trying to bring closer new technologies to the agribusinesses and identify synergies with other sectors such as tourism

interview

Actors/Stakeholders:	<u>Actors</u> : processors (cooperatives), local authorities promoting the tourism, regional federation of cooperatives, consumers. <u>Stakeholders</u> : travel agencies.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	3 - Technologies 5 - Consumers and Society
Sectors	All Sectors
Region, Country	Cataluña, Spain
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

**See SKIN Good Practice 'Hot Topics' Directory*

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