

SKIN Good Practice Recording Template

COLLABORATION AGREEMENT BETWEEN COOPERATIVES AND CATERING SCHOOLS

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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>Social, Economic and Environmental Sustainability</u>: Connection between producers and consumers, Community education, Recognition of producers; Profitability, Training and coaching initiatives, Synergies with tourism; Reduction on Food miles and Food waste.</p>
SKIN good practice 'Hot Topic(s)' * CATEGORY 2	<p><u>Learning and empowerment</u>: Networking along the supply chain and in the region. <u>Efficiencies</u>: Achievement of efficiencies through collaboration.</p>
SKIN good practice 'Hot Topic(s)' * CATEGORY 3	<p><u>Internal</u>: Decision-making structures</p>
SKIN good practice 'Hot Topic(s)' * CATEGORY 4	<p><u>Sales - efficiency</u>: Proximity; <u>Sales - connection</u>: 'Meet the producer' in the information sessions in the cooperatives, good reconnection and good relationships among cooperatives and catering students.</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': Valencian Federation of Agricultural Cooperatives has been set collaboration agreements with catering schools since 2013 to carry out promotional actions on local products and to include these in the students' curriculum. In the frame of these agreements, the students (future cooks, businessmen or workers with decision level in tourism and / or catering companies) have the opportunity of visiting cooperatives in which the local products have been presented by the technicians of the cooperatives and tasted. Besides, Valencian Federation of Cooperatives has prepared educational material on several local products (olive oil, rice, fruit and vegetables). In this way, a very narrow contact between cooperative local producer and future cooks is produced boosting the knowledge of the local products to be included in local recipes. Another interesting key point is that catering schools usually have restaurant open to the public in which local cooperative products are used in their recipes.</p>
	<p>Main results/outcomes of the activity (expected or final):</p>

This initiative is boosting to obtain economic benefits by making it possible to establish future economic relations between future catering professionals and salesperson of the cooperatives. Some catering schools have a restaurant open to the public and have begun to use cooperative products (olive oil).

At the social level, in the presentations and in the communication made in the cooperatives to the students of the catering schools the cooperative values, the values of trade of proximity and the importance of promoting the local have been transferred. To cooperatives, the values that have been transferred are the importance of cooperation between professionals, the promotional force that has the work of marketing directed to the sector of the restoration.

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?

This initiative has made it possible to cover the need of the schools of catering to be more educated in the food products of their environment and to know the sensorial aspects of the products produced by the cooperatives. It has been introduced the concept that the nearby cooperative can be part of the business success of catering businesses in the same area. It can be an interesting model for other regions.

Short description of the 'good practice':

La Federación Valenciana de Cooperativas Agroalimentarias ha establecido acuerdos de colaboración con escuelas de restauración desde 2013, al objeto de llevar a cabo acciones promocionales sobre productos locales e incluirlos en el currículo de los estudiantes. En el marco de estos acuerdos, los estudiantes (futuros cocineros, empresarios o trabajadores con nivel de decisión en empresas de turismo y / o hostelería) tienen la oportunidad de visitar cooperativas en las que los productos locales son presentados por los técnicos de las cooperativas y degustados. Además, la Federación Valenciana de Cooperativas ha preparado material didáctico sobre varios productos locales (aceite de oliva, arroz, frutas y hortalizas). De esta manera, se produce un contacto muy estrecho entre el productor local cooperativo y los futuros cocineros, impulsando el conocimiento de los productos locales para ser incluidos en las recetas locales. Otro punto clave muy interesante es que las escuelas de restauración tienen generalmente un restaurante abierto al público en el cual los productos cooperativos locales pueden ser utilizados en sus recetas.

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

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.

	<p>Esta iniciativa está impulsando la obtención de beneficios económicos, al permitir establecer futuras relaciones económicas entre los futuros profesionales de la restauración y los presponsables comerciales de las cooperativas. Algunas escuelas de hostelería cuentan con un restaurante abierto al público y ya han comenzado a utilizar productos cooperativos (aceite de oliva).</p> <p>A nivel social, en las presentaciones y en la comunicación hecha por las cooperativas a los estudiantes de las escuelas de hostelería se han transmitido los valores cooperativos, los valores de comercio de proximidad y la importancia de promover lo local. A las cooperativas, los valores que se han transferido son la importancia de la cooperación entre profesionales, la fuerza promocional que tiene el trabajo de marketing dirigido al sector de la restauración.</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> <p>Esta iniciativa ha permitido cubrir la necesidad de las escuelas de restauración de contar con más educación y formación acerca de los productos alimenticios de su entorno y conocer los aspectos sensoriales de los productos producidos por las cooperativas. Se ha introducido el concepto de que la cooperativa cercana puede ser parte del éxito comercial de las empresas de catering de la misma zona. Puede ser un modelo interesante para otras regiones.</p>
<p>Pearls, Puzzles, Proposals?</p>	<p><u>Pearls:</u> 1) This initiative is well oriented to the consumption of the seasonal products. 2) Good connection between relevant actors in the SFC chain such as catering schools and restaurants and cooperative producers. 3) It has awakened the need in the schools of catering to be more educated/trained about the food products of their environment and to know the sensorial aspects of the products produced by the cooperatives.</p> <p><u>Puzzlings:</u> This initiative could need some support of the local public authorities to emphasize the importance of the connection between the local producers and the future cooks, otherwise it could be very difficult to be maintained in the next future time.</p> <p><u>Proposals:</u> To include a subject related to the better knowledge of the local products in the school programs of the catering schools.</p>
<p>What needs did the ‘good practice’ respond to?</p>	<p>This type of agreement makes possible guiding the future purchase decision of the local products of the future cooks. In the same way, the cooperatives learn to bring their product closer to the local businesses of catering and tourism.</p>
<p>Methodology Used:</p>	<p>interview</p>
<p>Actors/Stakeholders:</p>	<p><u>Actors:</u> processors (cooperatives), catering students. <u>Stakeholders:</u> consumers, Local Federations of Agricultural Cooperatives, catering schools</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	<p>1 - Fresh products. 5 - Consumers and society</p>
<p>Sectors</p>	<p>All Sectors</p>
<p>Region, Country</p>	<p>Comunidad Valenciana, Spain</p>
<p>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</p>	

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