


# SKIN Good Practice Recording Template

Landwinkel	
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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:	Products
SKIN good practice 'Hot Topic(s)* CATEGORY 1	Quality, fresh products Branding and labelling
SKIN good practice 'Hot Topic(s)* CATEGORY 4	Efficiency, reliable distribution Variety, bringing together supplies from multiple small producers Connection,
SKIN good practice 'Hot Topic(s)* CATEGORY 3	Internal, Contractual agreements between product developer and producers
SKIN good practice 'Hot Topic(s)* CATEGORY 2	Efficiencies: Achievement of efficiencies through collaboration
<b>EIP Practice Abstract Format:</b> 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><b>Short description of the 'good practice':</b> Cooperation of 100 farmers with a high quality farmshop with collective services</p> <p><b>Main results/outcomes of the activity (expected or final):</b> Further involvement of members and strengthening regional cooperation. Consumer commitment by working with a loyalty system.</p> <p><b>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?</b> Landwinkel is a farm shop group that is well reputed by consumers. The stores often have the same appearance and make use of collective advertising. As a result, the stores are well-known by the consumers. The entrepreneurs also have the opportunity to sell products from each other, that create a varied range of products in the stores. Landwinkel would like to further develop in terms of professionalism and quality.</p> <p><b>Further information/Reference:</b> <a href="http://landwinkel.nl/">http://landwinkel.nl/</a></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	<p><b>Korte beschrijving van de 'good practice'</b> Cooperatie van 100 boeren met een hoge kwaliteit boerderijwinkel en collectieve diensten.</p> <p><b>Belangrijkste resultaten/uitkomsten van de activiteit (verwacht of finaal)</b></p>

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.	Verdere betrokkenheid van leden en versterking van regionale samenwerking. Commitment van de consument door te werken met een loyaliteitssysteem. <b>De belangrijkste praktische aanbevelingen: wat is de belangrijkste toegevoegde waarde of opportuniteit voor de eindgebruiker als de gegenereerde kennis zou worden geïmplementeerd? Hoe kan men gebruik maken van de resultaten?</b> Landwinkel is een boerderijwinkel concern wat goed aangeschreven staat bij de consument. De winkels hebben vaak eenzelfde uitstraling en maken gebruik van gezamenlijke reclame uitingen. Daardoor zijn de winkels goed vindbaar door de consument. De ondernemers hebben tevens de mogelijkheid om producten van elkaar te verkopen waardoor er een gevarieerd aanbod ontstaat. Landwinkel zou zich graag nog verder willen ontwikkelen op het gebied van professionaliteit en kwaliteit. <b>Meer info/referentie:</b> <a href="http://www.landwinkel.nl">www.landwinkel.nl</a>
<b>Pearls, Puzzles, Proposals?</b>	<b>Pearls:</b> the connected stores are well-reputed and 'landwinkel' has a good reputation. <b>Puzzles:</b> The entrepreneur has an essential role in the success of the store, not every store is even professional. Also there is no of limited regional cooperation between members. Further it is important for the association to involve / connect members more to the organization. <b>Proposals:</b> Modern and efficient communicationtools for more member involvement, provide training for the entrepreneurs, regional entrepreneurs (study)groups.
<b>What needs did the 'good practice' respond to?</b>	Professional farm shops
<b>Methodology Used:</b>	interview
<b>Actors/Stakeholders:</b>	cooperation Around 100 farm shops Consumers
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	5. Consumer & Society or 2. New Skills and the role of AKIS and extensions services
<b>Sectors</b>	All Sectors
<b>Region, Country</b>	The Netherlands
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	<a href="https://www.youtube.com/watch?v=P8wbGiNjuUE">https://www.youtube.com/watch?v=P8wbGiNjuUE</a>

\*See SKIN Good Practice 'Hot Topics' Directory

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