

SKIN Good Practice Recording Template

Avani	
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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	<u>Valorisation</u> : multi-actor co-design approach, novel product, added value through 3P and animal welfare; <u>values - social, economic, environmental sustainability</u> : Connection between producers and consumers, Recognition of producers, sense of community; Generating local employment, Reduced economic uncertainties, Markets/events/initiative for multiple producers locally; Ecological soundness of production methods, GHG emissions, Energy use and carbon footprint, food miles, food waste
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<u>Efficiencies</u> : achievement of efficiencies through collaboration, logistics and distribution; <u>empowerment</u> : Reduction in dependence of powerful actors in the chain and a more direct relationship with consumers
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<u>Internal</u> : Contractual agreements between chain partners, group spirit
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<u>Efficiency</u> : reliable distribution, Effective ordering systems, Online shop, Proximity; <u>Variety</u> : Collaborative hubs, bringing together supplies from multiple small producers; <u>Connection</u> : Collaborative hubs, bringing together supplies from multiple small producers, social media, Reconnection and relationships
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.	Short description of the 'good practice': "Avani vzw" is a community of people aiming for local food systems to start the transition to sustainable agriculture in Flanders. It is a cooperative model in which 10 000 adresses are being served with affordable, delicious and sustainable food. Farmers are given chances to work in a more sustainable way. The community forms a stable sales market for the hub. Within a certain region, local farms deliver their products to a processing unit where the produce is being stored, processed and packaged (the HUB). From the webshop regional people can do groceries on line, after which the products are directly delivered at home or at a pick-up point. BP: Local farms get a score in terms of animal welfare and sustainability. The higher the score, the higher the profit share for the farmers.
	Main results/outcomes of the activity (expected or final):

Creating food hubs in order to make SFSCs more professional. It aims to reach a larger group of citizens in order to let them also enjoy locally and sustainably produced food. More and more local farmers are able to fully sell their products through direct sales, independently from industrial food chains.

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?

A smart and sustainable food hub is a success formula in upscaling SFSCs sales: 1) It can take on the role of up to 10 intermediaries in the industrial food chain, 2) creates added value: products are stored, packaged and upgraded (sandwich meat, sauces, mealboxes, fruit/vegetable or dairy packages), 3) no food waste: everything is re-used, nothing is lost, 4) an online shop where one does groceries at home or groceries are delivered at a pick-up point, 5) the heart of a local earnings model: the hub creates employment and is economically profitable, though not aiming for profit maximization, 6) forms a centre with a range of experiences for visitors: groceries, eat good food and watch farms through livestreaming. Inspiring events and school visits can also take place.

It is a role model, when it comes to direct selling, product innovation, marketing/representation of local produce and small scale farming. It also shows how important it is to have a good regional network and agricultural structures to establish this type of concept. Consumers benefit from the company's philosophy the most - the show ice cream centre enables them to reconnect with farmers and their livestock, learn about ice cream production and their natural ingredients.

Further information/Reference:

<http://ecofoodavani.com/hub/>

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.

korte beschrijving van de 'good practice':

Avani is een community van mensen die streven naar lokale voedselproductie door te starten met duurzame landbouw in Vlaanderen. 10.000 burgers en gezinnen die kiezen voor betaalbare, duurzaam geproduceerde voeding. Zij vormen de vaste, stabiele afzetmarkt van de hub. Door hun aankopen geven ze lokale boeren de kans om steeds duurzamer te produceren en maken ze een alternatief voedselmodel in Vlaanderen mogelijk. Via professionele aanpak van de korte keten kan: 1) een veel grotere groep burgers genieten van lokale, duurzaam geproduceerde voeding; 2) Steeds meer lokale boeren hun volledige afzet kwijt kunnen via de directe verkoop van hun producten, los van de industriële voedselketen

Belangrijkste resultaten/uitkomsten (verwacht of finaal)

een veel grotere groep burgers kan genieten van lokale, duurzaam geproduceerde voeding EN Steeds meer lokale boeren hun volledige afzet kwijt kunnen via de directe verkoop van hun producten, los van de industriële voedselketen

De belangrijkste praktische aanbevelingen: wat is de belangrijkste toegevoegde waarde of opportuniteit voor de eindgebruiker indien de gegenereerde kennis zou geïmplementeerd worden? Hoe kan men gebruik maken van de resultaten?

	<p>Consument: Investeren samen in een lokaal voedselmodel, Bewaken de kwaliteit en -veiligheid van hun voedsel, krijgen volledige transparantie; HUB: werkt 'van kop tot staart', dus niets gaat verloren!, creëert meerwaarde door middel van opwaardering, creëert lokale tewerkstelling; BOER: leveren rechtstreeks aan de HUB, worden extra vergoed voor hun agro-ecologische inspanningen, vormen één ecosysteem</p> <p>meer info/referentie: http://ecofoodavani.com/hub/</p>
Pearls, Puzzles, Proposals?	Creation of a community of food hubs is the success formula to upscale short chains: direct farmer-citizen link, creates added value, no food waste, online shop, no profit maximization and a centre of experiences
What needs did the 'good practice' respond to?	It was about time to make short food chains more professional and to implement them on a higher scale in order to give everyone access to affordable; local and sustainable food
Methodology Used:	desk-based research
Actors/Stakeholders:	<u>Actors and stakeholders</u> : primary producers, processors and community of citizens.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5. Consumers and society; 6. distribution and industries
Sectors	All Sectors
Region, Country	Flanders, Belgium
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

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