

SKIN Good Practice Recording Template

MOBILE FARM STORE 2.0	
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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>Branding</u> : Innovative way of going to a consumer market, using local production as a tool; <u>Valorisation</u> : multi-actor co-design approach, new B2C distribution format
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<u>Efficiencies</u> : Logistics and distribution, Achievement of efficiencies through collaboration
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<u>Internal</u> : Contractual agreements between service developer & producers + between producers and providers/companies where container is placed.
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<u>efficiency</u> : Reliable distribution, Proximity (spatially extended)
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>Short description of the 'good practice': Development of a new local retail format, which makes it possible for farmers to market their products through a Short Food Supply Chain. The mobile concept makes testing possible and makes sure we provide fresh food in a high potential area. Container will be placed where consumers live or pass frequently, which is not necessary the farm. No need for extra labor cost and logistics can be consolidated and optimised. Potential for working places with a lot of workers (consumers) in the area. Joined innovation concept of 2 producers : Van Elven (potatoes & oignons) & Bruneel-cox (fruit). Testing this on the 'Janssen Pharmaceutica -working area in Beerse' where 4000 people are working, opens opportunities for further exploitations into the Antwerp harbor area, where a lot of similar places can be localised. Also possibility for working with additional farmers (eg cheese producers) to enlarge product offer. Testing starts half may 2017.</p> <p>Main results/outcomes of the activity (expected or final): A novel mobile retail service that gives primary producers direct access to their customers by combining products from different producers.</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?

This mobile farmstore brings the farmstore-experience shorter to the customer. Instead of having a farm store with a few items, in a rural area and/or a vending machine we look into a full automatised foodstore with a whole range of fresh foods. Situated on a 'business spot' where a lot of possible customers pass daily. It combines efficiency in labor, distribution and (in)direct sales costs with a attractive offer of fresh local food. The mobility of the container-store makes it possible to test the concept on different spots and doesn't need an investment in physical buildings.

Further information/Reference:

https://www.facebook.com/versvandeboer/?hc_ref=PAGES_TIMELINE

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

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korte beschrijving van de 'good practice'

Ontwikkeling van een nieuw retail format waardoor lokale producenten sneller toegang krijgen tot rechtstreekse verkoop via korte keten. Het mobiele container concept maakt testen mogelijk op een lokatie met hoog aankoop potentieel. Bovendien wordt inzet van arbeid beperkt tot een minimum en zorgt consolidatie van logistiek voor een betaalbare formule. Gelijkaardige sites zoals in de test te Beerse zijn makkelijk identificeerbaar waardoor bij succes een potentieel hoog economisch duurzaam business model ontstaat. Eerste test is voorzien bij Janssen Pharmaceutica in Beerse waar dagelijks 4000 mensen werken in verschillend ploegen. Door deze test krijgen zij toegang tot verse lokale voeding via een volledig geautomatiseerde winkel. Bij succes opent dit een groot potentieel o.a. in de haven van Antwerpen. Ook andere dan de producenten betrokken bij de opstart kunnen aansluiten om het gamma te verbreden vb. Kaas & zuivel. Opstart van de test half mei 2017.

resultaat/uitkomst van de activiteiten (verwacht of finaal):

Een nieuw retail conceptism collega producenten voor het direct vermarkten van lokale producten op een locatie buiten het eigen bedrijf.

De belangrijkste praktische aanbeveling: wat is de belangrijkste toegevoegde waarde of opportuniteit voor de eindgebruiker als de resultaten geïmplementeerd worden? Hoe kunnen de resultaten gebruikt worden ?

Voor heel wat consumenten is de drempel om naar een hoefwinkel te komen te groot. De afstand, het beperkte assortiment, de beperkte openingsuren,... wegen vaak niet op tegen de aantrekking van verse lokale voeding. Anderzijds zien we meer en meer landbouwers die op zoek zijn naar verbreding en rechtstreekse verkoopkanalen. Uit deze wetenschap is 'Boerderijwinkel 2.0' ontwikkeld. Een volledige winkelervaring in een 'onbemande' winkel met ruime openingsuren. En door zijn mobiel karakter snel te plaatsen zonder al te veel administratie en op lokaties met hoge shopper aantallen. Doordat primaire producenten samenwerken kan een volledig gamma aangeboden worden, kan de logistiek efficiënt geregeld worden en wordt ook het financieel risico verdeeld. De eerste mobiele winkelcontainer maakt testen van het concept mogelijk.

meer info/referentie

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Pearls, Puzzles, Proposals?	Pearls : total offer of fresh local products offered through a low cost mobile store into a high potential area. Full service self scanning system makes use of shop staff redundant. By using a mobile container , fully equipped with self-scanning, the opportunity is there to place the mobile store on each high potential area. Puzzles : finding the right physical spot to place the mobile store is the main succes factor. Adapting the products and packaging depending on the demand will be needed. A good mix of producers offering a full range of products adopted to the area will be a key element . Proposals : Further transforming primary products into convenience products will probably be needed . Testing on price-elasticity will probably help to generate funds for future investment. Depending on the ara, products, convenience level,... prices can be different and possibly generate more margin.
What needs did the ‘good practice’ respond to?	Direct access for primary producers to final consumer, generating more turnover and profit. New flexible short food retail format offering a full range of fresh products. Optimising logistics, labor and back-office work.
Methodology Used:	Interview, innovation campaign, partner within Innovation Project
Actors/Stakeholders:	Actors : primary producers. Stakeholders : service providers (eg scanning equipment),big companies offering space to put mobile store & final consumers. Innovatiesteunpunt as helping partner in Innovation Project.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1 - fresh products
Sectors	Primary & processed
Region, Country	Antwerp, Flanders, Belgium
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	http://www.innovatiesteunpunt.be/nl/inspiratie/innovatielaureaat-2016-nele-devoghel-koen-bruneel

*See SKIN Good Practice ‘Hot Topics’ Directory

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