

SKIN Good Practice Recording Template

Gramslot	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	<u>Valorisation</u> : added value through animal welfare, openness and PLANET sustainability; <u>branding&labelling</u> : novel labelling; <u>values-PLANET</u> : Ecological soundness of production methods
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>efficiencies</u> : Achievement of efficiencies through collaboration, Logistics and distribution, Management of small product quantities; <u>L&E</u> : Cross-learning between actors, Networking along the supply chain and in the region
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<u>internal</u> : Contractual agreements between producers/ between chain partners
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<u>variety</u> : Collaborative hubs, bringing together supplies from multiple small producers; <u>Efficiency</u> : Reliable distribution; <u>connection</u> : Social media, Collaborative hubs, bringing together supplies from multiple small producers
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': The ability to make a strategy that involves food, sustainability, cultural elements, which brands the company. Direct access to retail gives the company unique possibilities to develop new products and test them with low costs. Only challenge is to get enough volume, able to fulfill the consumers demands.
	Main results/outcomes of the activity (expected or final): This company is undergoing continuous development - continuous business is needed if Gram slot wants to be a leading business on its own.
	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? invest in the shop and make use of branding
	Further information/Reference: http://www.gramslot.dk/
	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.
	Main results/outcomes of the activity (expected or final):

Research oriented aspects which do not help the understanding of the practice itself should be avoided.	<p>Dette firma gennemgår løbende udvikling - det er nødvendigt med kontinuerlig virksomhed, hvis Gram slot ønsker at være en førende virksomhed alene.</p> <p>Further information/Reference: http://www.gramslot.dk/</p>
Pearls, Puzzles, Proposals?	
What needs did the 'good practice' respond to?	
Methodology Used:	desk-based research
Actors/Stakeholders:	<u>actors</u> : tourism providers, primary producers, consumers; <u>stakeholders</u> : tourists, consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1-fresh products; 5- consumers and society; 6-distribution and industries
Sectors	All Sectors
Region, Country	South jutland, Denmark
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

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

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