

# SKIN Good Practice Recording Template

Hestbjerg	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose, where relevant, 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	<u>Valorisation</u> : novel product, a multi-actor, co-design approach, added value through animal welfare; <u>branding&amp;labelling</u> : novel labelling; <u>values-PLANET</u> : Ecological soundness of production methods
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>L&amp;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>connection</u> : Reconnection and relationships
<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> The farmer has developed, in cooperation with consumers and retailers, new products related to animal welfare. The farmer adds value to his product, practical animal procedures, which he already did, but not related to Consumer needs.</p> <p><b>Main results/outcomes of the activity (expected or final):</b> A new product from this farm for the local retail</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?</b> The main added value to the consumer is awareness of how the animals are treated on the farm and how this effects sustainability as a whole on the farm. The practitioner can make use of this by awareness of communicating ordinary procedures on farmers that create value to consumers</p> <p><b>Further information/Reference:</b> <a href="http://hestbjerg.dk/">http://hestbjerg.dk/</a></p>
<b>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).</b> 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> Landmanden har udviklet, i samråd med forbrugere og detailhandlere, nye produkter relateret til dyrevelfærd. Bonden lægger vægt på hans produkt, praktiske dyreprocedurer, som han allerede gjorde, men ikke relateret til forbrugernes behov.</p> <p><b>Main results/outcomes of the activity (expected or final):</b> Et nyt produkt fra denne gård til den lokale detailhandel</p> <p><b>Further information/Reference:</b> <a href="http://hestbjerg.dk/">http://hestbjerg.dk/</a></p>

Pearls, Puzzles, Proposals?	<u>pearls</u> : Animal welfare used to add value, <u>puzzles</u> : Too much information, <u>proposal</u> : One story at a time
What needs did the 'good practice' respond to?	Consumers, retail and foodbusiness involved in development of product and brand
Methodology Used:	Interviews and 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	5- consumers and society
Sectors	Fresh Meat
Region, Country	West jutland, Denmark
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	<a href="https://www.tvmidtvest.dk/nyheder/09-09-2016/1930/fast-arbejde-hestbjerg-okologi?autoplay=1#player">https://www.tvmidtvest.dk/nyheder/09-09-2016/1930/fast-arbejde-hestbjerg-okologi?autoplay=1#player</a>

\*See SKIN Good Practice 'Hot Topics' Directory

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