

# SKIN Good Practice Recording Template

Naturmaelk	
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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>Branding &amp; Labeling</u> : novel labelling; <u>valorisation</u> : a multi-actor, co-design approach; <u>values-PLANET</u> : Ecological soundness of production methods; <u>value</u> : freshness
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>L&amp;E</u> : Cross-learning between actors
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<u>internal</u> : Decision-making structures; Contractual agreements between producers/ between chain partners
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<u>efficiency</u> : Effective ordering systems, Reliable distribution; <u>connection</u> : social media, 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> Involment and innovation discussion between consumers, farmers, food businesses. In 4 workshops, all tree groups had an understanding of what sustainability on farms entails, on the dairy and how consumer behavior effects sustainability. This created new ways of communicating sustainability on the products.</p> <p><b>Main results/outcomes of the activity (expected or final):</b> Naturmælk communicates sustainability on there products/Brands to the consumers. They have to be aware of how to make this communication exact in relation to transparency, story telling and empowerment potentials. Not only on farm level but also regarding the whole value chain. In food business you have to be open about your weakness and empowerment potential . This creates strong relations to the consumers.</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> How to use Sustainability in branding and product development by involving consumers.</p> <p><b>Further information/Reference:</b> <a href="http://www.naturmaelk.dk/">http://www.naturmaelk.dk/</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 and easy understandable language and	<p><b>Short description of the 'good practice':</b> Involverings- og innovationsdiskussion mellem forbrugere, landmænd, fødevarevirksomheder. I fire værksteder havde alle trægrupper en forståelse for, hvad bæredygtigt går på bedrifter, på mejeri og hvordan forbrugeradfærd påvirker bæredygtighed. Dette skabte nye måder at kommunikere bæredygtighed på produkterne.</p> <p><b>Main results/outcomes of the activity (expected or final):</b></p>

<p>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>	<p>Naturmælk kommunikerer bæredygtighed på der produkter / mærker til forbrugerne. De skal være opmærksomme på, hvordan man gør denne kommunikation nøjagtig i forhold til transparens, historiefortælling og empowerment potentialer. Ikke kun på gårdsniveau men også i hele værdikæden. fødevarevirksomheder skal du være åben over dit svaghed og empowerment potentiale. Dette skaber stærke relationer til forbrugerne.</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></p> <p>Sådan bruger du Bæredygtighed i branding og produktudvikling ved at involvere forbrugere.</p> <p><b>Further information/Reference:</b>  <a href="http://www.naturmaelk.dk/">http://www.naturmaelk.dk/</a></p>
<b>Pearls, Puzzles, Proposals?</b>	<p><u>Pearls</u>: openness about your weakness and involve consumers regarding the disclosure of sustainability practices; <u>puzzles</u>: distribution/ availability of products; <u>proposals</u>: extend opening hours of farmshop, create other distribution channels (shops, online)</p>
<b>What needs did the 'good practice' respond to?</b>	transparency and disclosure of sustainability practices on farm level and throughout the whole chain
<b>Methodology Used:</b>	Interview
<b>Actors/Stakeholders:</b>	<u>actors</u> : primary producers, processors, retail and consumers; <u>stakeholders</u> : consumers, restaurants
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	5- consumers and society
<b>Sectors</b>	Processed Dairy
<b>Region, Country</b>	South Jutland, Denmark
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	

\*See SKIN Good Practice 'Hot Topics' Directory

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 728055



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