

SKIN Good Practice Recording Template

Graig Farm Organic Meat	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	N/A
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)' CATEGORY 1	<u>Economic sustainability</u> : Generating Local employment; <u>Quality attributes - value</u> : Freshness
SKIN good practice 'Hot Topic(s)' CATEGORY 2	<u>efficiencies</u> : Achievement of efficiencies through collaboration
SKIN good practice 'Hot Topic(s)' CATEGORY 3	<u>Internal</u> : group spirit, Decision-making structures
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<u>connection</u> : Reconnection and relationships, 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': Graig Farm Organic Meat (UK): Graig Farm is a meat processing, wholesaling, retailing and mail order business, located in mid-Wales on the border with England. The livestock used by Graig Farm are supplied by members (20) of the Graig Farm Producers Group, most of whom are based in the region. Nearly all of the products sold by Graig Farm are certified as organic.
	Main results/outcomes of the activity (expected or final): A novel product that has benefits for primary producers because a central aspect of the marketing of the product is connections with local primary producers.
	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? The best example we know of a completely new product range in the SFC sector in Wales
	Further information/Reference: https://www.graigfarm.co.uk/
Pearls, Puzzles, Proposals?	<u>Pearls</u> : 'True Taste' awards, in recognition of the quality of their organic meat. <u>Puzzles</u> : delivery services are available only from Tuesday to Friday, no possibility to order the products during the weekends. Frozen products can be delivered only two days per week (Wednesday-Friday), some areas of the UK where the producer is unable to offer the products a next day delivery. <u>Proposal</u> : try to improve the delivery system in order to satisfy the customer.
What needs did the 'good practice' respond to?	Improving business support
Methodology Used:	Interview, desk-based research
Actors/Stakeholders:	<u>Actors</u> : primary producer, processors retailer, product developer. <u>Stakeholders</u> : consumers

Relevant SKIN Innovation Challenge Workshops(s)? Please specify	6-Distribution and industries
Sectors	Fresh Meat
Region, Country	Wales, UK
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

**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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