

SKIN Good Practice Recording Template

Whitmuir Organics Ltd	
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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>Branding and Labelling</u> : Innovative way of communicating to consumers product characteristics/ product range; <u>Value</u> : Nutritional value
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> : Decision-making structures, Contractual agreements between producers, Group Spirit
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<u>connection</u> : Collaborative hubs, bringing together supplies from multiple small producers, Reconnection and relationships
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': Whitmuir Organics is 140 acres of working organic farmland in the Scottish Borders, rearing beef cattle, pigs, sheep, hens and turkeys and growing vegetables, salad leaves and soft fruit. In term of infrastructure they create after the butchery a first shop and restaurant. At moment Whitmuir is sustain 20 jobs in a rural areas for more than 5 years. The farm advocates organic farming and is developed as a Living Learning Space for sustainable food and farming. Both farm and butchery are certified by the Soil Association.
	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?
	Supported by EU RDP in 2008 and Farm Business Diversification Scheme in 2005. Designed own label and comply with organic standard.
	Further information/Reference: https://www.whitmuir.scot/
Pearls, Puzzles, Proposals?	<u>Pearls</u> : Good design own label and comply with standard; <u>Puzzles</u> : as a Living Learning Space on sustainable food and farming it is not clear to what extent the farm engages with the Whitmuir community, informs and educates the public about sustainable food and farming; <u>Proposals</u> : develop community engagement strategy in order to inform and educate the public about sustainable food and farming on a small scale.
What needs did the 'good practice' respond to?	Improving regulation and certification in Scotland
Methodology Used:	Interview, desk-based research

Actors/Stakeholders:	<u>Actors:</u> primary producer, processors. <u>Stakeholders:</u> consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	4- Regulations
Sectors	All Sectors
Region, Country	Scotland, UK
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

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

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