


# SKIN Good Practice Recording Template

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| Grójeckie Apple                                                                               |                                                                                                                                                                                                                                      |
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| Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional) |                                                                                                                                                    |
| Choose relevant 'Hot Topics' below:                                                           |                                                                                                                                                                                                                                      |
| SKIN good practice 'Hot Topic(s)'*<br>CATEGORY 1                                              | <u>Valorisation</u> : climate and local knowledge systems used to add value; <u>Branding and labelling</u> : Uniqueness product characteristics; Value: superior taste; <u>Economic sustainability</u> : generating local employment |
| SKIN good practice 'Hot Topic(s)'*<br>CATEGORY 2                                              | <u>Efficiencies</u> : Logistics and distribution, Achievement of efficiencies through collaboration                                                                                                                                  |
| SKIN good practice 'Hot Topic(s)'*<br>CATEGORY 3                                              | <u>Internal</u> : Decision-making structures                                                                                                                                                                                         |
| SKIN good practice 'Hot Topic(s)'*<br>CATEGORY 4                                              | <u>Efficiency</u> : Proximity (spatially extended)                                                                                                                                                                                   |
| EIP Practice Abstract Format:                                                                 | <b>Short description of the 'good practice':</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.

Typically the highest margin in the supply chain goes to those stages of the chain who are close to the customer. To bring closer the customers and increase the margin at the farm level the higher value offered to the customer needs to be created.

To create higher value and to increase the margin at the farm level the brand “Grójeckie Apple” was created, which is rather uncommon for the mass product like apples. Grójec is the main area of apple growing in Poland (ca. 40 km from Warsaw). The brand includes special logotype and special art of packaging i.e. multipacks for apples. Thanks to this brand it was possible to increase significant direct sales of high class products and to reduce sale for mass processing.

Apple producers who want to promote their products have benefited from a certificate of protected origin. This is a rather interesting situation that the certificate refers to the primary product and not the processed food. This was possible due to the climatic and soil conditions of the sites from which they came from. These areas are part of the Central Highlands and the South Lowlands, where there is a special microclimate, characterized by low temperatures at night, in the period preceding fruit harvest. It does not, of course, affect the specific, expressive taste of apples. Also specific soils characteristic of the area of Grójec, they are ideal for growing apple trees.

**Main results/outcomes of the activity (expected or final):**

Premium and first class products to stand out on the domestic and foreign markets with higher profits

**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?**

End user is provided with a product that until now was not so standardized.

**Further information/Reference:**

<http://www.trzyznakismaku.pl/produkty/jablka-grojeckie>

Short summary for practitioners in native

Short description of the ‘good practice’:

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| <p><b>language on the (final or expected) outcomes</b> (1000-1500 characters, word count – no spaces).</p> <p>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> | <p>Łańcuchy dostaw charakteryzują się tym, że najwyższa marża trafia do ogniw, które są najbliżej klienta. Aby zwiększyć marżę na poziomie rolników oraz przybliżyć klienta do tego ogniwa należy wykreować większą wartość dodaną dla klientów. Właśnie w takim celu powstała marka „Jabłka grójeckie” – takie rozwiązanie jest raczej rzadkością dla masowej produkcji.</p> <p>Grójec jest głównym obszarem uprawy jabłoni w Polsce (ok. 40 km od Warszawy). Marka zawiera specjalny logotyp oraz rodzaj pakowania, tj. multipaki dla jabłek. Dzięki powstałej marce znacznie zwiększono sprzedaż bezpośrednią produktów wysokiej klasy oraz zmniejszono sprzedaż masową.</p> <p>Producenci jabłek, którzy chcą promować swoje produkty, skorzystali z certyfikatu chronionego pochodzenia. Certyfikat odnosi się w tym przypadku do produktu pierwotnej produkcji a nie do produktu przetworzonego. Było to możliwe dzięki warunkom klimatycznym oraz uwarunkowaniom glebowym terenów, na których uprawiane są jabłka. Na tych obszarach panuje specjalny mikroklimat poprzedzający czas zbioru owoców, charakteryzujący się niską temperaturą w nocy. Oczywiście nie ma to wpływu na specyficzny smak jabłek.</p> <p><b>Main results/outcomes of the activity (expected or final):</b></p> <p>Produkty premium wyróżniają się na rynku krajowym oraz zagranicznym przynosząc większe zyski dla rolników.</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>Użytkownik końcowy otrzymuje produkt, który nie był wcześniej w takim stopniu znormalizowany.</p> <p><b>Further information/Reference:</b></p> <p><a href="http://www.trzyznakismaku.pl/produkty/jablka-grojeckie">http://www.trzyznakismaku.pl/produkty/jablka-grojeckie</a></p> |
| <p><b>Pearls, Puzzles, Proposals?</b></p>                                                                                                                                                                                                                                                                                                                                                                                                       | <p><u>Pearls</u>: brand for fresh products was created, the brand is recognized at the country or even international level, new way of creating multipacks.</p> <p><u>Puzzlings</u>: to ensure the constant quality of fresh products is difficult, culpable errors can destroy the whole brand.</p> <p><u>Proposals</u>: the way to improve the current practices is keeping high quality of products and strict keeping of quality and process requirements by all farmers. Even more knowledge and skills is required.</p> <p>The brand “Grójeckie Apple” was created to keep agriculture products closer to the market (customers) and to increase the margin at the farm level. Thanks to this GP it was possible to increase significant direct sales of high class products and to reduce sale for mass processing.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p><b>What needs did the ‘good practice’ respond to?</b></p>                                                                                                                                                                                                                                                                                                                                                                                    | <p>Gap in the market for a quality, traceable, traditional-based product.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p><b>Methodology Used:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>desk-based research, interview</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>Actors/Stakeholders:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                              | <p><u>Actors</u>: primary producer, <u>Stakeholders</u>: consumers</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p><b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b></p>                                                                                                                                                                                                                                                                                                                                                                   | <p>4- regulations</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>Sectors</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                           | <p>Fruit</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>Region, Country</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>Poland</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

Media attachment (e.g. video) or  
other attachment (e.g.  
benchmarking data)?

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

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SKIN