

# SKIN Good Practice Recording Template

Life berry	
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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)'* CATEGORY 1	<u>Valorisation</u> : novel approach to product development; <u>Value</u> : Nutritional value; <u>Social sustainability</u> : Recognition of producers
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	<u>Efficiencies and process innovations</u> : logistics and distribution
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>Internal</u> : Decision-making structures
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>Efficiency</u> : Reliable distribution
<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.	<b>Short description of the 'good practice':</b> The manufacturer of soft fruits produces juices, which have not been to date on the market. Purified juices positioned as eco and premium fill the gap in the profitable segment. Short chain distribution increases margins. Own plantation allows to reduce weaknesses of the market i.e. information asymmetry with regard on quality and quantity. The chain includes plantation and processing. Main distribution through internet.
	<b>Main results/outcomes of the activity (expected or final):</b> Brand recognizable as premium and trustworthy. Direct distribution or omission of wholesalers.
	<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> The added value is to offer the customer a valuable beverage at a price that is acceptable in terms of profit for the producer and the final price for the customer.
	<b>Further information/Reference:</b> <a href="http://www.lifeberry.pl/">http://www.lifeberry.pl/</a>
Short summary for practitioners in native	<b>Short description of the 'good practice':</b>

<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>Producent owoców miękkich wytwarzał soki, które dotychczas nie były sprzedawane na rynku. Soki zostały wypożyczonowane jako eco oraz premium, a co za tym idzie wypełniły lukę w zyskowym segmencie. Dystrybucja poprzez krótki łańcuch dostaw zwiększyła marżę dla producenta. Własna plantacja pozwoliła na zmniejszenie słabości rynku, tj. asymetrii informacji w odniesieniu do jakości i ilości. Łańcuch dostaw obejmuje uprawę oraz przetwórstwo. Dystrybucja odbywa się głównie przez internet.</p> <p><b>Main results/outcomes of the activity (expected or final):</b></p> <p>Marka stała się rozpoznawalna jako premium oraz zdobyła zaufanie klientów. Występuje dystrybucja bezpośrednia, z pominięciem hurtowników.</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>Wartością dodaną jest ofrowanie klientom wartościowego produktu w cenie, która jest akceptowalna dla producentów oraz dla klientów końcowych.</p> <p><b>Further information/Reference:</b></p> <p><a href="http://www.lifeberry.pl/">http://www.lifeberry.pl/</a></p>
<p><b>Pearls, Puzzles, Proposals?</b></p>	<p><b>Pearls:</b> The added value is to offer the customer a valuable beverage at a price that is acceptable in terms of profit for the producer and the final price for the customer.</p> <p><b>Puzzlings:</b> to ensure the high quality variety of mixes of fresh juices to meet the changing requirements of customer.</p> <p><b>Proposals:</b> the way to improve the current practices is keeping high variety of products offered to the customers and increase the option of composing of own mixes.</p> <p>The manufacturer of soft fruits produces juices, which have not been to date on the market. Purified juices positioned as eco and premium fill the gap in the profitable segment. Short chain distribution increases margins.</p>
<p><b>What needs did the 'good practice' respond to?</b></p>	<p>Gap in the market for a fresh, high quality, differentiated products of own composition (by customer) distributed by internet channel.</p>
<p><b>Methodology Used:</b></p>	<p>desk-based research, interview</p>
<p><b>Actors/Stakeholders:</b></p>	<p><b>Actors:</b> primary producers, <b>Stakeholders:</b> consumers</p>
<p><b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b></p>	<p>3-technologies, 5-consumers, 6-distribution</p>
<p><b>Sectors</b></p>	<p>Fruit</p>
<p><b>Region, Country</b></p>	<p>Poland</p>
<p><b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b></p>	

\*See SKIN Good Practice 'Hot Topics' Directory

