

SKIN Good Practice Recording Template

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| Agricool | |
| Author(s) | Antione Kieffer |
| 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 | PRODUCTS: The optimisation of the growing conditions of the strawberries guarantees optimal taste and quality (QUALITY), the waste will be valorized by producing Jam (VALORIZATION) |
| SKIN good practice 'Hot Topic(s)*' CATEGORY 3 | ORGANISATION: The company teaches and communicates on the importance of short food chains and urban agriculture (LEARNING AND EMPOWERMENT) |
| SKIN good practice 'Hot Topic(s)*' CATEGORY 1 | PRODUCTS: 90% of water saved because it is a closed system, and a lot less space needed to produce (one container replaces 4000 square meters of soil), no pesticides (ENVIRONMENTAL SUSTAINABILITY) |
| SKIN good practice 'Hot Topic(s)*' CATEGORY 3 | |
| SKIN good practice 'Hot Topic(s)*' CATEGORY 4 | |
| <p>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> | <p>Short description of the 'good practice': Agricool is a startup producing fruits and vegetables (for now mostly strawberries), in 5 recycled containers located all around Paris in unused spaces. The growing conditions are optimized in order to get the best taste and quality for the strawberries despite them growing outside of the soil. The products are sold in 2 supermarkets located a few kilometers away from the containers. The philosophy is to bring food closer to the consumer, reduce the environmental impact of the production, while ensuring the best taste possible and valorising unused spaces in Big cities such as abandoned subway stations or rooftops. For now the price is the same as organic strawberries, but the objective is to reduce it in the future to make the product available for everyone. No pesticides are used and the products are equivalent to organic quality.</p> |

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| | <p>Main results/outcomes of the activity (expected or final): Develop the production of the most popular vegetables in cities while guaranteeing their organoleptic and health qualities. Reduce the space needed to produce vegetables and fruits and transport costs and pollution.</p> <p>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 consumer will have access to quality products, grown directly in the city and without any pesticides. The system does not take much space and the costs of renting is almost nonexistent. The containers are cheap to buy.</p> <p>Further information/Reference: https://agricool.co/</p> |
| <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 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>Short description of the ‘good practice’: Agricoool est une startup produisant des fruits et légumes (à ce jour, principalement des fraises) dans 5 containers recyclés répartis dans Paris. Les conditions de production sont optimisées afin que le goût et la qualité des fraises soit idéaux malgré une croissance hors sol. Les produits sont vendus dans des supermarchés situés à proximité des containers. La philosophie du projet est de rapprocher la production du consommateur citoyen, réduire l'impact environnemental du transport, tout en assurant une qualité optimale du produit, et en valorisant des espaces non utilisés à ce jour (toits, stations de métro abandonnées). A ce jour, le prix est équivalent à la moyenne des prix des fraises bio, mais l'objectif est de réduire les couts à l'avenir, quand le projet sera plus développé. Aucun pesticide n'est utilisé et la qualité est similaire à celle des produits bio.</p> <p>Main results/outcomes of the activity (expected or final): L'idée à terme est d'avoir une production significative de fruits et légumes de qualité au sein des villes tout en réduisant l'espace nécessaire à cette production.</p> <p>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? La bénéfice principal pour le consommateur est l'accès à des fraises de qualité en toute saison et produites proches de chez lui. Les points intéressants pour ceux intéressés par ce genre d'initiative est le petit prix des locaux de production (les containers). Peu de place prise.</p> <p>Further information/Reference: https://agricool.co/</p> |
| <p>Pearls, Puzzles, Proposals?</p> | <p>Pearls: Unique way to use space for production in big cities, very easy to implement. Puzzle: Containers are actually quite difficult to set up in the beginning in terms of R&D/ Proposals: work as much as possible to reduce environmental impact and price</p> |
| <p>What needs did the ‘good practice’ respond to?</p> | <p>Less space used for production, closer to consumers, better in terms of environmental sustainability, high quality</p> |
| <p>Methodology Used:</p> | <p>Interview</p> |

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| Actors/Stakeholders: | Producers, consumers, supermarket holders, cities |
| Relevant SKIN Innovation Challenge Workshops(s)? Please specify | Consumers and Society |
| Sectors | Vegetables |
| Region, Country | Paris region |
| Media attachment (e.g. video) or other attachment (e.g. benchmarking data)? | |

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

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