

SKIN Good Practice Recording Template

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| Le bon produit au bon endroit | |
| Author(s) | Antoine 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 | Quality: traceability of the products improved, |
| SKIN good practice 'Hot Topic(s)'[*] CATEGORY 2 | <u>Efficiencies</u> : logistics and distribution |
| SKIN good practice 'Hot Topic(s)'[*] CATEGORY 4 | <u>Connection</u> : social media |
| SKIN good practice 'Hot Topic(s)'[*] CATEGORY 3 | |
| SKIN good practice 'Hot Topic(s)'[*] CATEGORY 4 | |
| 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>Short description of the 'good practice': Le bon produit au bon endroit is a French website and app gathering and referencing food producers, restaurants and shops in the regions of Rhône-Alpes, Corsica and Pays Basque who work with organic agriculture and are involved in short supply chain systems. It allows consumers to find quality local products wherever and whenever they are in those regions (whether they live there or they are on holidays). It also allows professionals and producers of these regions to get easily connected. The concept is simple, but surprisingly quite unique in France and relatively easy to implement.</p> |
| | <p>Main results/outcomes of the activity (expected or final): A good referencing of the short supply chain organic practitioners in these 3 regions of France. An easier way for consumers and professionals to find contacts and a better traceability.</p> |

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| | <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? It is fairly easy to implement and allows a good networking in the concerned regions. Facilitation of exchanges between all actors of the short food chain.</p> <p>Further information/Reference: http://www.lebonproduitaubonendroit.com/</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’: "Le bon produit au bon endroit" propose de localiser grâce à un site internet et une application une sélection de professionnels oeuvrant à partir d'une matière première locale en agriculture bio ou responsable dans les secteurs Corse, Rhône-Alpe et Pays Basque. Du producteur au restaurateur en passant par l'offre commerciale, "le bon produit au bon endroit" promeut un patrimoine agricole et économique éthique valorisant les compétences des acteurs régionaux, encourageant les circuits courts et garantissant une information claire et transparente. Les consommateurs ainsi que les professionnels peuvent trouver les contacts nécessaires grâce à ces outils.</p> <p>Main results/outcomes of the activity (expected or final): Ce site permet un bon référencement des producteurs impliqués dans les circuits courts bio dans ces 3 régions française, ce qui facilite les échanges et le commerce, et garantit une bonne traçabilité des produits.</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? C'est un exemple relativement classique dans sa mise en oeuvre, mais il permet une bonne mise en réseau dans les régions concernées, ainsi qu'une facilitation des échanges entre tous les acteurs concernés par les circuits courts.</p> <p>Further information/Reference: http://www.lebonproduitaubonendroit.com/</p> |
| <p>Pearls, Puzzles, Proposals?</p> | <p>Pearl: The concept is classical, the tool is classical, but almost no one has thought of doing it in France. Puzzles: Too bad it is limited to 3 regions. Proposals: Expand the concept to all the country, and maybe add other elements such as vegetable baskets, initiatives and associations.</p> |
| <p>What needs did the ‘good practice’ respond to?</p> | <p>Better networking between actors of the short food chain, better traceability.</p> |
| <p>Methodology Used:</p> | <p>Interview</p> |
| <p>Actors/Stakeholders:</p> | <p>Consumers, producers, restaurants, shop managers</p> |
| <p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p> | <p>5. Consumers and Society</p> |
| <p>Sectors</p> | <p>All sectors</p> |
| <p>Region, Country</p> | <p>Corse, Pays Basque, Rhône Alpes</p> |

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

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

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