

SKIN Good Practice Recording Template

Landmarkt	
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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	Branding and labelling: Innovative way of communicating to consumers product characteristics
SKIN good practice 'Hot Topic(s)' CATEGORY 1	Social Sustainability: Community education, recognition of producers
SKIN good practice 'Hot Topic(s)' CATEGORY 3	Internal: Contractual agreements between producer organisation and retailer
EIP Practice Abstract Format:	Short description of the 'good practice':
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.	„Landmarkt“ is a brand for distinctive food products originating from agricultural direct marketing. Landmarkt farms use traditional, regional recipes and create new specialties at the same time. The product range varies from honey, organic eggs, poultry, fruits and vegetables to goat cheese, comprising 3.500 different direct marketing products. Transport routes are kept short, products are kept in the region. About 180 farms, which are part of the „Association of Hessian direct marketers e.V.“, are also part of Landmarkt. The landmark farms are tested and certified by externals. Their products are sold at farmers' markets, farm shops, but the real innovation is the sale in approximately 240 REWE supermarkets in their region Hesse, Germany. The products are placed in separate shelves, where only Landmarkt products are presented. The association sets delivery conditions, the farms suggest a retail price, farms directly deliver to REWE markets and payment is made directly between REWE and the farms. The margin ranges between 20 to 25% of the retail price.
	Main results/outcomes of the activity (expected or final):
	The association of Hessian direct marketers is active in consumer education as well as in public relations work for high quality domestic products. Direct marketing farms get support with concerning professional issues from the association. The implementation of the marketing concept "Landmarkt" should support the farms in above mentioned aspects.
	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 label allows the consumer to be sure about buying high quality and regional products with transparent production processes. Landmarkt makes it easy for the consumers to place trust in their products, which leads to customer loyalty. Customers get access to farm products in a one-stop shop.
	Further information/Reference:

	https://landmarkt.hessische-direktvermarkter.de https://hessische-direktvermarkter.de/index.php
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. ☒	Short description of the ‘good practice’: „Landmarkt“ ist eine Marke für einzigartige Produkte, welche direkt vermarktet werden. Landmarkt-Höfe kreieren sowohl neue Spezialitäten, als auch traditionelle, regionale Rezepte. Die Produktvielfalt reicht von Honig, Bio-Eiern, Geflügel und Gemüse bis hin zu Ziegenkäse, mit insgesamt etwa 3500 verschiedenen Direktvermarktungsprodukten. Transportwege werden kurz gehalten, die Produkte bleiben in der Region. Ungefähr 180 Betriebe, welche Teil von der „Vereinigung der Hessischen Direktvermarkter e. V. (VHD)“ sind, sind ebenfalls Teil von Landmarkt. Die Betriebe werden von unabhängigen akkreditierten Kontrollstellen geprüft. Die zertifizierten Produkte werden auf Bauernmärkten und in Hofläden verkauft, die richtige Innovation jedoch ist der Verkauf der Produkte in etwa 240 REWE Filialen im deutschen Bundesland Hessen. In den Filialen werden die Produkte in separaten Regalen präsentiert, in denen ausschließlich die Marke Landmarkt zu finden ist. Die Vereinigung legt die allgemeinen Lieferkonditionen fest, die Betriebe schlagen Endverkaufspreise vor, die Lieferung erfolgt durch die Betriebe und die Abrechnung findet direkt mit dem jeweiligen REWE-Markt statt. Die Marge beläuft sich auf etwa 20 bis 25% des Endverkaufspreises.
	Main results/outcomes of the activity (expected or final): Die Vereinigung der Hessischen Direktvermarkter ist aktiv in der Verbraucheraufklärung und beschäftigt sich ebenfalls mit Öffentlichkeitsarbeit, um die Direktvermarktung hochwertiger Produkte voranzutreiben. Direktvermarkter bekommen Unterstützung des Vereins in dahingehenden fachlichen Belangen. Das Vermarktungskonzept „Landmarkt“ soll die Betriebe bei obengenannten Aspekten unterstützen.
	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? Die Marke erlaubt es dem Konsumenten Sicherheit über Qualität, Herkunft und Transparenz zu erlangen. Landmarkt fördert das Vertrauen in die Marke und kann somit Kundentreue aufbauen. Kunden können bäuerliche Produkte in einem one-stop shop, sprich an einer einzigen Anlaufstelle, finden.
Pearls, Puzzles, Proposals?	Pearls: Use of the association to represent several farms under one strong negotiating partner. The concept has already been copied by the neighbouring federal state Rheinland-Pfalz. Products can be sold in supermarkets at similar prices like in farms’ own shops. Puzzles: Do Landmarkt products in supermarkets keep costumers from visiting farm shops?
What needs did the ‘good practice’ respond to?	Easy access to farm products via sale in supermarkets. Trustworthy brand.
Methodology Used:	Desk-based research
Actors/Stakeholders:	Actors: primary producer, producer association, supermarket Stakeholders: consumers

Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Fresh Products Consumers and Society
Sectors	All Sectors
Region, Country	Hesse, Germany
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

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

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