


SKIN Good Practice Recording Template

Blün	
Author(s)	Agrar.Projekt.Verein
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	 <p style="text-align: right;">blün GmbH / Stefan Bauer</p>
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)' [*] CATEGORY 1	Branding and Labeling: Novel labelling
SKIN good practice 'Hot Topic(s)' [*] CATEGORY 1	Environmental Sustainability: Energy use and carbon footprint
SKIN good practice 'Hot Topic(s)' [*] CATEGORY 1	Value: Freshness, Healthiness
EIP Practice Abstract Format: 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': Blün is a group of five farmers that have installed Vienna's first commercial aquaponic system. Aquaponics is a production system combining aquaculture (fish farming) and hydroponics (cultivating plants in liquid nutrient solutions). The fish are raised in large tanks. Through specific bacteria the fish dung gets turned into nitrate rich dung, which is then used to provide the vegetable crops with enough nutrients. This means Blün combines sustainable technology, fish farming and horticulture in a closed circuit. Out of that circular economy result two products: fish (perch and catfish) and vegetables. Both are mainly sold in their farm shop and in their online shop. Some of their fish are sold to local restaurants. High value is put on a clear division of responsibilities and on marketing.</p> <p>Main results/outcomes of the activity (expected or final): With the means of new and innovative approaches a more sustainable and resource-friendly production became reality. As an other result, due to controlled indoor production conditions, food quality could be increased. For example the risk of contamination with heavy metals can be excluded. Together with the innovative production model came the creation of a sustainable food label, based on their own standards: locality, transparency and ecoefficiency.</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?

Blün's concept reduces waste in horticulture and fish farming through the cycling of nutrients. One kilo of feed converts into one kilo of fish. The farm is located in an urban area, right next to its consumers. Consumers benefit from Blün's strict criteria, offering its consumers only local, transparent and ecoefficient products.

Further information/Reference:

<https://bluen.at>

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':

Blün ist eine Gruppe von fünf Landwirten, welche Wiens erste kommerzielle Aquaponikanlage in Betrieb nahmen. Aquaponik ist ein Produktionssystem, welches Aquakultur (Fischzucht) und Hydroponik (Pflanzenproduktion in flüssiger Nährstofflösung). Die Fische werden in großen Becken gezüchtet. Durch den Einsatz von speziellen Bakterien wird der Fischdung in nitratreichen Dünger umgewandelt. Dieser kommt dann als Nährstofflieferant für die Gemüseproduktion in Einsatz. Das bedeutet Blün kombiniert nachhaltige Technologie, Fischzucht und Gemüsebau in einem geschlossenen Kreislauf. Aus dieser Kreislaufwirtschaft entstehen zwei Produkte: Fisch (Barsch und Wels) und Gemüse. Beides wird sowohl im Hofladen als auch im Online Shop angeboten. Lokale Restaurants zählen auch zu deren Abnehmern*Innen. Großer Wert wird auf Arbeitsteilung und auf Marketing gelegt.

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

Eine nachhaltige und ressourcenschonende Produktionsform konnte durch neue und innovative Ansätze realisiert werden. Ein weiteres Ergebnis ist die gesteigerte Lebensmittelqualität der Produkte, durch kontrollierte Indoorproduktion. So kann beispielsweise die Kontamination mit Schwermetallen ausgeschlossen werden.

Geimeinsam mit dem innovativen Produktionsmodel kam die Entwicklung eines nachhaltigen Gütesiegels, welches auf eigenen Kriterien aufbaut: Regionalität, Transparenz und Ökoeffizienz.

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?

Blüns Konzept reduziert Abfall im Gemüsebau und in der Fischzucht, durch die Zirkulation von Nährstoffen. Ein Kilogramm an Futter wird in ein Kilogramm an Fisch umgewandelt. Der Betrieb befindet sich in einer Stadt, sprich in nächster Nähe zu seinen Kunden*Innen. Diese profitieren von Blüns strikten Kriterien, welche ausschließlich lokale, transparente und ökoeffiziente Produkte versprechen.

Further information/Reference:

<https://bluen.at>

Pearls, Puzzles, Proposals?	Pearls: Funding from the "European Maritime and Fisheries Fund" was available. Copying an already existing and well thought out production system to introduce it to embed it in an urban area. Farming built on two pillars, fish and vegetables, ensuring higher economic stability. Puzzles: How do costumers accept Blün's food label? Is their individual delivery service economically and ecologically efficient or could collaborative logistics increase efficiency? Proposals: Combine Blün's label with excursions and workshops on farm to create a strong relationship between costumer and farmer.
What needs did the 'good practice' respond to?	Costumer's wish for regional and healthy produce of basic foods. Need for innovative and efficient production systems in cities that do not directly compete with living space.
Methodology Used:	desk-based research
Actors/Stakeholders:	Actors: Primary producer, Partnering Companies Stakeholders: Consumers, restaurants
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Fresh Products, Technologies
Sectors	Fish and Vegetables
Region, Country	1220 Vienna, Austria
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.youtube.com/watch?v=XjOPRQpzT1A

*See SKIN Good Practice 'Hot Topics' Directory

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