

SKIN Good Practice Recording Template

Gaia	
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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	Value: Nutritional value, fresh produce, seasonality, spatial extended proximity, organically certified products, regional (short) supply chain, premium quality of products, bottom-up initiative.
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	Growth and development of the membership network limiting the existence of middlemen (wholesalers) along the process of distribution and trade of the produce.
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	Organisational system: Collective decision making through general assemblies among members of the initiative (consumers and organic producers).
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	Social sustainability: transparency, healthy products, trust, sense of community, consumer empowerment, well being. Economic sustainability: boost of local economy, fair prices for producers and consumers, generating of local employment, preservation and viability of small-scale farms. Environmental sustainability: packaging from reusable materials (bio-degradable bags), organic method of cultivation.
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	<p>Short description of the 'good practice': Gaia is an organic farmer cooperative- firm based in the island of Crete that bring together consumers and producers, collecting fresh and processed organic products directly from regional organic farms. One of the main activities is to provide fresh produce to organic stores which are their main customers all over Greece.</p> <p>Main results/outcomes of the activity (expected or final):</p>

oriented aspects which do not help the understanding of the practice itself should be avoided.

For more than 20 years, Gaia has achieved to establish a direct relationship with local farming boosting environmental and social sustainability. The project began in 1996, with the desire for healthy and quality nutrition, with the enhancement of organic farming and emphasis on local crops, in order to avoid the ecological burden of transporting products from afar. More specifically the cooperation has implemented several informative events in schools in order to promote the principals of organic farming and biodiversity. In parallel, it promotes environmental sustainability by using bio-degradable packaging and bags.

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?

One of the benefits of organic cooperations such as Gaia, is that by supporting farmers, they can enable conventional farmers to switch to organic farming. Specifically for Gaia, it is very important that half of the cooperative members today are farmers that work in their region enhancing at the same time the local economy. A cooperative store in Chania, Crete is serving about 300 citizens with organic products, from certified and conscious producers. As far as concerned the members of the cooperative, they are privileged to reduced price of the agricultural products.

Further information/Reference:

<http://www.productsgreek.com/en/greek-fruits/organic-food/item/836-gaia-coop>

<https://www.terramadre.info/en/food-communities/cretan-organic-producers-and-consumers-association-gaia/>

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':

Η "Γαία" είναι μια συνεταιριστική εταιρία βιολογικής γεωργίας που εδρεύει στο νησί της Κρήτης και συγκεντρώνει καταναλωτές και παραγωγούς, συλλέγοντας φρέσκα και μεταποιημένα βιολογικά προϊόντα απευθείας από τοπικά βιολογικά αγροκτήματα. Μια από τις κύριες δραστηριότητες είναι η παροχή φρέσκων προϊόντων σε βιολογικά καταστήματα που είναι οι κύριοι πελάτες τους σε όλη την Ελλάδα.

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

Για περισσότερα από 20 χρόνια, η "Γαία" πέτυχε να δημιουργήσει μια άμεση σχέση με την τοπική γεωργία, ενισχύοντας την περιβαλλοντική και κοινωνική βιωσιμότητα. Το έργο άρχισε το 1996, με την επιθυμία για υγιεινή και ποιοτική διατροφή, με την ενίσχυση της βιολογικής γεωργίας και την έμφαση στις τοπικές καλλιέργειες, προκειμένου να αποφευχθεί το οικολογικό βάρος της μεταφοράς προϊόντων από μακριά. Συγκεκριμένα, η συνεργασία έχει υλοποιήσει αρκετές ενημερωτικές εκδηλώσεις στα σχολεία για την προώθηση των αρχών της βιολογικής γεωργίας και της βιοποικιλότητας. Παράλληλα, προάγει την περιβαλλοντική βιωσιμότητα χρησιμοποιώντας βιοδιασπώμενες συσκευασίες και σακούλες.

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?

	<p>Ένα από τα οφέλη των βιολογικών συνεργασιών, όπως η "Γαία", είναι ότι, υποστηρίζοντας τους αγρότες, μπορούν να επιτρέψουν στους συμβατικούς αγρότες να στραφούν προς τη βιολογική γεωργία. Συγκεκριμένα, για τη "Γαία", είναι πολύ σημαντικό το γεγονός ότι τα μισά από τα συνεταιριστικά μέλη σήμερα είναι αγρότες που δουλεύουν στην περιοχή τους ενισχύοντας παράλληλα την τοπική οικονομία. Ένα συνεταιριστικό κατάστημα στα Χανιά της Κρήτης εξυπηρετεί περίπου 300 πολίτες με βιολογικά προϊόντα, από πιστοποιημένους και συνειδητοποιημένους παραγωγούς. Όσον αφορά τα μέλη του συνεταιρισμού, έχουν το προνόμιο μειωμένων τιμών των γεωργικών προϊόντων.</p> <p>Further information/Reference: http://www.productsgreek.com/en/greek-fruits/organic-food/item/836-gaia-coop https://www.terramadre.info/en/food-communities/cretan-organic-producers-and-consumers-association-gaia/</p>
<p>Pearls, Puzzles, Proposals?</p>	<p>Pearls: A spatial extended short food supply chain that has succeeded to transfer value about the origin of production outside the geographical region of production itself. Puzzles: Limited or no co-ordination between small-scale organic producers (partners of the initiative) all over Greece could result in the rise of product prices against the growth of the cooperative. Proposals: Motives for the sound co-ordination of the organic farmers all over Greece in order to ensure the growth of the initiative.</p>
<p>What needs did the 'good practice' respond to?</p>	<p>Preserving local farming and processing traditions as a guarantee of higher product quality. Locals are very concerned about the adopted methods for processing farm products and they mostly prefer to buy handmade food or simply cultivated with traditional techniques (using low chemical fertilizing, using natural factors of production etc.)/ UNIFG/ Italy.</p>
<p>Methodology Used:</p>	<p>Desk based study</p>
<p>Actors/Stakeholders:</p>	<p>Actors: cooperative members, organic farmers Stakeholders: regional organic shops</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	<p>1. Fresh Products</p>
<p>Sectors</p>	<p>All Sectors</p>
<p>Region, Country</p>	<p>Island of Crete, Greece</p>
<p>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</p>	