

SKIN Good Practice Recording Template

Šumska tajna	
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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	<u>Valorisation</u> : A novel product, <u>Value</u> : nutritional value, Healthiness, <u>Social Sustainability</u> : Trust, sense of community
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<u>Economical Sustainability</u> : Generating Local employment
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<u>Internal</u> : Decision-making structures
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<u>Variety</u> : Bringing together supplies from multiple small producers
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.	Short description of the 'good practice': The company Stanisic Bio produces spreads made of forest mushrooms under the brand name of Forest Secret classified as high-quality premium food. The idea came from recognition that people are becoming increasingly aware of how important it is to introduce healthy foodstuff in their everyday diets. Forest mushroom are being used as base ingredients since mushrooms are considered to be the healthiest fruits of nature and a secret to eliminating numerous diseases of the modern times.
	Main results/outcomes of the activity (expected or final): A product that has significant health benefits for consumers. Spreads are made with minimal processing, and are using mushrooms that are found on the slopes of Serbian mountains. Forest mushrooms cannot be grown in artificial conditions and can grow only in natural and organic environment.
	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? Forest mushrooms are gathered from mountains in Serbia. They are supplied from certified companies whose purchase stations are located locally, in mountain regions of Serbia. This is generating local employment.
	Further information/Reference: http://www.stanisicbio.rs/pocetna-2/
Short summary for practitioners in native	Short description of the 'good practice':

<p>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>Kompania Stanišić Bio pod robnom markom Šumska tajna proizvodi namaze od šumskih pečuraka koji spadaju u visoko kvalitetnu premium hranu. Ideja je proizašla iz činjenice da ljudi sve više postaju svesni koliko je važno uvesti zdravu hranu u svojju svakodnevnu ishranu. Šumske pečurke se koriste kao osnovni sastojak jer spadaju u najzdravije plodove prirode i tajnom za uklanjanje brojnih bolesti modernog doba.</p> <p>Main results/outcomes of the activity (expected or final): Dobija se proizvod koji ima zdravstvene koristi za potrošače. Namazi se dobijaju minimalnom preradom pečuraka sa obronaka srpskih planina. Šumske pečurke se ne mogu uzgajati u veštačkim uslovima i uspevaju samo u prirodi u organskom okruženju.</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? Pečurke koje se koriste su sakupljene sa planina u Srbiji. Dobijaju se od sertifikovanih kompanija čije se nabavne stanice nalaze lokalno, u planinskim regionima Srbije, čime se podstiče zaposlenje lokalnih ljudi.</p> <p>Further information/Reference: http://www.stanisticbio.rs/</p>
<p>Pearls, Puzzles, Proposals?</p>	<p><u>Pearls</u>: Using organic ingredients that are suitable for everyone's diet. <u>Puzzlings</u>: Supply of the ingredients. Can they guarantee the steady supply of the ingredients in all seasons? <u>Proposal</u>: Growing the visibility of their product.</p>
<p>What needs did the 'good practice' respond to?</p>	<p>Need for healthy food without any additives</p>
<p>Methodology Used:</p>	<p>desk-based research</p>
<p>Actors/Stakeholders:</p>	<p><u>Actors</u>: primary producers, processor, retailers <u>Stakeholders</u>: consumers</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	<p>Workshop 3 - Technologies; Workshop 5 - Consumers and Society</p>
<p>Sectors</p>	<p>Processed Other</p>
<p>Region, Country</p>	<p>Vojvodina, Serbia</p>
<p>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</p>	

*See SKIN Good Practice 'Hot Topics' Directory

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