

# SKIN Good Practice Recording Template

Poljoprivredno gazdinstvo Živanović	
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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> : novel product; <u>Quality – Value</u> : nutritional value, freshness and healthiness; <u>environmental sustainability</u> :
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>Learning &amp; Empowerment</u> : Networking along the supply chain and in the region, Cross-learning between actors; Efficiencies & Process innovations: Management of small product quantities
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<u>Internal</u> : Decision-making structures, group spirit
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<u>connection</u> : Reconnection and relationships
<b>EIP Practice Abstract Format:</b> 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><b>Short description of the 'good practice':</b>            Živanović farm' was founded by two friends in Golubinci, Vojvodina. On one hectar they are growing tomato that is later processed. Processing goes in two ways: drying and making tomato juice. Dried tomato is processed in dryers that use cherry seed as a fueling material. The drying machine has the capacity to dry 500 kilograms of raw materials. Dried tomato is, then, packed in jars of different sizes (100 gr, 240gr, 650gr and 1400gr) and ready for sale. Apart from drying tomato, company is, also, drying apples and pears procured locally and making healthy snacks.</p> <p><b>Main results/outcomes of the activity (expected or final):</b>            A product that is targeting a deficit on a market. Use of locally available resources.</p> <p><b>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?</b></p>

	<p>Živanović farm' is adding value to their products by using waste from cherry production and using it in processing (as a fuel for dryer). Another key factor is , that they are using local resources, in other words, the tomato they have grown themselves. In addition, having secondary production (snacks) in order to more rationally utilize resources.</p> <p><b>Further information/Reference:</b></p>
<p><b>Short summary for practitioners in native language on the (final or expected) outcomes</b> (1000-1500 characters, word count – no spaces).</p> <p>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><b>Short description of the 'good practice':</b></p> <p>Poljoprivredno gazdinstvo 'Živanović' su osnovala dva prijatelja u Golubincima u Vojvodini. Na jednom hektaru uzgajaju paradajz koji se kasnije obrađuje. Obrada se odvija na dva načina: sušenjem i proizvodnjom soka od paradajza. Paradajz se suši u sušari u kojoj se lože koštice višnje. Sušara ima kapacitet od 500 kilograma svežeg paradajza dnevno. Sušeni paradajz pakuju u tegle različite gramaže (100gr, 240gr, 650gr i 1400gr). Osim sušenja paradajza, suše se i jabuke i kruške od kojih prave zdrave grickalice.</p> <p><b>Main results/outcomes of the activity (expected or final):</b></p> <p>Novi proizvod kojim se popunjava deficit na tržištu.</p> <p><b>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?</b></p> <p>Poljoprivredno gazdinstvo 'Živanović' korišćenjem otpada od proizvodnje višanja, koje koristi za loženje sušnice, stvara dodatnu vrednost svom proizvodu. Takođe, imaju sekundarnu proizvodnju (sušenje jabuka) kako bi racionalnije koristili svoje resurse.</p> <p><b>Further information/Reference:</b></p>
<b>Pearls, Puzzles, Proposals?</b>	<p><u>Pearls</u>: Introducing new product to the market, using cherry seeds as a fuel, adding secondary production to better utilize resources <u>Puzzlings</u>: Tomato is seasonal vegetable, yet dried product needs to be available during the whole year. Will they be able to ensure product availability? In other words, can they guarantee the steady supply of high-quality ingredients? <u>Proposals</u>: Website; Online shop; multilingual website;</p>
<b>What needs did the 'good practice' respond to?</b>	Gap in the market for a quality
<b>Methodology Used:</b>	desk-based research
<b>Actors/Stakeholders:</b>	<u>Actors</u> : In terms of the tomato processing, Živanović is both primary producer and processor; Retail <u>Stakeholders</u> : consumers
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	Workshop 3: Technology, Workshop 5: Consumers and Society
<b>Sectors</b>	Processed Other
<b>Region, Country</b>	Vojvodina, Serbia
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	

\*See SKIN Good Practice 'Hot Topics' Directory