


SKIN Good Practice Recording Template

Pepo Papa	
Author(s)	Adrienn Hegyi, András Sebők, Ágnes Szegedyné Fricz
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> : value added to the product as it derived from a high quality raw material by gently technology. Values: gourmet, superior taste
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<u>Efficiencies</u> : achievement of efficiencies through collaboration raw material producers and food processor
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<u>Internal</u> : Contractual agreements between raw material producers and food processor
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<u>Efficiency</u> : reliable distribution, online shop
<p>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>	<p>Short description of the 'good practice': The production of shell-free pumpkin seeds is carried out by the cultivation technology required by the processor. Permanent quality of pumpkin seed oil is guaranteed by the responsible and devoted work of selected raw material, state-of-the-art technology and expert staff. The pumpkin seeds are pressed with a hydraulic press. The process is under constant control of press masters. Oil does not go through either chemical or biological treatment. This method is based on tradition, pumpkin oil in its naturalness gains its distinctive color and aroma.</p> <p>Main results/outcomes of the activity (expected or final): A traditional marketable product is produced with the cooperation of the primary producers and food processor and by use of gentle technology.</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? Focusing on high value markets in cities with an educated and engaged customer base can allow high value businesses to grow and thrive.</p>

	<p>Further information/Reference: https://www.facebook.com/PepoPapaOil http://www.pepopapa.com/en/introduction https://www.linkedin.com/company/pepo-papa-pumpkin-seed-oil/</p>
<p>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.</p>	<p>A „jó gyakorlat” rövid ismertetése: A héj nélküli tökmag termesztése a feldolgozó által előírt termesztéstechnológiával történik. A tökmagolaj állandó kiváló minőségét a válogatott alapanyag, a korszerű technológia, valamint szakértő munkatársak felelősségteljes, odaadó munkája garantálja. A tökmag préselése hidraulikus sajtolóval történik. A folyamat prémesterek állandó ellenőrzése alatt zajlik. Az olaj sem kémiai, sem biológiai kezelésen nem megy keresztül. Ez a módszer a hagyományokra épül, a tökmagolaj a maga természetességében nyeri el jellegzetes színét és aromáját</p> <p>A tevékenység fő eredményei / kimenetei (várható vagy végleges): A hagyományos, piacképes terméket az elsődleges termelők és az élelmiszer-feldolgozó együttműködésével és a kíméletes technológia alkalmazásával állítják elő.</p> <p>A legfontosabb gyakorlati ajánlás(ok): A gazdasági növekedés érdekében a marketing tevékenységgel a tudatos és elkötelezett városi fogyasztókat kellene megcélozni.</p> <p>További információk/Referenciák: https://www.facebook.com/PepoPapaOil http://www.pepopapa.com/en/introduction https://www.linkedin.com/company/pepo-papa-pumpkin-seed-oil/</p>
Pearls, Puzzles, Proposals?	<p>Pearls: Close cooperation between farmers and processor. Puzzles: Proposal: Invest in formalising marketing strategy.</p>
What needs did the ‘good practice’ respond to?	Making these products continuously and reliably available and visible for public.
Methodology Used:	Desk-based research, interview
Actors/Stakeholders:	Actors: primary producers, food producer Stakeholders: retailer, consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	3-Technology, 5 -Consumer and society
Sectors	processed vegetable
Region, Country	Veszprém County, Hungary
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.youtube.com/watch?v=GBhqSS9HSNM https://www.youtube.com/watch?v=4eqGuDx0m8Q

*See SKIN Good Practice ‘Hot Topics’ Directory

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 728055

