

SKIN Good Practice Recording Template

FARMERS&Co

Author(s)

COOP AGRO-ALIM

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

Valorisation: added value through the joint marketing of the cooperative products. Social, Economic Sustainability: Connection between producers and consumers, Trust, sense of community, synergies with tourism sector and gardening sector.

SKIN good practice 'Hot Topic(s)*' CATEGORY 2

Learning and empowerment: Networking along the supply chain and in the region, reduction in dependence of powerful actors in the chain; Efficiencies: Logistics and distribution, Achievement of efficiencies through collaboration.

SKIN good practice 'Hot Topic(s)*' CATEGORY 3

Internal: group spirit.

SKIN good practice 'Hot Topic(s)*' CATEGORY 4

connection: Collaborative hubs, bringing together supplies from multiple cooperatives; efficiency: Effective ordering systems.

EIP Practice Abstract Format:

Short description of the 'good practice':

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.

This is a business model created by the Cooperatives of the Balearic Islands, which consists of the creation of a network of franchisable shops, both inside and outside the islands, in which you can find all the cooperative agri-food products of these islands, with an image and design appropriate to the identity of the Balearic Islands.

So far 14 cooperatives from Mallorca, Menorca, Ibiza and Formentera have been integrated in the 'Farmers & Co' project, but they are developing expansion actions so that other cooperatives from other Spanish territories can join.

Farmers & Co has 6,000 members and 600 producers to position more than 500 local products outside the Islands under one umbrella. For this reason, the triangles in the logo represent each of the four islands with the slogan 'Productes del camp que uneixen'. To date, 'Farmers' already has 16 stores - in Mallorca, Menorca and Madrid - and for next year they are planning to open another 10, one of them in Lisbon. The strategy focuses on the quality of the product, the tasting to make it known and the promotion of "experiential tourism" to bring the consumer "everything behind it".

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

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.

Create a marketing formula to give visibility and value to cooperative products and, at the same time, ensure a constant and differentiated distribution.

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?

To know a business model based on specialization and innovation, which combines proximity and electronic commerce with the conservation of traditional rural heritage.

Further information/Reference:

<http://farmersandco.es/>

Short description of the 'good practice':

Se trata de un modelo de negocio creado por las Cooperativas de las Islas Baleares, que consiste en la creación de una red de tiendas franquiciables, tanto dentro como fuera de las islas, en la que se pueden encontrar todos los productos agroalimentarios cooperativos de estas islas, con una imagen y diseño adecuados a la identidad de las Islas Baleares.

Hasta ahora 14 cooperativas de Mallorca, Menorca, Ibiza y Formentera se han integrado en el proyecto 'Farmers & Co', pero están desarrollando acciones de expansión para que otras cooperativas de otros territorios españoles puedan unirse.

Farmers & Co cuenta con 6.000 socios y 600 productores para posicionar más de 500 productos locales fuera de las islas bajo un mismo paraguas. Por este motivo, los triángulos del logotipo representan cada una de las cuatro islas con el eslogan 'Productes del camp que uneixen'. Hasta la fecha, 'Farmers' ya cuenta con 16 tiendas -en Mallorca, Menorca y Madrid- y para el próximo año tiene previsto abrir otras tantas, una de ellas en Lisboa. La estrategia se centra en la calidad del producto, la degustación para darlo a conocer y la promoción del "turismo vivencial" para acercar al consumidor "todo lo que hay detrás".

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

Crear una fórmula de marketing para dar visibilidad y valor a los productos cooperativos y, al mismo tiempo, asegurar una distribución constante y diferenciada.

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?

Conocer un modelo de negocio basado en la especialización y la innovación, que combina comercio de proximidad y electrónico con la conservación del patrimonio rural tradicional

Further information/Reference:

<http://farmersandco.es/>

Pearls, Puzzles, Proposals?	<p><u>Pearls:</u> 1) The improvement of the connection between the local products of the cooperatives and the local tourism initiatives could be boosted by this project. 2) This initiative will promote the alliances among cooperative farmers to show and sell their products.</p> <p><u>Puzzlings:</u> At the beginning, it could be difficult to increase the variety of products offered by the agribusinesses because the alliances among cooperatives should be previously constructed.</p> <p><u>Proposals:</u> This initiative can be extended to cooperatives in other Spanish regions, allowing the catalogue of products offered in the stores to be increased.</p>
What needs did the 'good practice' respond to?	<p>Joint marketing of the products of cooperatives in the Balearic Islands, based on the following objectives: search for the profitability of the activity of producers and their permanence in the market, identification of the producer with the origin, proximity (direct marketing -with no other intermediation than the network of stores of the company itself- between the product and the consumer, collaboration (pooling of resources and strategies, in search of synergies), pre-eminence of quality and differentiation over volume.</p>
Methodology Used:	<p>interview, cooperatives convention intervention and desk-based research</p>
Actors/Stakeholders:	<p><u>Actors:</u> processors (cooperatives), regional federation of cooperatives, consumers. <u>Stakeholders:</u> consumers, tourists</p>
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	<p>1 - Fresh Products 2 - Distribution and Industries 3 - Technologies 5 - Consumers and Society</p>
Sectors	<p>All Sectors</p>
Region, Country	<p>Balearic Islands, Spain</p>