


# SKIN Good Practice Recording Template

CATHARINADAL - STORYTELLING	
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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)' <sup>*</sup> CATEGORY 1	Branding & Labelling : Innovative way of communicating to consumers by using Storytelling.
<p><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>	<p><b>Short description of the 'good practice':</b> Catharinadal is a farmer specialized in raising dairy cattle, making dairy products (cheese, yoghurt, icecream, desserts,...), sales through farmstores and specialized shops and tourism. After investing in a new automatised production line, they decided to develop a new packaging line for milk-based products and desserts. On top of each product they will put a sleeve which has been printed inside with a unique story on farming / region / unique stories /... They have selected 120 stories with the help of a journalist specialized in farming articles 'Clem Reynders'. 48 have been approved for the first production run. Each individual pack gets an ad random story, independent of the product. The client will not know in advance which story he will find within the sleeve. Each story has a unique number, which should encourage 'saving habbits' like we can see with 'Panini stickers'. Beside that the stories will be printed on the sleeves, part of them will also be distributed through schools for educational practices. The use in shools will also encourage children to start saving the other stories. Beside promoting the products and hoping to encourage sales, it will bring positive stories within the agriculture sector.</p> <p><b>Main results/outcomes of the activity (expected or final):</b> This is 'story-telling' used as marketing instrument. Not only about the farm and its products, but also about the region and farming in general. The promotionam value is find within the 'saving' attitude of the customer and the intention to find new stories. The stories will be put ad random on different products.</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?** Generate more sales of basic local dairy products by using 2 tools: story-telling and potential for savings.

**Further information/Reference:**

<https://www.catharinadal.be/>

**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':** Catharinadal is een landbouwbedrijf gespecialiseerd in opfok van melkvee, bereiding van zuivelproducten (kaas, yoghurt, ijs, desserts, ...), verkoop via Korte Keten (eigen hoefwinkel, voedselteams & Puur Limburg) en hoefvetoerisme. Na automatisatie in de productie van melkproducten is gekozen voor de ontwikkeling van een nieuwe verpakkinglijn. Bovenop elke pot yoghurt komt een kartonnen sleeve te zitten die telkens aan de binnenzijde bedrukt is met een kort uniek verhaal rond de 'boerenstiel' en/of de regio Achel/Hamont – provincie Limburg. Er zijn momenteel 120 verhalen geselecteerd, in samenwerking met landbouw journalist Clem Reynders. 48 hiervan zijn geselecteerd voor de eerste oplage. Ook verhalen over collega-boeren komen aan bod. Elke pot krijgt een ad-random verhaal onafhankelijk van de smaak. De klant weet dus niet vooraf welk verhaal hij gaat ontdekken. Elk verhaal krijgt ook een uniek nummer, om alzo mogelijke' verzamelen van' te stimuleren (net zoals Panini stickers). Naast dat mensen de verhalen kunnen lezen bij het ontbijt/nuttigen van de yoghurt zal ook bekeken worden om deze te verdelen via de scholen in het kader van onderwijs – educatie rond landbouw en regio. Het gebruik van deze verhalen in de klas zal ook de zoektocht naar deze op de potten (onrechtstreeks) verhogen. De verhalen gaan steeds over de streek, de landbouw in het algemeen, gemeente, de 'landbouwstiel', ... De familie Boonen wil deze een educatieve meerwaarde geven en de landbouw in het algemeen terug in een beter daglicht brengen door korte verhalen te brengen.

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

Het is storytelling in de ware zin van het woord. Niet in eerste instantie over het bedrijf zelf maar de brede regio/landbouw. De promotionele waarde zit hem in het ontdekken van een nieuw verhaal en het mogelijks verzamelen van de ganse reeks.

De sleeves worden aangebracht op verse yoghurt (natuur & smaken) en verse kaas (natuur en smaken). In de toekomst kunnen ook andere desserts toegevoegd worden.

**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?** Genereren van meerverkoop op lokale basisproducten door gebruik te maken van 2 tools : 'story-telling en verzamelpotentialiteit'.

**Further information/Reference:**

<https://www.catharinadal.be/>

<b>Pearls, Puzzles, Proposals?</b>	<p><b>Pearls</b> : Innovative marketing tool, which uses story-telling for activating sales, but also promotes agriculture in general. They already won an 'innovation contest' with this, which provides already media appearance.</p> <p><b>Puzzles</b> : Will consumers really want to collect those stories? A trial start with 48 of them will learn more.</p> <p><b>Proposals</b> : Further work has to be done for making the 'saving campaign' more attractive e.g. make a special booklet where whole the collection is visualised or/and more background information is given.</p>
<b>What needs did the 'good practice' respond to?</b>	Need for putting agriculture back into a positive daylight. Storytelling confirms/highlights the local aspects of the products concerned, building upon a long-term relationship with the customer.
<b>Methodology Used:</b>	Storytelling. Marketing by creating 'savings campaign'
<b>Actors/Stakeholders:</b>	Actors : primary producers. Stakeholders : editor storytelling - developer packaging
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	1-Fresh Products
<b>Sectors</b>	Dairy sector
<b>Region, Country</b>	Belgium, Flanders, Limburg region
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	

\*See SKIN Good Practice 'Hot Topics' Directory

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