

SKIN Good Practice Recording Template

Fresh from the farm	
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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>Value</u> : freshness; <u>Social sustainability</u> : connection between production and consumers
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<u>Learning and empowerment</u> : networking along the supply chain and in the region + reduction in dependence on powerful actors in the chain; <u>Efficiencies</u> : achievement of efficiencies through collaboration
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<u>Internal</u> : decision making structures, contractual agreements between producers, presence of coordinator
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<u>Variety</u> : bringing together supplies; <u>connection</u> : reconnection and relationship
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>Short description of the 'good practice': Fresh from the Farm aims for local and high quality products. Based on close collaboration with farmers, producers and artisan producers, they are able to offer fair products at a fair price. Fresh from the farm creates added value for each link in the chain. The consumer gets to know the real value of products and to appreciate its quality. The farmers and artisan producers receive a correct price for their produce in order to have a healthy company. Suppliers get a big platform and are brought into contact with a huge offer of local and artisan products.</p> <p>Main results/outcomes of the activity (expected or final): All needs and questions are bundled with respect for each link in the short chain, looking for a sustainable solution.</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? 1) for consumers: high, continuous quality + awareness on fact that this system is the best on the long-term; 2) for farmers: correct price, that should be respected by the buyers + possible to set out own course as complete chain is in own hands</p> <p>Further information/Reference:</p>

	http://freshfromthefarm.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.	Korte beschrijving van de 'good practice' Fresh from the Farm staat voor lokale en kwalitatief hoogstaande producten. Door vergaande samenwerking met boeren, telers en artisanale producenten, zijn ze in staat om hun (h)eerlijke producten aan te bieden tegen een correcte prijs. Fresh from the farm creëert een meerwaarde voor elke schakel in de korte keten. De consument leert de echte waarde van producten weer kennen en de kwaliteit ervan appreciëren. De telers en artisanale producenten krijgen een correcte prijs voor hun product zodat ze hun bedrijf op een gezonde manier in stand kunnen houden. De kwaliteit van de producten is de doorslaggevende factor tot succes. Leveranciers krijgen een groot platform aangereikt waartoe klanten op een eenvoudige manier toegang geboden worden tot een groot aanbod van lokale en ambachtelijke producten.
	Resultaat/uitkomst van de activiteiten (verwacht of finaal): Alle noden en vragen worden samen gebracht met respect voor elke schakel in deze korte keten en er wordt gezorgd voor een duurzame oplossing.
	De belangrijkste praktische aanbeveling: wat is de belangrijkste toegevoegde waarde of opportuniteit voor de eindgebruiker als de resultaten geïmplementeerd worden? Hoe kunnen de resultaten gebruikt worden? 1) voor consumenten: hoge, continue kwaliteit + bewustzijn over het feit dat dit het beste systeem is op lange termijn; 2) voor landbouwers: correcte prijs die gerespecteerd dient te worden door de aankopers + mogelijkheid om eigen koers uit te zetten gezien de keten volledig rond is.
	meer info/referentie http://freshfromthefarm.be/
Pearls, Puzzlings, Proposals?	Pearls: 1. Commercially independent and economically sustainable system 2. Producers decide themselves on the prices charged to customers. 3. Still one-to-one relationship with the customer. Puzzlings: Sufficient funds to realize fast growth + difficulties to organize the deliveries in a financial healthy way + consumers are very price oriented and quality seems not to be the priority; Proposals: External investors may form a solution to support the fast growth, but can be dangerous for the project..
What needs did the 'good practice' respond to?	guarantee for local and high quality products for a correct price
Methodology Used:	consultation of internet + the farm
Actors/Stakeholders:	Actors: farmers and artisan producers.
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1-Fresh Products
Sectors	All Sectors
Region, Country	Belgium
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory