

SKIN Good Practice Recording Template

JUHAS-DP s.r.o.	
Author(s)	Sarka Horakova (WIRELESSINFO)
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: A novel product, Value: nutritional value, Healthiness, Social Sustainability, Trust, Sense of community, connection between producers and consumers, preservation and valorisation of small farm
SKIN good practice 'Hot Topic(s)* CATEGORY 2	Learning & Empowerment: Direct reallion with consumers, Efficiencies: Logistic and distribution, Management of small product quantities
SKIN good practice 'Hot Topic(s)* CATEGORY 3	Internal: Group Spirit
SKIN good practice 'Hot Topic(s)* CATEGORY 4	Efficiency: Proximity
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.	Short description of the 'good practice': The family farm is based in South Moravia and has a total area of 140 ha of arable land since 2006. The activity is exclusively of agricultural character with a focus on traditional crops. In addition to cereals and oilseeds, the cultivation of different varieties of potatoes, onions and also vegetables intended for sale to the final customer. They provide regular delivery of potatoes and onions free of charge to nearby customers. Directly on the premises of the company and newly in a new store, it offers for sale an extended range of seasonal vegetables and other products (hobby packaging of substrates, fertilizers and seeds, vegetable seedlings and herbs).
	Main results/outcomes of the activity (expected or final):

The main objective of the farm is to produce and sell the customer only local Czech food, which is always trying to achieve the highest possible quality. In addition to their own production, regular delivery of potatoes and onions is free of charge to locations within a radius of about 70 km. Regular imports of fresh goods are mainly secured for customers who do not have to store goods in larger quantities. The driver builds the same place each week and stays up to the customer's interest. An extended purchase of seasonal vegetables and other products is offered directly on the premises of the company, in the main business farm shop (warehouse of the former sugar factory).

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?

An innovative way of spreading potatoes that is gentle on the soil. Covering planting of early potatoes with woven textiles, protection from spring frosts. Delivery to the customer in the given locations is free of charge. The customer knows the origin of the offered goods. Regular communication with customers, willingness, helpfulness keeps their interest. In their own store, they also offer goods from other nearby farmers.

Further information/Reference:

<http://www.juhas-dp.cz/>

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.

Stručný popis 'dobré praxe':

Rodinný zemědělský podnik sídlí na jižní Moravě a hospodaří na celkové rozloze 140 ha orné půdy od roku 2006. Činnost je výhradně zemědělského charakteru se zaměřením na tradiční plodiny. Kromě obilovin a olejnin se věnují pěstování různých odrůd brambor, cibule a také zeleniny určené k prodeji konečnému zákazníkovi. Zajišťují pravidelný rozvoz brambor a cibule zdarma k zákazníkům v blízkém okolí. Přímou v areálu podniku a nově v další prodejně nabízí k prodeji rozšířený sortiment sezónní zeleniny a dalších produktů (prodej hobby balení substrátů, hnojiv a osiv, sazenic zeleniny a bylinek).

Hlavní výsledky/výstupy činnosti (očekávané nebo konečné):

Hlavním cílem podniku je produkovat a prodávat zákazníkovi pouze lokální české potraviny, u kterých se vždy snaží o dosažení co nejvyšší kvality. Kromě vlastní výroby zajišťují pravidelný rozvoz brambor a cibule zdarma do lokalit v okruhu zhruba 70 km. Pravidelný dovoz čerstvého zboží je zajištěný hlavně pro odběratele, kteří nemají kde zboží skladovat ve větším množství. Řidič stává každý týden na stejném místě a zdržuje se dle zájmu odběratelů. Rozšířený nákup sezónní zeleniny a další produkty je nabízen přímo v areálu podniku, v hlavní podnikové prodejně (sklad z bývalé haly cukrovaru).

Hlavní praktické doporučení: Jaká by byla hlavní přidaná hodnota/přínos nebo příležitosti konečnému uživateli, pokud by byly vytvořené znalosti realizovány? Jak může odborník využít výsledků?

	<p>Inovativní způsob sázení brambor, který je šetrný k půdě. Zakrývání výsadby raných brambor tkanou textilií, ochrana před jarními mrazíky. Rozvoz k zákazníkovi v daných lokalitách je zdarma. Zákazník zná původ nabízeného zboží. Pravidelná komunikace se zákazníky, ochota, vstřícnost udržuje jejich zájem. Ve vlastní podnikové prodejně nabízejí také zboží od dalších farmářů z okolí.</p> <p>Další informace/Reference: http://www.juhas-dp.cz/</p>
Pearls, Puzzles, Proposals?	<p>1) <u>Pearls</u>: Engaging in sales chains and other farmers, suppliers of seeds, fertilizers, animal feeds.</p> <p>2) <u>Puzzles</u>: Limited to the South Moravian region, site of a circle about 70 km. Delivery of only some products.</p> <p>3) <u>Proposals</u>: The farm also distributes its goods to a wide range of gastronomic subjects such as school canteens, restaurants, bistros, etc. An example of a growing business. New products available from local farmers. It plans to open another (3rd) stores in Brno, will be an important selection of suitable locations.</p>
What needs did the 'good practice' respond to?	<p>Regular import of always fresh goods, especially for customers who do not have to store goods in larger quantities. Availability of local food. The company is developing and creating new jobs. The customer knows the origin of the food. Expanding assortment. The main merit of expanding the product range and improving service is given by customers as they give incentives.</p>
Methodology Used:	desk - based research
Actors/Stakeholders:	<u>Actors</u> : Primary food producer. <u>Stakeholders</u> : consumers, restaurants, school lunchrooms
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1 - Fresh products, 5 - Consumers and society
Sectors	Vegetables, agricultural and other farm products
Region, Country	Czech Republic, South - Moravian Region
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*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



SKIN