

SKIN Good Practice Recording Template

Local Farmer (Lokalny Rolnik)	
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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> : Nutritional value, freshness, healthiness; <u>Social Sustainability</u> : Connection between producers and consumers, trust, sense of community, recognition of producers
SKIN good practice 'Hot Topic(s)' * CATEGORY 2	<u>Environmental Sustainability</u> : Food Miles; <u>Learning & Empowerment</u> : Reduction in dependence of powerful actors in the chain and a more direct relationship with consumers; <u>Efficiencies & Process innovations</u> : Management of small product quantities
SKIN good practice 'Hot Topic(s)' * CATEGORY 3	<u>Internal</u> : Group spirit
SKIN good practice 'Hot Topic(s)' * CATEGORY 4	<u>Efficiency</u> : Online Shop, Effective ordering system, reliable distribution, proximity; <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.	Short description of the 'good practice': Lokalny Rolnik (Local Farmer) is a response to the quality of mass-produced food falling at an alarming rate. Over 90,000 users use the Internet platform in 200 cities throughout Poland. The purpose of the platform is to provide convenient access to the best food at a reasonable price straight from reliable farmers and small producers from the vicinity of the cities in which consumers live. The meeting place of producers with consumers is being built through the innovative platform. This applies not only to the quality of food, its nutritional and health aspects, but also to the philosophy of its consumption, celebration and community. The development of trust at the social level is promoted and cooperation, involvement and conscious action in the context of personal development are thus encouraged. Local communities are created and supported, in the era of general computerization, neighborly bonds are being restored. People from local communities have the opportunity to get to know each other and participate in something more than just buying. Thanks to the elimination of intermediaries, customers buy cheaper than in health food stores and the producers get a fair payment for their hard work. The emphasis is also put on knowing the source from which grocery purchases originate.

	<p>Main results/outcomes of the activity (expected or final): Customers receive high quality products, which are ordered online and picked up in the customer's closest convenient location.</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? End user is able to connect together with producers and is sure he receives a high quality product. Customers can give feedback to producers, which allows for continuous improvement of product quality.</p> <p>Further information/Reference: https://lokalnyrolnik.pl/market</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>Short description of the 'good practice': Lokalny Rolnik to odpowiedź na spadającą w zastraszającym tempie jakość masowo produkowanej żywności. Z platformy internetowej korzysta ponad 90 tys. rodzin w 200 miastach w całej Polsce. Celem platformy jest zapewnianie wygodnego dostępu do najlepszej żywności w rozsądnej cenie prosto od sprawdzonych rolników oraz drobnych wytwórców z okolic miasta, w którym mieszkają konsumenci. Za pośrednictwem nowatorskiej platformy budowane jest miejsce spotkań wytwórców z konsumentami. Dotyczy to nie tylko jakości jedzenia, jego aspektów odżywczych i zdrowotnych, ale także filozofii jego spożywania, celebracji i wspólnotowości. Wspierany jest rozwój zaufania na poziomie społecznym i zachęca się tym samym do współpracy, zaangażowania oraz świadomego działania w kontekście osobistego rozwoju. Tworzone i wspierane są lokalne społeczności, w dobie powszechnej informatyzacji przywracane są więzi sąsiedzkie. Ludzie z lokalnych społeczności mają możliwość zapoznania się oraz uczestnictwa w czymś więcej niż zwykłym kupowaniu. Dzięki eliminacji pośredników klienci kupują taniej niż w sklepach ze zdrową żywnością a wytwórca dostaje godziwą zapłatę za swoją ciężką pracę. Nacisk położony jest również na to, aby poznać źródło, z którego spożywcze zakupy pochodzą.</p> <p>Main results/outcomes of the activity (expected or final): Klienci otrzymują produkty wysokiej jakości, które są zamawiane przez internet i są odbierane w dogodnej dla klienta lokalizacji.</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? Konsument może poznać producentów żywności oraz być pewien, że otrzymuje produkty wysokiej jakości. Klienci mogą przekazywać informacje zwrotne producentom, co pozwala na ciągłe doskonalenie jakości produktów.</p> <p>Further information/Reference: https://lokalnyrolnik.pl/market</p>
<p>Pearls, Puzzles, Proposals?</p>	<p>Pearls: The platform's founders visit each potential food supplier personally, which allows to ensure the highest quality of the offered products. Puzzlings: Marketing, increase of consumers' awareness Proposals: The focus should be placed on making customers more aware about the platform and advantages of short food supply chains</p>

What needs did the 'good practice' respond to?	Access to high quality organic products for urban communities
Methodology Used:	desk-based research
Actors/Stakeholders:	Actors: primary producer, Stakeholders: consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	1 - Fresh Products
Sectors	All Sectors
Region, Country	Poland
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://lokalnyrolnik.pl/blog/category/spolecznosc/rolnicy-i-wytworcy/

**See SKIN Good Practice 'Hot Topics' Directory*

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