

SKIN Good Practice Recording Template

Grünland Spessart	
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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:	All hot topics
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	Quality, fresh products Branding and labelling
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	Efficiency, reliable distribution Variety, bringing together supplies from multiple small producers Connection,
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	Internal, Contractual agreements between product developer and producers
<p>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>	<p>Short description of the 'good practice': Brand for beef, sheep and goats meat from the meadows in Spessart. Farmers, butchers and restaurant owners work together to market meat and sausage products from Grünland-Spessart.</p> <p>Main results/outcomes of the activity (expected or final): All companies are certified and regular checks are made for the quality criteria. The meat is for sale at meat producers and butchers. Packets can also be ordered online. It is also on the menu at various restaurants.</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? For the parties involved, the brand is a marketing tool to receive a good price for their products. They could join the organization under certain conditions in order to be able to profit and keep it unique.</p> <p>Further information/Reference: www.gruenland-spessart.de</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	<p>Short description of the 'good practice': Merk voor rund, schapen en geiten vlees van de weiden in Spessart. Boeren, slaggers en restauranthouders werken samen om vlees- en worstproducten van Grünland-Spessart in de markt te zetten.</p>

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>Main results/outcomes of the activity (expected or final): All companies are certified and regular checks are made for the quality criteria. The meat is for sale at meat producers and butchers. Packets can also be ordered online. It is also on the menu at various restaurants.</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? Voor de betrokken partijen is het merk een marketing-instrument om daarmee een goede prijs voor hun producten te ontvangen. Zij konden zich onder voorwaarden aansluiten bij de organisatie om zo mee te kunnen profiteren en het uniek te houden.</p> <p>Further information/Reference: www.gruenland-spessart.de</p>
Pearls, Puzzles, Proposals?	<p>pearls:</p> <p>puzzles:</p> <p>Proposals:</p>
What needs did the 'good practice' respond to?	
Methodology Used:	interview
Actors/Stakeholders:	<p>cooperation (livestock farmers, butchers and restaurateurs)</p> <p>Around 16 farm shops</p> <p>Consumers</p>
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	5. Consumer & Society or 2. New Skills and the role of AKIS and extensions services
Sectors	Fresh Meat
Region, Country	Germany
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

*See SKIN Good Practice 'Hot Topics' Directory

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