

SKIN Good Practice Recording Template

Serro Croce	
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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>Economic Sustainability: Generating work at the local level, Value of Quality: freshness</u>
SKIN good practice 'Hot Topic(s)'* CATEGORY 2	<u>Efficiency: The greatest success is that of collaboration at the local level</u>
SKIN good practice 'Hot Topic(s)'* CATEGORY 3	<u>Internal: group spirit, local decisions with various stakeholders and suppliers</u>
SKIN good practice 'Hot Topic(s)'* CATEGORY 4	<u>connection: Reconnection and relationships, Collaborative hubs, bringing together supplies from multiple small producers</u>
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': Serro Croce is a farm producing organic beer, located in the Campania region in the South of Italy. Serro Croce works directly with the cereals of the Puglia and Campania region, main locally and regionally (Apulia and Campania and Basilicata). Serro Croce is working towards the certification of the organic beer product.
	Main results/outcomes of the activity (expected or final): Innovative products are based on a clear marketing and branding strategy, Major results are those at low environmental rates, connection to local producers and customers at regional level.
	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? Serro Croce has been nominated by the Confederation of Direct Coldivators (Coldiretti) as the best eco-sustainable innovative company for 2018
	Further information/Reference: http://www.serrocroce.it
	Short description of the 'good practice': Serro Croce (Italy): Serro Croce e' un'azienda agricola di produzione di birra organica, localizzata nella regione Campania al Sud dell'Italia. Serro Croce lavora diretta coi i cereali della regione Puglia e Campania main locally and regionally (Apulia and Campania and Basilicata). Serro Croce sta lavorando alla certificazione del prodotto della birra organica.
Main results/outcomes of the activity (expected or final): I prodotti innovativi sono basati su una chiara strategia di marketing e branding, Principali risultati ottenuti sono quelli al basso tasso ambientale, alla connessione ai produttori locali e clienti a livello regionali.	

	<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?</p> <p>Serro Croce e' stato nominato dalla Confederazione dei Coldivatori diretti (Coldiretti) come migliore azienda innovativa ecosostenibile per il 2018</p> <p>Further information/Reference: http://www.serrocroce.it</p>
Actors/Stakeholders:	<u>Actors</u> : primary producers . <u>Stakeholders</u> : consumers
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	6. Distribution & Industries
Sectors	Processed Other
Region, Country	Campania, Italia
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

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

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