

SKIN Good Practice Recording Template

Jarina	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	 <p>JARINA <i>Povezujemo ljudi, ki želijo vedeti kaj jedo, z lokalnimi proizvajalci hrane.</i></p>
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	Support the establishment and/or operation of a cooperation project, including “among small operators in organising joint work processes” or “for horizontal and vertical cooperation among supply chain actors for the establishment and development of short supply chains”.
SKIN good practice 'Hot Topic(s)* CATEGORY 2	Support for LEADER/CLLD Local Action Groups, which can support local producers in developing collaborative approaches.
SKIN good practice 'Hot Topic(s)* CATEGORY 3	Support the set-up and use of Advisory Services, as well as the training of advisors who can play a key role in developing collaborative processes among producers,
SKIN good practice 'Hot Topic(s)* CATEGORY 4	Support “the setting up of producer groups...”.
EIP Practice Abstract Format:	Short description of the 'good practice':

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.

Jarina cooperates with locally produced foods in many schools, kindergartens and other educational institutions in the central part of Slovenia. With a greater awareness on the part of the consumers of healthy foods that did not wait in the refrigerated warehouses and transported many kilometers, we found a common language with some hotels and inns. Especially this form of integration takes place within the framework of the Green Capital of Europe 2016, which is the responsibility of the City of Ljubljana. The initiative to increase food locally grown in the municipality's gastronomic offer is promoted within the framework of the Green Supply Chain Project (<http://www.zelene-verige.si/>), owned by Zavod Turizem Ljubljana. An important group of buyers are also the inhabitants of the central part of Slovenia and are dedicated to the online garden (<http://www.pridelano-doma.si/>). We bring homemade treats to the communities of customers, with whom we have reached an agreement on the delivery of food

Main results/outcomes of the activity (expected or final):

It was established in 2004, bringing together entrepreneurs, catering companies and farmers. At the time of its establishment, it operated mainly in the narrowest area of the municipalities of Litija and Šmartno pri Litiji, and over the years the geographical area of its operations has been constantly expanding. Today, the cooperative operates throughout Slovenia, and the most intensive is the central part of Slovenia and Zasavje of Slovenia. In the first years, the work of the Cooperative focused mainly on the animation and information of individual farms to be involved in training for the acquisition of various certificates and qualifications that are a prerequisite for the marketing and sale of their products and services. In 2006, the Cooperative also complied with the conditions of the activities of the tourism agency to increase the visibility of tourism in the countryside and increase the tourist visit in the central part of Slovenia.

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?

the follow-up of these practices guarantees the final consumer an offer of high quality products at a lower cost due to the absence of intermediaries. These practices suppose an increase in the benefits of the producers to be able to control their production of specific form for the objective region and by the absence of intermediaries. these practices encourage the consumption of local or regional products and increase the visibility and notoriety of a regional or local identity in their food supply.

Further information/Reference:

<http://www.jarina.si>

Short summary for practitioners in native

Short description of the 'good practice':

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.

Jarina sodeluje z domačo hrano v številnih šolah, vrtcih in drugih izobraževalnih ustanovah v osrednjem delu Slovenije. Z večjo ozaveščenostjo potrošnikov zdravih živil, ki niso čakali v hladilnicah in prevažali veliko kilometrov, smo našli nekaj skupnega jezika z nekaterimi hoteli in gostišči. Še posebej se ta oblika integracije odvija v okviru Zelene prestolnice Evrope 2016, za katero je odgovorna Mestna občina Ljubljana. V okviru projekta zelenega dobavnega veriga (<http://www.zelene-verige.si/>), ki je v lasti Zavoda Turizem Ljubljana, se spodbuja pobuda za povečanje hrane, ki se lokalno goji v gastronomski ponudbi občine. Pomembna skupina kupcev so tudi prebivalci osrednjega dela Slovenije in so namenjeni spletnemu vrtu (<http://www.pridelano-doma.si/>). Domače poslastice prinašamo skupnostim strankam, s katerimi smo dosegli dogovor o dostavi hrane

Main results/outcomes of the activity (expected or final):

Ustanovljen je bil leta 2004, ki združuje podjetnike, gostinske in kmetovalce. V času svoje ustanovitve je delovala predvsem na najbolj ožjem območju občin Litija in Šmartno pri Litiji, z leti pa se je geografsko območje svojega poslovanja nenehno širi. Današnja zadruga deluje po vsej Sloveniji, najbolj intenzivna pa je osrednji del Slovenije in Zasavje Slovenije. V prvih letih se je delo zadruge osredotočilo predvsem na animacijo in informiranje posameznih kmetij, ki se vključujejo v usposabljanje za pridobitev različnih certifikatov in kvalifikacij, ki so predpogoj za trženje in prodajo njihovih izdelkov in storitev. V letu 2006 je zadruga spoštovala tudi pogoje dejavnosti turistične agencije za povečanje prepoznavnosti turizma na podeželju in povečanje turističnega obiska v osrednjem delu Slovenije.

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?

spremljanje teh praks zagotavlja končnemu potrošniku ponudbo visoko kakovostnih izdelkov po nižjih stroških zaradi odsotnosti posrednikov. Te prakse predvidevajo povečanje koristi proizvajalcev, da lahko nadzorujejo proizvodnjo svoje posebne oblike za ciljno regijo in odsotnost posrednikov. te prakse spodbujajo porabo lokalnih ali regionalnih proizvodov ter povečujejo prepoznavnost in prepoznavnost regionalne ali lokalne identitete pri oskrbi s hrano.

Further information/Reference:

<http://www.jarina.si>

Pearls, Puzzles, Proposals?

Pearls: Good design own label and comply with standard; Puzzles: as a Living Learning Space on sustainable food and farming it is not clear to what extent the farm engages with the Whitmuir community, informs and educates the public about sustainable food and farming; Proposals: develop community engagement strategy in order to inform and educate the public about sustainable food and farming on a small scale.

What needs did the 'good practice' respond to?

The main purpose of the establishment was to support smaller local businesses, local food and tourism programs, sales and promotions.

Methodology Used:

data-based research

Actors/Stakeholders:	<u>Actors</u> : primary producer, processors. <u>Stakeholders</u> : consumers, restaurants, hotels...
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Short food supply chain, Local action groups, Regional Nodes,
Sectors	All Sectors
Region, Country	Slovenia, Central
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