

SKIN Good Practice Recording Template

Foodsccovery	
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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>Quality attributes: values - social, economic, environmental</u> <u>sustainability</u> : connection between producers and consumers, trust and sense of community, community education, Well-being; generating local employment, synergies with the tourism sector and the territory maintenance; GHG emissions, Energy use and carbon footprint, Ecological soundness of production methods, Food Miles, Food Waste
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<u>Efficiencies</u> : management of small product quantities; Logistics and distribution; Achievement of efficiencies through collaboration
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<u>internal</u> : Decision-making structures
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	<u>Efficiency</u> : Effective order system; Online shop; Reliable distribution;
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>Short description of the 'good practice': Foodsccovery is the search engine of the Italian seasonal food of high quality. The good practice it implements consists in seeking small local producers around Italy which apply traditions and natural processes to deliver food. Once identified the producer, the food is tried by a "food ambassador" whom tests and certifies the food quality. Discovering food producers for selling foodstuffs through the showcase that the web allows for, is what Foodsccovery does. The food is delivered to consumers without transiting through intermediaries.</p> <p>Main results/outcomes of the activity (expected or final): Foodsccovery is becoming the leader in the groundbreaking way of online food trading. It enables small producers to enlarge their market, and then rising their competitiveness. It therefore returns high value to the stakeholder of the Italian short food chains.</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?</p>

	<p>To implement that initiative, it is necessary to deeply know the territory in terms of traditional values and abilities of the practitioners in exploiting them. It is also important to engage a team with web developers.</p> <p>Further information/Reference: https://www.foodscovery.it/welcome</p>
<p>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).</p> <p>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>Breve descrizione della 'buona pratica'</p> <p>Foodscovery è un motore di ricerca di cibo stagionale italiano di alta qualità. La buona pratica che implementa consiste nel ricercare piccoli produttori locali su tutto il territorio italiano che usano tradizioni e processi naturali per produrre cibo. Una volta identificato il produttore, il cibo è testato da un ambasciatore di cibo al fine di testarne la qualità. Foodscovery usa il web come vetrina per vendere cibo. Il cibo arriva al consumatore senza passare per alcun intermediario.</p> <p>Principali risultati dell'attività (attesi o finali):</p> <p>Foodscovery sta diventando leader nel rivoluzionario settore del commercio sul web del cibo. Consente ai piccoli produttori di ampliare il loro mercato, aumentando la loro competitività. Pertanto restituisce un alto valore agli stakeholder delle filiere agroalimentari.</p> <p>Le principali raccomandazioni pratiche: Quale sarebbe il principale valore aggiunto/beneficio o opportunità per l'utilizzatore finale se l'emergente innovazione venisse implementata? Come possono essere utilizzati i risultati dagli operatori?</p> <p>Per attuare questo tipo di iniziativa è necessario conoscere a fondo il territorio in termini di valori delle tradizioni e capacità degli operatori di sfruttarle. Inoltre, è importante creare un team di lavoro con degli esperti sviluppatori di sistemi web.</p> <p>Further information/Reference: https://www.foodscovery.it/welcome</p>
<p>Pearls, Puzzles, Proposals?</p>	<p>The entrepreneurial initiative has met the interest of important players, and stakeholders of the food chains, such as slow food italia and ilfattoquotidiano (http://www.slowfood.it/ https://www.ilfattoquotidiano.it/foodscovery/food-heroes/)</p>
<p>What needs did the 'good practice' respond to?</p>	<p>Needs of recovering tradition and preserving the land for improving and strengthening the territory identity. Increasing the quality of the products supplied to the consumers.</p>
<p>Methodology Used:</p>	<p>Interview, desk-based research</p>
<p>Actors/Stakeholders:</p>	<p>Actors: primary producer. Stakeholders: consumers</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	<p>3 - Processes</p>
<p>Sectors</p>	<p>All Sectors</p>
<p>Region, Country</p>	<p>Italy - Abruzzo</p>
<p>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</p>	

*See SKIN Good Practice 'Hot Topics' Directory