

SKIN Good Practice Recording Template

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| Terra Creta | |
| Author(s) | Gianluigi De Pascale - UNIFG |
| 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 sustainability:</u> connection between producers and consumers; trust. <u>Labelling&Branding:</u> Innovative way of communicating to consumers product characteristics |
| SKIN good practice 'Hot Topic(s)* CATEGORY 2 | <u>Efficiencies:</u> management of small product quantities |
| SKIN good practice 'Hot Topic(s)* CATEGORY 3 | <u>Internal:</u> Decision-making structures |
| SKIN good practice 'Hot Topic(s)* CATEGORY 4 | <u>Connection:</u> meet the producer brokerage at social events |
| 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': Terra Creta is a Greek oil producer placed in Crete. It takes great pride in providing important production information to our consumers. In 2006, we launched an innovative on-line traceability system, called the Traceability Tree. By entering a product's five-digit lot number on our Traceability Tree webpage at www.terracreta.gr, consumers can view detailed information about harvesting dates, quality, bottling and packaging stages. They may even view satellite photographs of the very olive groves where the olives for their specific bottle of olive oil were produced.</p> <p>Main results/outcomes of the activity (expected or final): Consumers recognized the added value brought by greater transparency in traceability process, so they are willing to pay a premium price.</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? It is necessary to get in contact with Terra Creta to ask for support in implementing the traceability system.</p> <p>Further information/Reference: www.terracreta.gr</p> |
| Short summary for practitioners | Breve descrizione della 'buona pratica' |

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| <p>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</p> <p>Pearls, Puzzles, Proposals?</p> | Principali risultati dell'attività (attesi o finali): |
| | 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? |
| | Further information/Reference: |
| | www.terracreta.gr |
| | The traceability system is based on the block chain approach, so that everyone may check out the foodstuffs at any they have been supplied. |
| What needs did the 'good practice' respond to? | Building strong trust between consumers and producer. |
| Methodology Used: | Desk-based research |
| Actors/Stakeholders: | Actors: primary producer, processors. Stakeholders: consumers |
| Relevant SKIN Innovation Challenge Workshops(s)? Please specify | 3 - Processes |
| Sectors | Processed Other |
| Region, Country | Crete, Greece |
| Media attachment (e.g. video) or other attachment (e.g. benchmarking data)? | |

*See SKIN Good Practice 'Hot Topics' Directory

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