

SKIN Good Practice Recording Template

Selvanuova, Farming For Nature	
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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	Valorisation: environmental sustainability used to add value
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	Economic sustainability: preservation and valorisation of small farms
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	Environmental sustainability: ecological soundness of production method
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	Learning and empowerment: reduction in dependence on powerful actors in the chain and a more direct relationship with consumers
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	Efficiency: online shop
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': Selvanuova, Farming For Nature. A small, organically managed, farm that undertakes concrete actions to support wildlife. The peculiar aspect of environmental sustainability is used to add value to the final product through accurate labelling and communication. Therefore a traditional product, namely extra virgin olive oil, is converted into an innovative product targeting a specific niche of consumers, also from abroad. This is made feasible by an online shop, through which most sales are done. In this way, the farm has reduced its dependence on powerful actors in the chain, thus gaining a more direct relationship with consumers. Nonetheless, the farm also relies on linkages with other local operators, for instance the raw product (olives) from the farm is processed and packaged at a co-operative mill, thus improving the efficiency of the whole process.
	Main results/outcomes of the activity (expected or final): Linking on-farm nature conservation to product marketing

	<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>Identifying a market niche and targeting it by strengthening the link between a peculiar feature of the production process (e.g. environmental or social sustainability) and the final product.</p> <p>Further information/Reference: https://selvanuova.it</p>
<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 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’: Selvanuova, Farming For Nature. Una piccola azienda agricola biologica che intraprende azioni concrete per la conservazione della natura. Un aspetto peculiare della sostenibilità ambientale è utilizzato per aggiungere valore al prodotto finale, attraverso una accurata etichettatura e comunicazione. Quindi un prodotto tradizionale, nello specifico l'olio extravergine di oliva, è convertito in un prodotto innovativo rivolto ad una specifica nicchia di consumatori, anche esteri. Questo è reso possibile da un sito e-commerce, attraverso il quale gran parte delle vendite sono effettuate.</p> <p>In questo modo, l'azienda agricola ha ridotto la sua dipendenza dai soggetti forti della filiera, ritagliandosi una relazione più diretta con i consumatori.</p> <p>Nonostante ciò, l'azienda agricola in questione si avvale anche di collaborazioni con altri operatori locali, ad esempio il prodotto grezzo dell'azienda (le olive) è trasformato e confezionato presso un frantoio cooperativo, migliorando pertanto l'efficienza dell'intero processo.</p> <p>Main results/outcomes of the activity (expected or final): Connettere la conservazione della natura nell'azienda agricola al marketing dei prodotti</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>Identificare una specifica nicchia di mercato e affrontarla enfatizzando il legame tra uno specifico aspetto del processo produttivo (ad esempio la sostenibilità ambientale o sociale) e il prodotto finito.</p> <p>Further information/Reference: https://selvanuova.it</p>
<p>Pearls, Puzzles, Proposals?</p>	
<p>What needs did the ‘good practice’ respond to?</p>	<p>Improving the environmental sustainability of the production process, satisfying a demand for wildlife-friendly products.</p>
<p>Methodology Used:</p>	<p>SNA, interview, desk-based research</p>
<p>Actors/Stakeholders:</p>	<p>Actors: primary producer, processors (co-operative mill), communications consultants, nature conservation consultants. Stakeholders: consumers</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	
<p>Sectors</p>	<p>Processed Other</p>
<p>Region, Country</p>	<p>Puglia, Italy</p>

Media attachment (e.g. video)
or other attachment (e.g.
benchmarking data)?

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

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