

CORENET Good SFSC Practice No 6:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title in English	Golden Case Practice Abstract of Green Farms, Sweden
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	The current advisory support is mainly consistent of business consulting on a private basis, which Green Farms pays for.
b Distribution and logistics:	
c Regulatory compliance:	
d Better partnering:	
e Technology:	
f Production & processing:	
g Packaging:	
h Branding and marketing:	
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	Private business consulting.
<i>*See The CORENET SFSC Charter 14. C SFSC ADVISING.</i>	
Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> 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 (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	Green Farms was started in 2001 by three farmer families in west Sweden, to find better ways to sell their organic produce. Today, Green Farms buys cattle, pigs and sheep from organic certified farms, hires slaughter, has meat cutting and packaging in own facilities, and sells the meat directly to consumers, restaurants, municipalities, and supermarkets. Green Farms also sells organic chicken and deer in a similar way. Consumers can choose from which farm they want their meat.
	Main results/outcomes of the activity (expected or final)
	Green Farms provides a solution to organic farmers' lack of a market channel to reach out with their products, and the lack of interest from the food industry and retail actors to invest in organic produce. Green Farms provide organic meat produce to consumers directly from the farmers.

	<p>The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?</p> <p>Green Farms is a living example of providing good-tasting, high-quality foods produced in harmony with nature, without compromising on either animal care or soil health. It is thus a model for a healthy food system.</p> <p>Further information/references:</p> <p>https://www.gronagardar.se</p>
Actors, stakeholders	Organic farmers. Slaughter, transport and logistics (hired). GreenFarms meat cutting and packaging facility, and market organisation. Customers: Consumers, restaurants, municipalities, and supermarkets.
Region, Country	Västra Götaland, Sweden
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	Film about how Green Farms started: https://www.youtube.com/watch?v=50SuEROZM2w
Short title in native language	Gröna Gårdar
Short summary for practitioners in native language (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	Gröna Gårdar startades 2001 av tre lantbrukarfamiljer i Västsverige, för att hitta bättre sätt att sälja sina ekologiska produkter. Green Farms köper nötkreatur, grisar och får från ekologiskt certifierade gårdar, anlitar slakt, har köttstyckning och förpackning i egna lokaler och säljer köttet direkt till konsumenter, restauranger, offentliga kök och stormarknader. Gröna Gårdar säljer även ekologisk kyckling och viltkött på liknande sätt. Konsumenterna kan välja från vilken gård de vill ha sitt kött.