CORENET Good SFSC Practice No 32:	
Author:	Eva Jennings
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	ELLAN FARM Organically Grown Produce
Short title in English	**Masterchefs catering company & Ellan Farm**
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	Advice from Teagasc specialist on viability of farm & business model before they set up.
b Distribution and logistics:	
c Regulatory compliance:	Own experts on taxation & legal processes.
d Better partnering:	
e Technology:	
f Production & processing:	Advice was provided from Teagasc in relation to on-farm activities and planning. Advice included transition to organic land and general farm advice and was provided in person. BIA Innovation Hub: Food technologist provided advice on food processing and development of a processing unit. Irish Organics Association – provided advice on organic processing and horticulture.
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.	Masterchefs/Ellan Farm
**See The CORENET SFSC Charter 14. C SFSC ADVISING.*	

Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). *Do not complete if the summary below is completed in English* 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.	The SFSC is an organic farm (Ellan Farm) connected to a catering company (Masterchefs). The 20 acre farm was bought by the company and was developed into an organic farm to directly provide produce to the catering company. They are currently growing 4.5/5 acres of mixed produce and field crops. All transactions are processed through Masterchefs, and all logistics, marketing and transportation is facilitated by Masterchefs. The farm is owned by Masterchefs catering company, and was established to directly provide high-quality, organic and locally grown produce to the catering company. A large-scale catering company, with contracts in third level education, healthcare and sports facilities, Masterchefs found it difficult to access high-quality, locally grown and farmed organic produce, and upon receiving advice from local organics advisor, decided to take matters into their own hands. They bought land, hired a specialist, and have been gradually scaling up production. This approach also addresses issues of public procurement, with an innovative approach that bypasses issues of packaging, scale, tracability and type of produce often experienced by catering companies. By maintaining control over the full food chain, Masterchefs can cater the food they produce directly to the needs of chefs, institutions and consumers.
	Main results/outcomes of the activity (expected or final) Masterchefs/Ellan Farm have expanded their range of kitchen-ready products for the catering side of the business, ensuring access to locally-grown, organic produce. They are currently exporing the opportunities for developing their own in-house processing unit. They have improved their sustainability and circularity.
	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? The personal relationship between advisor and business owner was described as fundamental in the inital project set-up and feasability assessement. The trust built between the two made the process easier and this relationship is not to be underestimated. Consumers get fresh, local products with clear origin and better transparency.
	Further inormation/references:
Actors, stakeholders	**Industry, farmers, advisors, chefs**
Region, Country	Co. Limerick, Ireland
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	**https://www.masterchefs.ie/ellan-farm**

~~**Short title** in native language~~	

~~**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).~~	