Organic Innovation Days

Jorge Del Cueto – FiBL Brussels

4 November 2026

InnOFoodLabs project is funded by the European Union (Grant no. 101181923) and by the Swiss State Secretariat for Education, Research and Innovation (SERI). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, REA or SERI. Neither the European Union, nor REA nor SERI can be held responsible for them.

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InnOFoodLabs in a nutshell



- Innovative, locally-driven multi-actor Organic Food Labs
- Start: 01/09/2025
- End: 31/08/2029
- The project will promote **innovations** in **organic food value chains** through **Living Labs in local economies across Europe**

"InnOFoodLabs creates new market opportunities for organic farmers and operators through better processing, distribution, retail, and marketing"

Project rationale



- **Growth in organic production** must be matched by an **increase in consumption**, creating **new market opportunities**
- Organic food production **faces significant challenges at the processing and retail level**
  - Limited access to processing facilities
  - Distribution of organic products is hampered by inadequate infrastructure
- Achieving this requires **coordinated action across processing, distribution, retail, and marketing**

Specific Objectives

1. Set up **12 Living Labs** in **9 European countries** which will implement **the innovations**
2. Establish a **Community of Practice** (CoP)
3. Assess the **environmental, social and economic impact of the innovations**
4. Explore how **stakeholders and consumers** feel about the innovations
5. Create **business models**
6. Create **synergies with other EU projects and connect with policy makers**
7. **Communicate and disseminate the project's findings**
8. **Exploit the project results**



(Copyright: Terranostra)

Community of Practice (CoP):
Capacity building & knowledge transfer

cantines / food service

catering / gastronomy

advisers

food processors

retail

farmers

certification

marketing

breeding

NGOs

consumers

students

nutritionists

food associations

seed production

social action group

academia / research

municipality / public bodies

organic associations



A European network for all those who care about organic local food systems.

Who?

What is a Community of Practise?

It is collaborative platform that facilitates knowledge exchange at EU and national level among value chain actors, stakeholders and experts involved in local organic food initiatives

CoP Activities & Co-learning opportunities

How?

- Webinars
- Website
- Meetings

national

Experience exchange

international

Expert inputs

Discussio panels

Videos of living labs

Support for managing innovation processes

publications

Exchange platform

Study Tours

National CoP Meetings

- **Website: www.innofoodlabs.eu**
- **E-mail: cop@innofoodlabs.eu**

Innovations



- **12 Living Labs**
- **National Support Partner**
  - Roskilde University
  - ITAB
  - AoL
  - FiBL
  - University of South Bohemia
  - University of Maribor
  - Ecovalia
  - Università Politecnica delle Marche
- **UniKassel (Coordinator of Innovations)**

Living Labs & Innovations

What is a Living Lab?

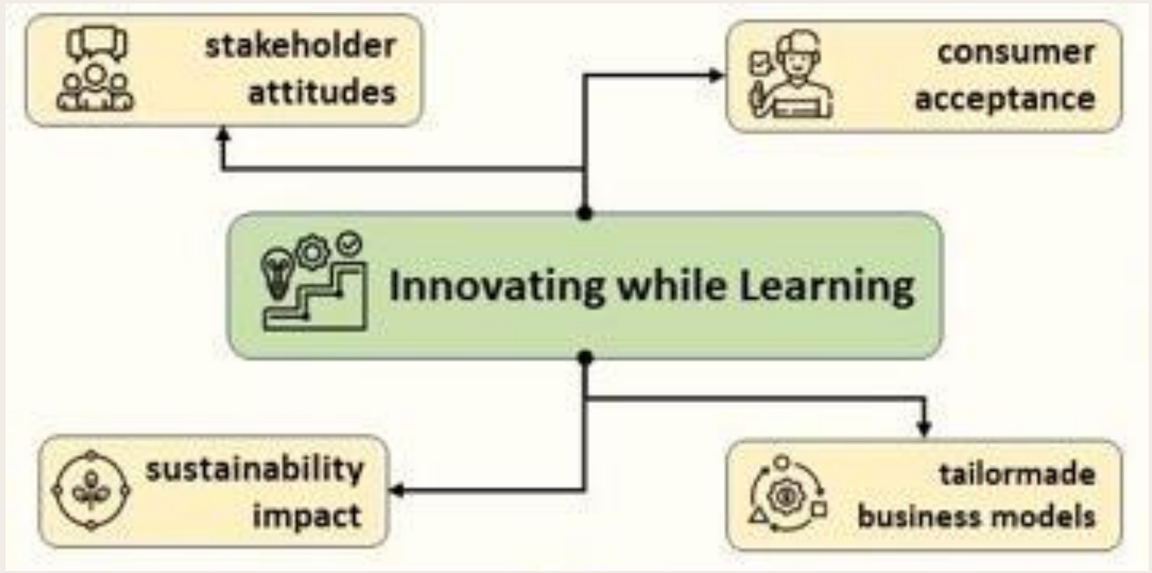
Real-world testing environments where **practitioners, technical advisers and innovation experts collaborate** in a context to **develop, validate, and implement new solutions for various challenges.** They are open innovation ecosystems in real-life environments using iterative feedback processes throughout the lifecycle of the innovation to create sustainable impact.

Innovation

In the context of InnOFoodLabs, innovation follows the concept of appropriate technology, which means appropriate **to the needs of local (regional) food systems.** The innovations must be **economically manageable and technically and administratively controllable.** The innovations can be **technological innovations as well as social innovations.**

Sustainability impact assessment
Support the innovation potential of the Living Labs

Starting Sept 2026





1. Assess the **environmental, social and economic impact of the innovations**
2. Explore how **stakeholders and consumers** feel about the innovations

Communication & Dissemination







YEAR 1 OBJECTIVES DELIVERED

M2 — Visual identity, landing page and social channels

M6 — C&D Plan, communication toolkit and full website



M13 — Year 1 outreach and monitoring consolidated

MAIN ADVANCES

DIGITAL HUB

M6

www.innofoodlabs.eu

Website fully operational

- 6 core sections
- SEO-optimised platform
- CoP, Living Labs, resources, news and collaborations

LINKEDIN

57K+

impressions

- 3,900+ interactions
- 6.8% interaction rate
- Nearly 900 followers
- 100% organic reach

YOUTUBE

252

views

- 3 audiovisual outputs
- 6.9 watch hours
- 8 subscribers
- Promotional video = ~80% of views

C&D MONITORING

55

activities reported

- 11 contributing partners
- Central SharePoint repository
- Structured evidence for technical reporting

YEAR 1 COMMUNICATION GOAL

Clear, appealing project messages for

FARMERS & VALUE-CHAIN ACTORS | RESEARCHERS | POLICYMAKERS | CONSUMERS

Collaboration with External Project – Year 1

Synergy meeting

8 external projects

C4B (Circular Bio-Based Business models to create high-value Bio-based products in integrated value chains): The C4B project develops innovative, circular bio-based business models in agriculture and forestry to ensure primary producers are more fairly involved and rewarded. It aims to rebalance power and profits across bio-based value chains while strengthening cooperation among key actors.

FoSSNet (Pan-European Food Systems Science Network): the project aims to create an inclusive European academic network to strengthen food systems science and support sustainable, Farm to Fork–aligned food system transformation.

OHFINE (Organic Farming Innovations Network Europe): This project aims to build a network giving farmers access to reliable, independent knowledge to support the transition to organic farming, by linking them with advisors, scientists, and a dynamic learning community to exchange knowledge and expertise.

AGROECOLOGY Partnership: the partnership aims to support the transition to agroecology across Europe through participatory research approaches such as Living Labs and Research Infrastructures, building a European network connecting these initiatives to enhance knowledge sharing and co-creation of agroecological innovations

WINN-Organic (Widening INNovations for ORGANIC food): the project aims to supports Europe's organic food sector by creating innovation hubs that co-develop and scale processing, packaging, digital, and business solutions across organic value chains.

OrganicAdviceNetwork: The project aims to build a Europe-wide network of organic farming advisors, combining in-person exchanges, online training, and thematic communities to develop skills, share knowledge, and support the EU's 25% organic farmland target.

EU4Advice: the project aims to lay the ground for effective capacity building of SFSC (short food supply chains) actors, by supporting advisors as catalyzers of the knowledge flow from research to practice within an EU network of SFSC advisors, and by promoting the integration of SFSC advisors into national AKIS.

Figure 1: List and description of EU projects present during the synergy meeting on January 22, 2026

Organic Advice Network

- Common events
- Promotion on the OAN network of IFL events
- *Strengthening Organic Value Chains in Spain: InnOFoodLabs and OrganicAdviceNetwork Join Forces for an Interactive Workshop* (15/09)

Agroecology partnership

- Joining webinars/community

EU4Advice

- Webinars
- Joining the sustainable food innovation systems (SFSC) as a contributor project

C4B

- Potential future policy inputs
- Joining workshops

WINN-Organic

- Promoting events through our network
- Organic Innovation Days

Project Annual Meeting, 6-7 October, Valence (France)









Thank you!

General Coordinator
Dr. Jorge Del Cueto
jorge.delcueto@fibl.org

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INNO FOOD LABS

Organic Innovation Days

Benedikt Jahnke – University of Kassel

4 November 2026

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University of Kassel
Faculty of Organic Agricultural Sciences



- 23 research sections
- 250 employees
- 1100 students (50 % international)
- 340 ha organic experimental farm



UNIKASSEL VERSITÄT | ORGANIC AGRICULTURAL SCIENCES



- 1 Bachelor Program
  - Ökologische Landwirtschaft
- 4 Master Programs
  - Ökologische Landwirtschaft
  - Sustainable International Agriculture
  - Agriculture, Ecology and Societies
  - International Food Business and Consumer Studies

Our 12 Living Labs



ØKOLOGISK SAMSØ

Land Kultur e.V. Erleben

dobrze

fabas

leValentin EPLEFPA VALENCE

ZELENÝ KOŠÍK Odbytové družstvo

EL PEQUEÑO MATADERO MUNICIPAL DE L'ARMENTERA

OBERLAND BIOWEIDERIND

TERRANOSTRA SUPERMERCAT COOPERATIU

TERRE BIOLOGICHE VERONESI

GIROLOMONI DIGNITY TO THE LAND!

VÍLA NATURA bio pridelki

3 Innovation themes



1. Small scale food processing

- Careful processing techniques
  - preservation of nutritional quality
  - food safety
  - reducing perishability
- Sustainable and reusable packaging

8x



2. Reconnecting farmers and food processors

- Better collaboration between farmers and food processing
- Public kitchens
- Restaurants

6x



3. Innovative supply chain and distribution models

- New forms of collaboration between citizen/consumer and local food chain operators
- New communication and marketing concepts

7x

Innovations in practice



Organic Dairy Product Development

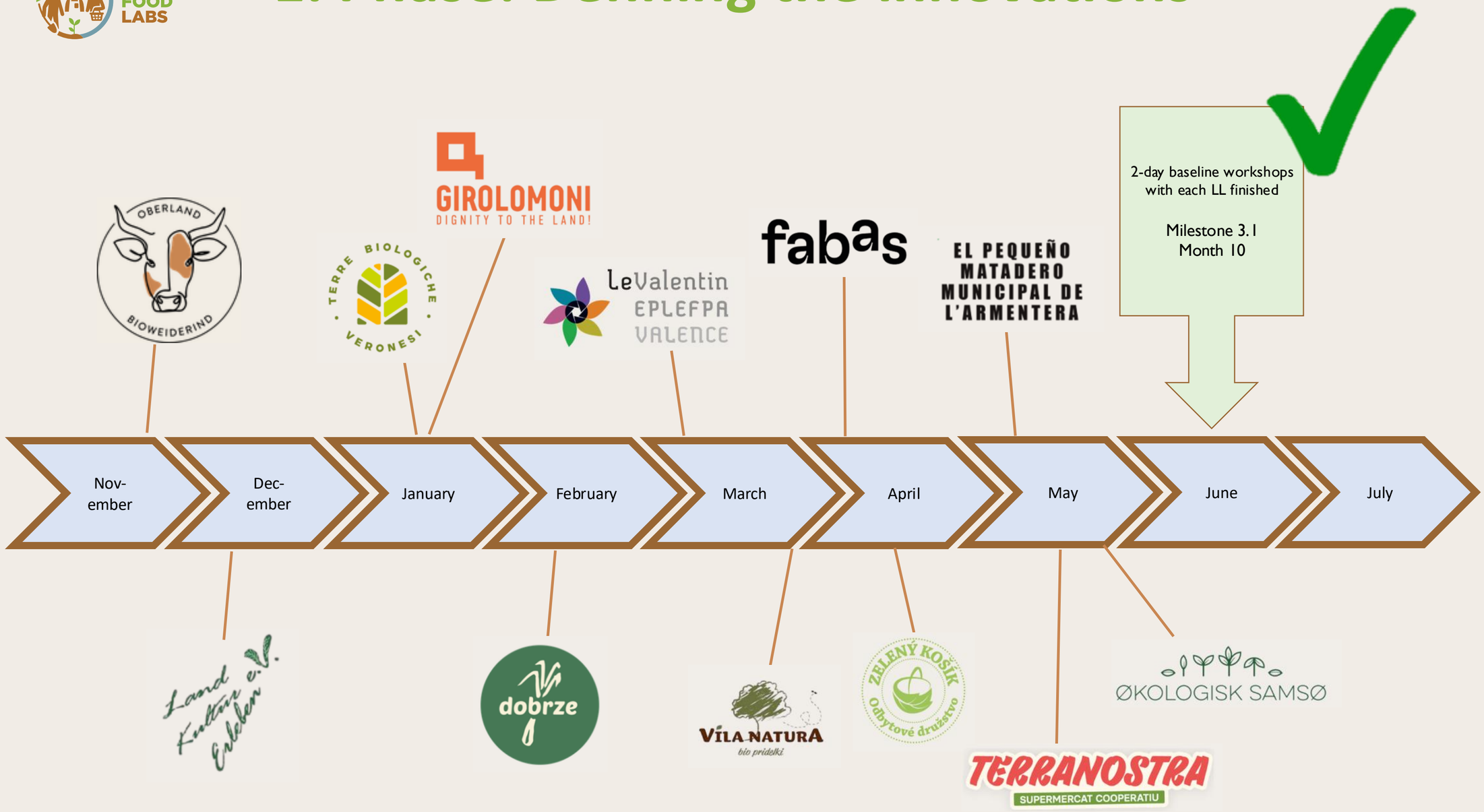


Chef meets Cattle: From Nose to Tail



Rewriting the Narrative: Connecting Through Science and Real Stories

1. Phase: Defining the innovations



Baseline Workshops – What does it mean?

















Workshop output

Detailed Innovation Roadmap Table

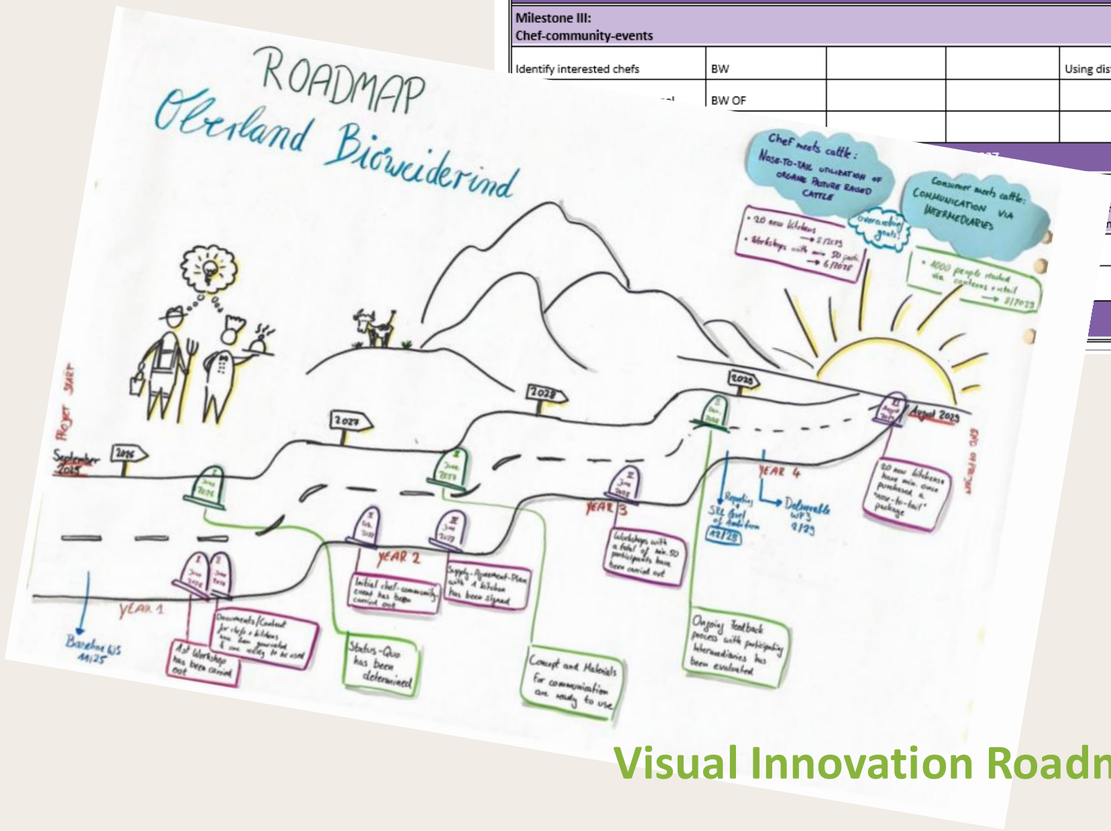
Innovation 1: "Chef meets Cattle: From-Nose-to-Tail"

Overarching goal: equivalent to Milestones IV and V

Tasks	Responsibility	Support	Time	Details
Milestone I: Workshop with chefs				Elaboration and execution of workshops with chefs to capacitate them to use unpopular parts in restaurants and canteens
Create Workshop concept	BW		03/2026	Decide on format, content and target groups; create workshop material and develop content and tools
Identify and invite potential participants	BW		04/2026	
Organizational aspects and detail planning	BW OF		03/2026	Decide on organizational issues (time, costs, place, number of participants)
➔ 1st Workshop has been realized			06/2026	
Milestone II: Generate helpful material				Documents, handouts, flyers etc. that facilitate whole animal utilization are going to be elaborated (recipes, price calculations, list of cuts etc.)
Create content	BW			Screening and organization of available information; decide on what will be prepared (content and format)
Design		Professional help		
Distribution concept	BW			Where will it be distributed? In workshops, with nose-to-tail packages, ...?
➔ Elaboration of documents completed			06/2026	
Milestone III: Chef-community-events				
Identify interested chefs	BW			Using distribution concept
	BW OF			

Topic	Questions	Innovation 1	Innovation 2
Name of Innovation	What is the innovation called? (Short title)	Chef meets Cattle: From-Nose-to-Tail	Consumer meets Cattle: Let´s talk about Bio-Weiderind
Description	Brief description of what the innovation is about	The innovation aims at promoting whole-animal utilization of organic pasture cattle in public kitchens and restaurants.	The innovation aims at finding effective ways to communicate the benefits of Bio-Weiderind (and whole animal utilization) to consumers via intermediaries (restaurants, public kitchens or retail).
Theme			
Problem Definition	Which need or challenge does it address?	• Low awareness for benefits of nose-to-tail processing • Chefs lack knowledge/experience of communicating nose-to-tail benefits to customers • Missing practical competences for nose-to-tail preparation • Low awareness for benefits of local sourcing	Low consumer awareness for: • Benefits of local and organic sourcing • Ecological benefits of organic pasture raised cattle (biodiversity, climate, water, soil, ...) • Role of cattle for region and regional tourism • Local food system resilience • Milk and meat relation • Healthy nutrition patterns
Goals & Key Actions	What exactly will be implemented/ done/ ...?	• Workshops with chefs • Study tours • Exchange between professionals • (Enable chefs to prepare unpopular pieces, Menu planning from nose to tail, new recipes, ...) • Reach out to Professional Schools (Berufsschule) • Create information material for whole animal utilization	• Understand consumer needs (in different settings) • Strategy development • Implementation
Actors	Who is involved? (farmers, processors, kitchens, consumers, ...)	Chefs, department managers, farmers	Management and service in Canteens, restaurants and retail; Tourist Associations; Bio district (Eco-Model region); Researcher; Service providers for implementation (graphic designer, film maker, ...)
Beneficiaries	Who is positively affected by the innovation?	Urban Area of Munich, Münchner Ernährungsrat, Farmers' association (Bauernverband), Organic farmers, Chefs, Consumers	Tourist industry, companies, canteens, restaurants and retail, local organic farmers, consumers
Conflicted	Who might be negatively affected by the innovation?	Direct marketers, conventional farmers, regional gastronomy suppliers (Miesbacher Gastroservice)	Vegan industry, conventional farmers
Benefits (Expected outcome)	What will improve as a result?	• Financial advantage for canteens and restaurants • Additional regional value creation • Meaningful/fulfilling activity	• Regional value creation • More awareness and knowledge • Conservation of cultural landscapes
Challenges	What aspects of this innovation seem the hardest to make work in practice?	• Logistics, cooling capacities • Lack of flexibility, lack of openness for change • Lack of knowledge, lack of professional employees • Budget in public kitchens/canteens • Preference for goulash and minced meat • Collaboration with cooks	• Cost intensive and manpower • How to reach consumers? How to create impact? • Address different target groups adequately • How to motivate intermediaries?

Innovation Canvas

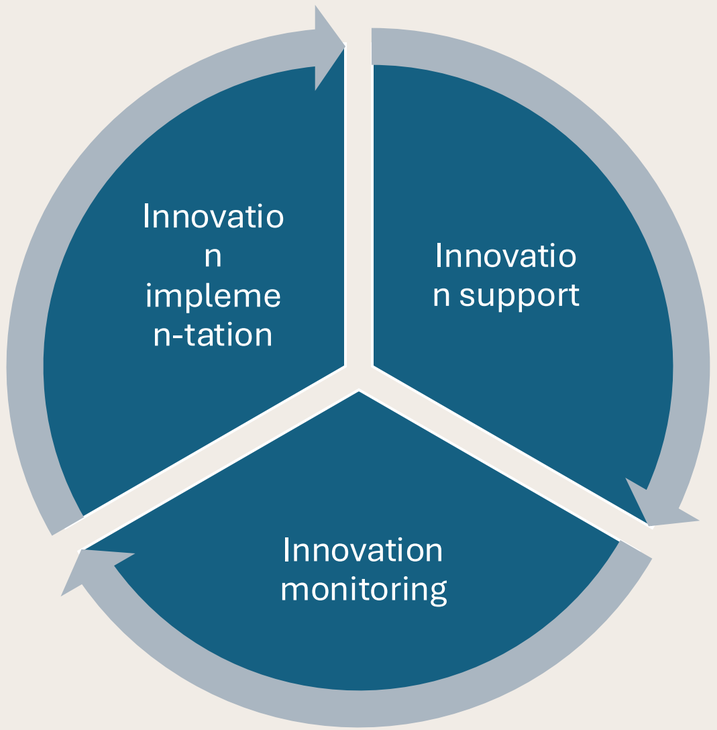


Visual Innovation Roadmap

2. Phase: Implementation and monitoring

Living Labs

- Owners of the innovations!
- Main drivers for innovation implementation
- Keep in contact with the NSPs, share important updates
- Consult NSPs in case of questions or when help is needed



National Support Partners

- Close and constant contact with the LLs
  → Visit LLs twice per year
- Targeted support to the needs of LLs
- Main contact for the monitoring meetings with Uni Kassel

Uni Kassel (WP lead)

- Coordination of the innovation processes in LLs
- Monitoring and documentation of the innovation process

“Innovation diaries”

Thank you!

Contact
Dr. Benedikt Jahnke
jahnke@uni-kassel.de

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From organic fields to your plate

Our story & InnOFoodLabs Innovation



Speaker: Maj & Nejc Slavič

Organic Innovation Days
Brussels, 04.11.2026

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Our first organic market

Every great story starts somewhere.

Our journey began with a small organic market in our own driveway.



From farmer‘s market to Vila Natura today

20 years

OF ORGANIC FARMING

75 ha

OUR ORGANIC FIELDS

53

LOCAL ORGANIC PARTNER FARMS

149

BUSINESS CUSTOMERS OVER THE YEARS

141

PUBLIC KITCHENS SERVED

From field to plate

ORGANIC FARMING

.





PROCESSING

FINISHED PRODUCTS





SUSTAINABLE PACKAGING



Who grows my food?

Our inovation

- Knowing where our food comes from matters.
- Connecting local organic farmers with public kitchens and gastronomy.

Why public kitchens matter to us?

1. We grew up eating mostly organic food at home.
2. Why shouldn't local organic food be part of everyday school meals?
3. It's something we personally believe in.





From ideas to action

- Turning ideas into real connections.
- Sharing knowledge.
- Meeting public kitchens and introducing local organic food

What‘s next?

1. More local organic food on everyday menus in public kitchens
2. Digital connections
3. More opportunities in gastronomy.







From our driveway to the future



The next generation is ready to take the story forward.

Making it easier for public kitchens to source local organic food directly from producers.



Thank you!

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Organic Innovation Days

Auba Capó – Terranostra

4 November 2026

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INNO FOOD LABS

TERRANOSTRA

SUPERMERCAT COOPERATIU

Founded in 2020, Terranostra is a consumer cooperative with the aim of transforming consumption in Mallorcan society towards a more sustainable and responsible model.

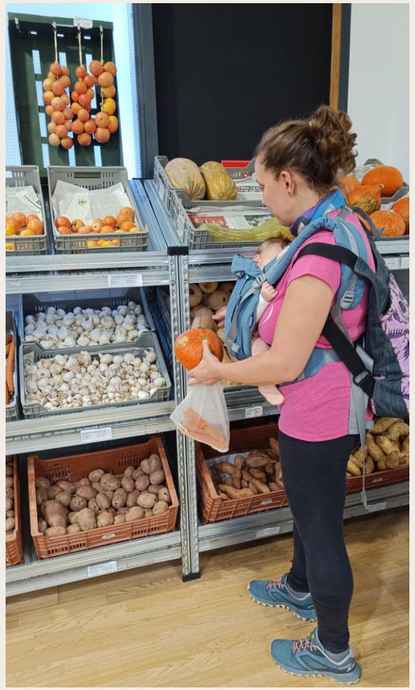




We are...

700+
members



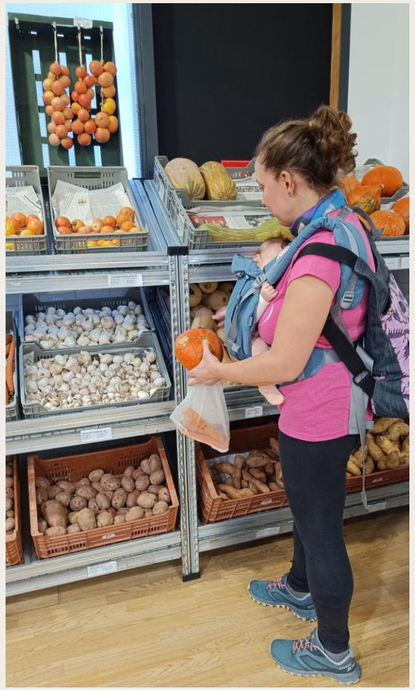




We are...

700+
members

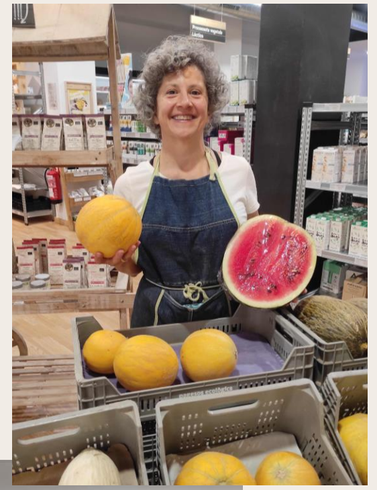


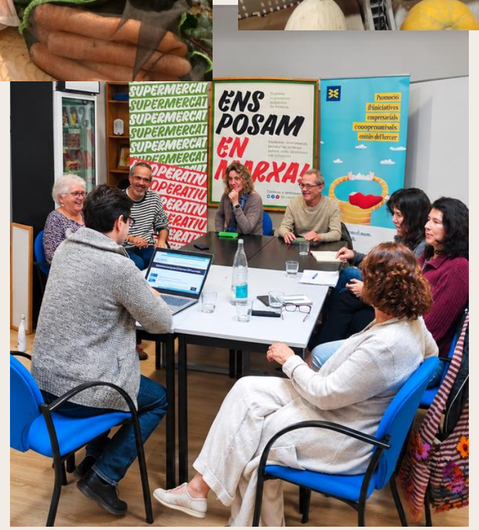




150+
Active volunteers







We are...

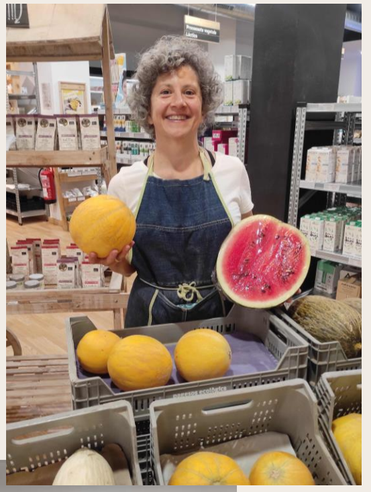
700+
members

150+
Active volunteers













4
Worker-members



Our product criteria

Organic and sustainable

Local varieties and small-scale production

Local or nearby origin

Organic products from outside the island are also available

Direct producers and small family-run businesses

Healthy choices

Free from harmful substances and alternatives for allergies and intolerances

Plastic and waste-free

Bulk, returnable and reusable packaging

Food sovereignty

Commitment to agroecological food sovereignty, fair working conditions and responsible consumption







What else we do?

Bring together producers and consumers

Educational talks and school visits

Social and environmental awareness campaigns

APAEMA
Agricultura ecològica i agroecologia











InnoFoodLabs: Residu Zero

Single use packaging reduction

Reusable packaging options available









Awareness-raising activities

InnoFoodLabs: Residu Zero

Single use packaging reduction







Increase products with returnable packaging
21 → +8

Increase products in bulk
164 → +19



InnoFoodLabs: Terranostra en línea

Online store

Phase 1: packed products

La botiga en línea ja és aquí!

Ja pots visitar la nostra botiga en línia i descobrir-hi els nostres productes envasats i de venda per unitats.

Estem treballant per incorporar-hi la fruita i la verdura al més aviat possible!

Tingues en compte que la botiga encara està en fase de proves i que, de manera puntual, pots trobar-hi algun error. Disculpa les molèsties i moltes gràcies per la teva paciència i confiança.

Benvingut/da a la nostra botiga en línia!

Accedeix a la botiga!

TERRA NOSTRA

SUPERMERCAT COOPERATIU



Fruita i verdura



Alimentació envasada



Alimentació granel



Begudes



Higiene i cosmètica natural



Neteja llar



Envasos, bosses i botelles reutilitzables



Llibres i agendes

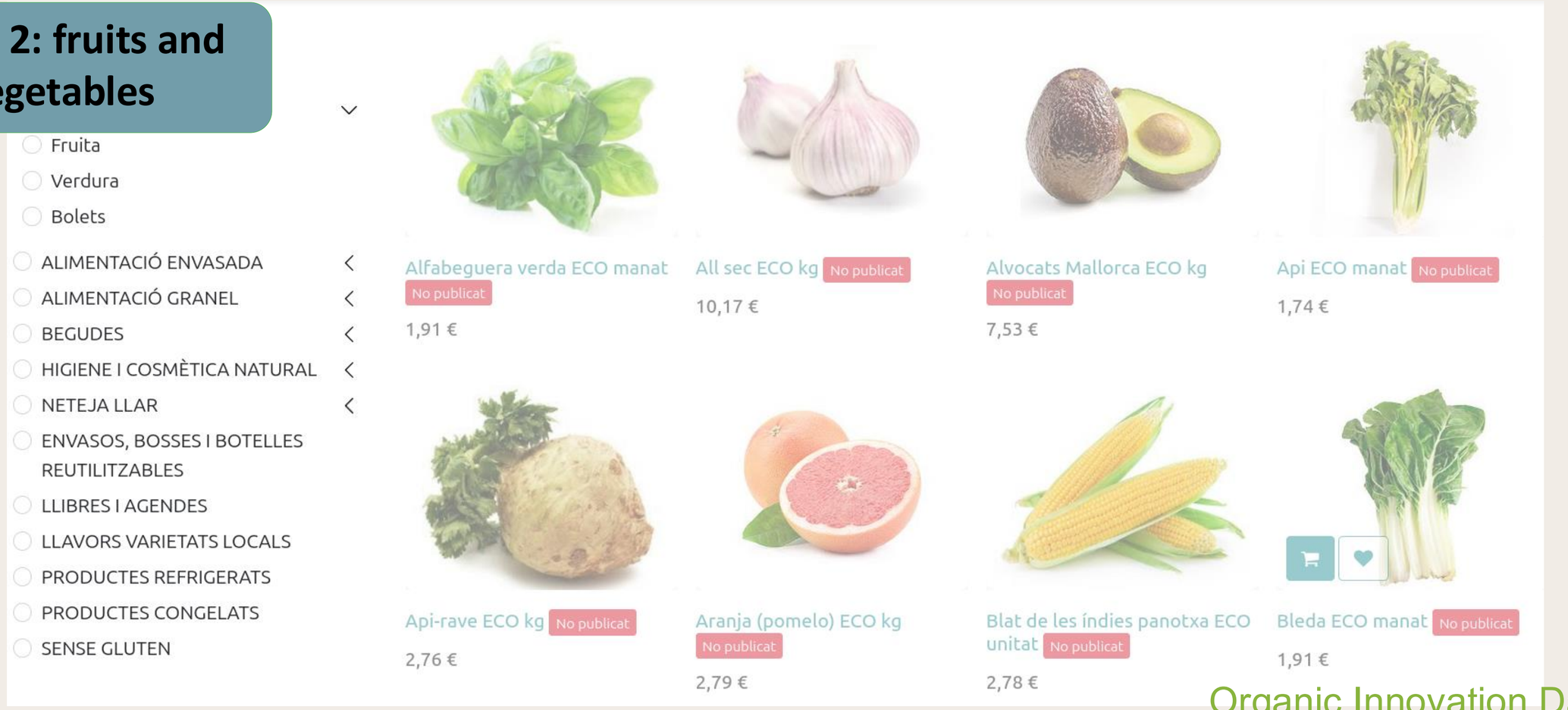
Associació de Varietats Locals Mallorca

Llavors de varietats locals

InnoFoodLabs: Terranostra en línea

Online store

Phase 2: fruits and vegetables



InnoFoodLabs: Terranostra en línea

Online store

Phase 3: bulk and packaging free products

- Ous
- BEGUDES
- HIGIENE I COSMÈTICA NATURAL
- NETEJA LLAR
- ENVASOS, BOSSES I BOTELLES REUTILITZABLES
- LLIBRES I AGENDES
- LLAVORS VARIETATS LOCALS
- PRODUCTES REFRIGERATS
- PRODUCTES CONGELATS
- SENSE GLUTEN



*Mater Ous Ecològic ud

0,48 €



Cacau instantani ECO kg

No publicat

16,46 €



Cardamom de Comerç Just d'Índia ECO kg No publicat

144,66 €



Castanya ECO kg No publicat

11,00 €



Espagueti blat dur ECO kg

No publicat

2,87 €



Festuc pelat cru ECO kg

No publicat

48,06 €



Mongeta blanca (fesolet) ECO kg No publicat

6,56 €



Sal grossa Mallorca ECO kg

No publicat

0,47 €

Thank you!

You can find us in...

https://terranostra.coop/

auba.capo@terranostra.coop

terranostra_supermercat

terranostra_supermercat

Terranostra supermercat cooperatiu



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Community of Practice for capacity building and knowledge transfer

Organic Innovation Days

4 November 2026

Dr Alexander Beck AöL

Giulia Vogel AöL
Ivraina Brändle / Nina Lamprecht /
Ludivine Nicod / Regula Züger FiBL

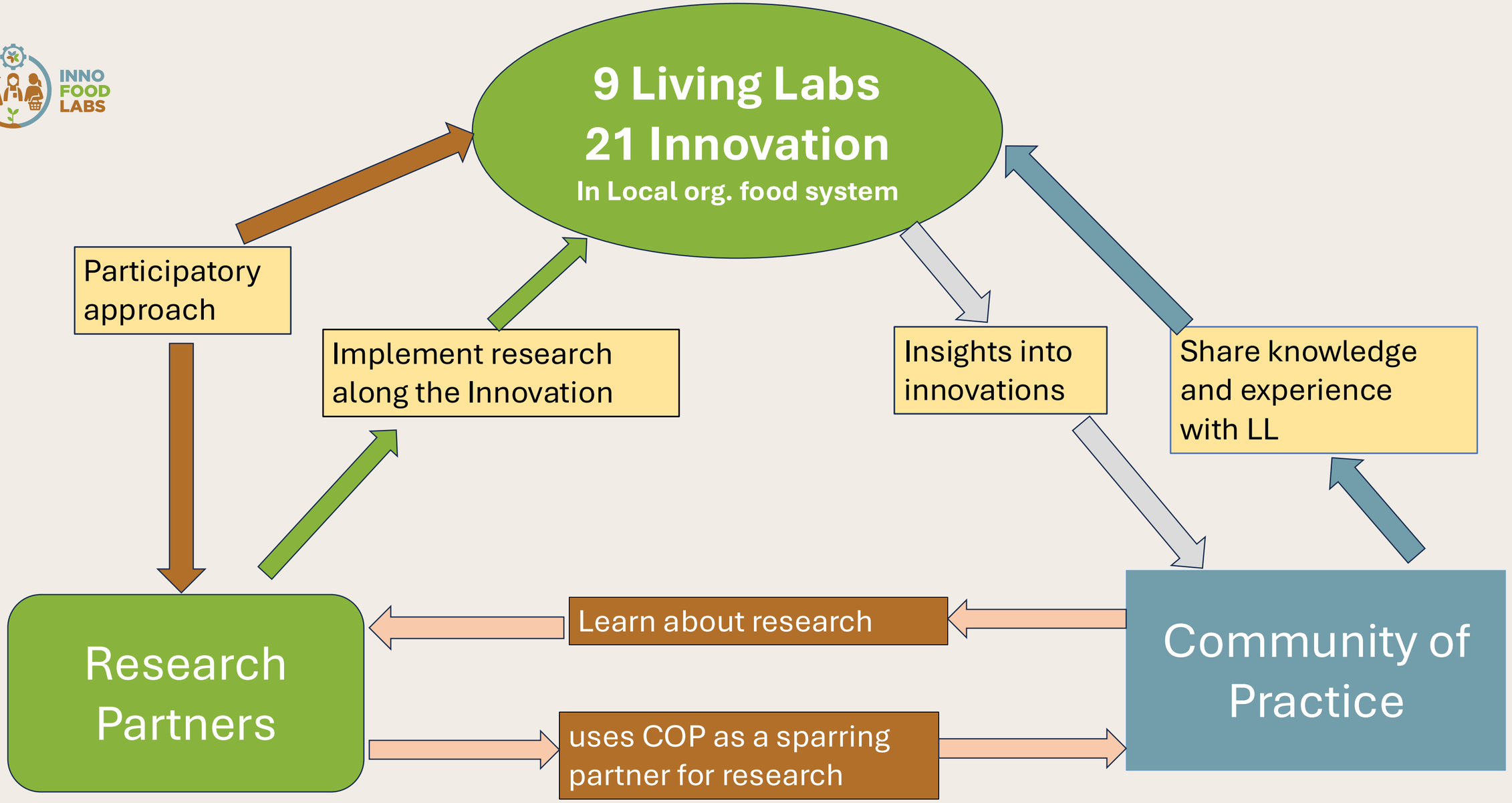


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9 Living Labs
21 Innovation
In Local org. food system
Participatory approach
Implement research along the Innovation
Insights into innovations
Share knowledge and experience with LL
Research Partners
Learn about research
uses COP as a sparring partner for research
Community of Practice

CoP - Where are we now – what achieved?

* **475** CoP members registered

* **3** International webinars held

* **10** National CoP meetings (9 EU MS) held

* **2** Study tours to LL implemented

Communication established –> office ->E-Mail->web page –> LinkedIn –> telegram channel -> YouTube …




SADY SV. PROKOPA
SOCIÁLNÍ BIOFARMA
Sušená jablka
BIO Sušené švestky
BAZALKA

Flashlight to some challenges

Building an active community amongst CoP members

The partners need to better understand and use the innovative research approach

The LLs need to understand better of how to make use of the researchers' expertise

Project partners must understand the central role played by LL

CoP members need to understand the opportunities that an insight into innovations offers

Researchers need to better understand their role as advisers to the LL

Flashlight to some challenges

A learning for all –

“Implementing an innovative study design centered on partners from the field, with accompanying research involving the active participation of an open group of experts, is a challenge.”

Thank you!



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