

CORENET Good SFSC Practice No 2:	
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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	SAIA - Sociedade Agrícola Industrial do Algarve
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	The commercial strategy is based on proximity, which is fundamental to enhancing the value of agricultural and small-scale organic production. In this way, the top quality products produced on the farm can be consumed locally, in the family's two tourism units, which guarantees not only quality but also fair value for the products consumed. Surpluses are distributed in the form of seasonal hampers purchased by appointment. The philosophy behind this business model is based on a holistic and regenerative approach, naturally converting scrubland into pasture, harnessing local species and varieties and sustainable production practices. The 'eureka!' moment came when a consultant introduced the holistic and regenerative approach, a model that was enthusiastically embraced by the owner family and which has since been further developed.
b Distribution and logistics:	Based on the principle of a regenerative circular economy, most of the production of vegetables, sheep and nuts is consumed locally in the company's two rural tourism units. The surplus products are sold directly to the consumer - upon request - through the sending of an SMS with information about the basket, followed by the customer's confirmation. The customer then collects the products from one of the farms.
c Regulatory compliance:	There is no formal contract or agreement between SAIA and consumers.
d Better partnering:	
e Technology:	
f Production & processing:	The production comes from their own farms. It is divided into fresh vegetables, goat meat, and processed food (jams, liquors, dried fruits...).
g Packaging:	The products that are not consumed in the restaurant are distributed in baskets.
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.	
*See <i>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.	SAIA project seeks to promote the value of local and organic foods. It encourages responsible consumption, contributing to sustainable agriculture and the practice of fair pricing for everyone in the supply chain. This ensures, on one hand, better quality and greater variety of products for the consumer, and on the other, improved financial returns for the producer, thereby strengthening the consumer/producer relationship. SAIA implements an internal strategy to establish a sustainable model based on forestry and agricultural activities. With two operating farms, a short supply chain was created for fresh vegetables and lamb meat. This strategy revolves around proximity, a key factor in enhancing the value of agricultural and small-scale organic production. By focusing on local consumption, the high-quality products grown on the farm are enjoyed within the family's two tourism units, ensuring not only superior quality but also fair pricing for what is consumed. Surplus goods are sold through seasonal hampers, available by appointment. At the heart of this business model is a holistic and regenerative philosophy that transforms scrubland into productive pasture, utilizing local species and sustainable farming practices. The breakthrough moment came when a consultant introduced this holistic, regenerative approach—a concept that was quickly embraced by the family and has since been further refined and developed, with the support of specialized advisers.
	Main results/outcomes of the activity (expected or final)
	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?

	Initial and current advisory services are provided by internal staff and private consultants, focused on logistics, financial planning, and marketing. Advisory needs are usually addressed through private services rather than specific SFSC design support.
	Further information/references:
Actors, stakeholders	Accommodation – 1 20 clients (consumers)/year; Restaurants – 400 clients; Buyers/ Group Client: 10; 25 baskets monthly;
Region, Country	Algarve, Portugal
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

Short title in <u>native language</u>	Sociedade Agrícola e Industrial do Algarve
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Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	O projeto SAlA procura promover o valor dos alimentos locais e biológicos. Incentiva o consumo responsável, contribuindo para uma agricultura sustentável e a prática de preços justos para todos os intervenientes na cadeia de abastecimento. Isto assegura, por um lado, uma melhor qualidade e uma maior variedade de produtos para o consumidor e, por outro, um melhor retorno financeiro para o produtor, reforçando assim a relação consumidor/produtor. A SAlA implementa uma estratégia interna para estabelecer um modelo sustentável baseado em actividades florestais e agrícolas. Com duas explorações agrícolas em funcionamento, foi criada uma pequena cadeia de abastecimento de produtos hortícolas frescos e de carne de caprino. Esta estratégia gira em torno da proximidade, um fator-chave para a valorização da produção agrícola e biológica de pequena escala. Ao privilegiar o consumo local, os produtos de elevada qualidade cultivados na exploração agrícola são usufruídos nas duas unidades turísticas da família, garantindo não só uma qualidade superior, mas também um preço justo pelo que é consumido. Os excedentes são vendidos através de cabazes sazonais, disponíveis mediante marcação prévia. No centro deste modelo de negócio está uma filosofia holística e regenerativa que transforma o mato em pasto produtivo, utilizando espécies locais e práticas agrícolas sustentáveis. O momento decisivo ocorreu quando um consultor introduziu esta abordagem holística e regenerativa - um conceito que foi rapidamente adotado pela família e que, desde então, tem vindo a ser aperfeiçoado e desenvolvido, com o apoio de consultores especializados.
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