

CORENET Good SFSC Practice No 17:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <u>in English</u>	VIRTUAL "ADOPTION" OF OLIVE TREES
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	Golden tree is an Individual agricultural business entity owned by Eleni Zotou. Miss Zotou planned by her own the idea to give the opportunity for any consumer to virtually “adopt” an olive tree from her olive grove and receive its produced olive products.
b Distribution and logistics:	
c Regulatory compliance:	Advice on the legal aspects of food hygiene and visitor regulations.
d Better partnering:	Golden tree has a strong network of producers and external partners although advice on new forms of collaboration is necessary.
e Technology:	
f Production & processing:	Advice on regulations in production and safety of the guests during the agricultural activities.
g Packaging:	Advice on new trends and requirements in packaging.
h Branding and marketing:	The marketing is managed via their website & social media (Facebook, X, Instagram, YouTube channel etc.). Advice on new innovative methods of branding and more effective connection with consumers.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	There is no advisory support for this project. The concept of virtual “adoption” of olive trees was independently developed by Miss Zotou. Drawing upon her personal experience in olive tree cultivation, she successfully brought this project to life. Her goal is to promote agricultural practices and rural life to consumers, who are also invited to engage in various agro-tourism activities. Peer to peer knowledge exchange is by far the most important tool for the project.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	

Short summary for practitioners in <u>English</u> on the <u>(final or expected) outcomes</u> (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 <u>a direct and easy understandable language</u> 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.	Golden Tree is an individual agricultural business idea founded by Aikaterini Eleni Zotou, an organic olive oil producer who produces PDO extra virgin olive oil (EVOO) in the village of Kalives of Chalkidiki, in northern Greece. The novelty of this SFSC case study is the opportunity for any consumer to virtually “adopt” an olive tree and receive its produced olive products after one year. In addition, for those who adopt olive trees there are more benefits such as i) a preferential price in case of a second order, ii) the possibility to actively take part in the farming activities during the harvest period, iii) a field trip to meet the adopted tree and the grower, d) participation to annual meetings that gather all adopters or taking part in agrotourism activities organized by the company. The aim of the project is to bring consumers, in contact with the local production, the rural lifestyle, Mediterranean diet and the olive farming activities. In the future, the company aims to collaborate with other farmers/producers who will join the project. Golden Tree has his own logistics, not fully cost-efficient at the moment. The main cost is the cultivation of the olive groves, the harvesting and the packaging of the olive oil, which is operated in cooperating industries. A part of the costs is the general advertising and marketing efforts for the company.
	Main results/outcomes of the activity (expected or final) From a social perspective, the main expected outcome is a stronger connection between people and their food sources. The SFSC aims to build stronger relationships between producers and consumers, as well as enhance consumers' connection with nature. This model offers consumers a valuable opportunity to connect with producers on a personal level and expand their network. From an economic perspective, this SFSC provides producers with the benefit of selling their products directly, eliminating intermediaries. Simultaneously, consumers gain transparency about the origin of their food and its fair pricing. Through the implementation of the project, consumers have the opportunity to connect with nature and understand the benefits of organic farming practices by reducing the use of chemical inputs. Furthermore, agritourism initiatives can foster a closer connection between people and rural environment, potentially contributing to the decentralization of urban areas with an obvious positive environmental impact. Finally, the implementation of SFSCs reduces the number of intermediaries, resulting in less product transportation and, consequently, lower pollutant emissions from transport vehicles. 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 implementation of the knowledge from the Golden Tree case can offer end-users benefits through a personalized, transparent, and immersive connection to olive oil production. Consumers benefit from adopting a tree, receiving high-quality PDO EVOO, participating in harvest activities, and engaging in agrotourism, creating a deeper emotional and cultural bond with the product. For practitioners, this model enhances consumer loyalty, supports brand differentiation, and opens opportunities for collaboration with other local producers, while optimizing logistics and marketing can improve cost-efficiency and expansion of the SFSC. Further information/references: https://shop.goldentree.eu/

Actors, stakeholders	Farmers and food producers, consumers
Region, Country	Chalkidiki, Greece
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.youtube.com/channel/UCM802zvnr9l5hh3fP1tirNg

Short title in <u>native language</u>	ΕΙΚΟΝΙΚΗ "ΥΙΟΘΕΣΙΑ" ΕΛΑΙΟΔΕΝΤΡΩΝ
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Short summary for practitioners in <u>native language</u> <i>(can be the language of the coordinator / one of the partners - otherwise in English)</i> (1000-1500 characters, word count – no spaces).	Η Golden Tree είναι μια ατομική γεωργική επιχείρηση που ιδρύθηκε από την Αικατερίνη Ελένη Ζώτου, παραγωγό βιολογικού ελαιολάδου ΠΟΠ από τις Καλύβες Χαλκιδικής στη βόρεια Ελλάδα. Η καινοτομία του εγχειρήματος είναι ότι επιτρέπει στους καταναλωτές να "υιοθετήσουν" εικονικά μια ελιά και να παραλάβουν τα προϊόντα της έπειτα από ένα χρόνο. Εκείνοι που υιοθετούν απολαμβάνουν προνόμια όπως: i) προνομιακή τιμή σε επόμενη παραγγελία, ii) συμμετοχή στις αγροτικές δραστηριότητες κατά τη συγκομιδή, iii) ταξίδια για να γνωρίσουν το δέντρο και τον παραγωγό, iv) συμμετοχή σε ετήσιες συναντήσεις και αγροτουριστικές δράσεις. Στόχος είναι η σύνδεση των καταναλωτών με την τοπική παραγωγή, τον αγροτικό τρόπο ζωής και τη Μεσογειακή διατροφή. Στο μέλλον, η εταιρεία σκοπεύει να συνεργαστεί και με άλλους παραγωγούς. Η Golden Tree διαθέτει δικό της σύστημα logistics, το οποίο προς το παρόν δεν είναι πλήρως αποδοτικό. Τα κύρια έξοδα αφορούν την καλλιέργεια, τη συγκομιδή και τη συσκευασία του ελαιολάδου, που γίνονται σε συνεργαζόμενες βιομηχανίες. Επιπλέον, μέρος των δαπανών αφορά τις ενέργειες διαφήμισης και προώθησης της εταιρείας.
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