



Governance models promoting this integration with citizens and local areas as well with the downstream and consumers



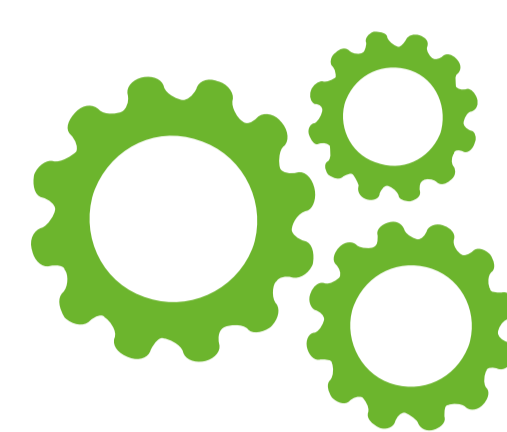
AGRI Innovation summit 2019



Operational Group

Aggregation of producers of Parmigiano-Reggiano cheese in order to create a short supply chain for direct sales via social media

Aggregazione produttori Parmigiano-Reggiano per la creazione di una filiera corta di vendita diretta attraverso i social media



Practical problem

Boosting digital transformation in Agriculture. To face the uneven value distribution along the Parmigiano-Reggiano cheese supply chain.



Partners

Società Agricola Delsante Elevezio e Saverio (Dairy farm); Latteria Sociale San Pier Damiani (Dairy Coop); CRPA (Research Institute)



Calendar

Start: 19/12/2017
End: 17/01/2019



Budget

Total amount:
€360,189

Objectives of the project

To increase the added value at production level by selling the final product (cheese) directly to the final consumer, using internet-based platforms and social media.

Main activities

The main activity of the innovation programme is to create a platform for direct selling of Parmigiano-Reggiano cheese via social media. This platform was created by means of an adaptation and combination of the main online and web-marketing tools and by adding other elements such as: the social responsibility of the dairy farm, innovative products (Halal certification) and focusing on biodiversity.

Expected results

A significant increase of cheese quantity sold directly to the final consumer. An increase of the added value at production level.

Results so far/first lessons

In a few months after the beginning of the innovation plan, the number of visitors and customers at the dairy shop almost doubled, consequently the direct sales increased.

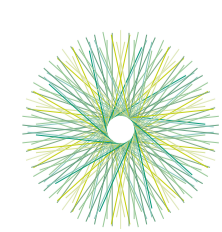
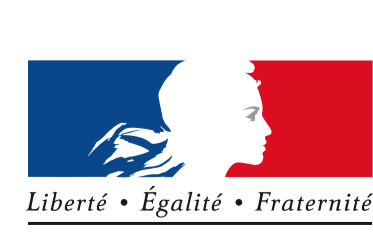
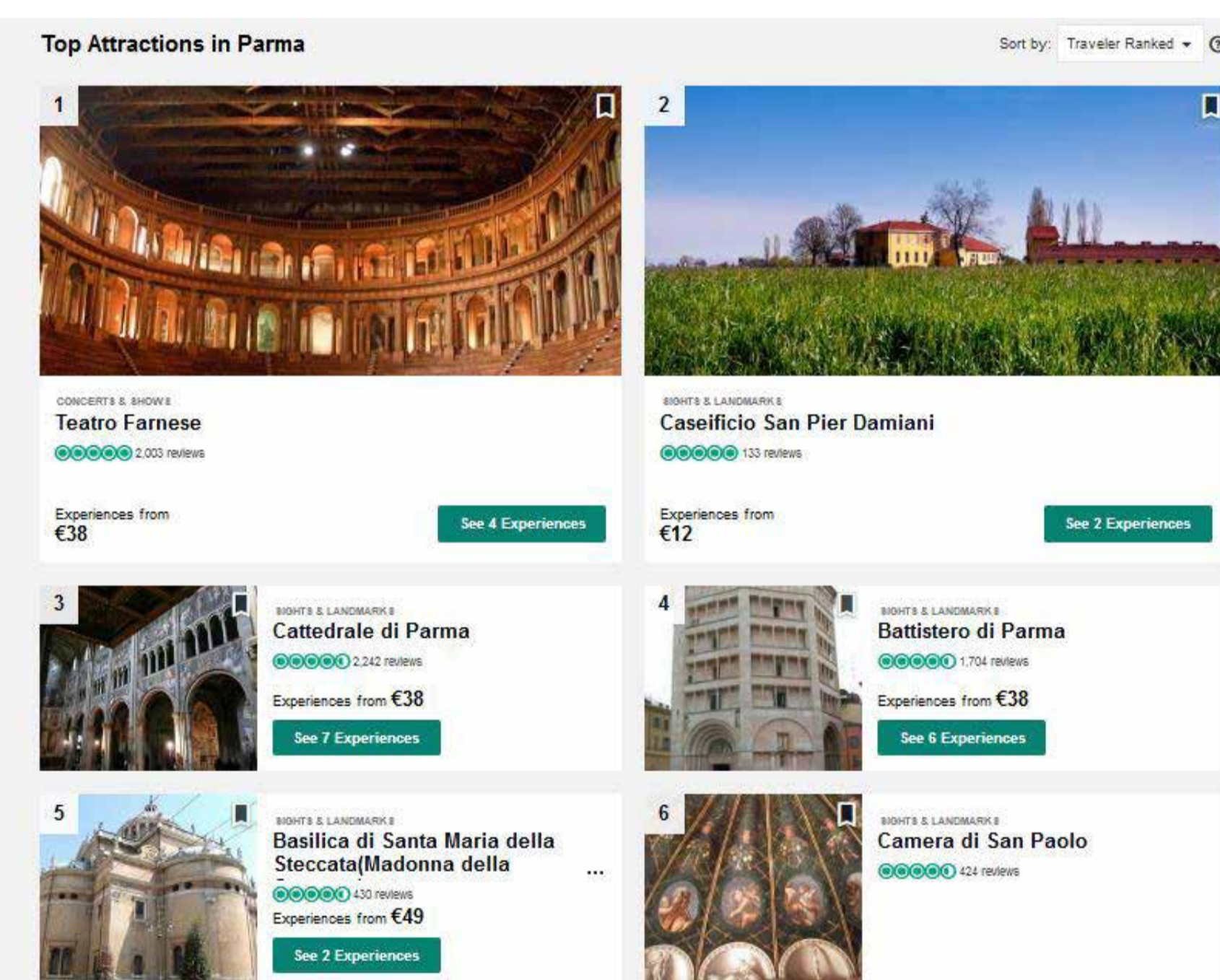
Who will benefit

Farmers – members of the San Pier Damiani dairy cooperative will mainly benefit from the innovation plan and the consumers will also benefit.

Supported by:



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