



**COLDIRETTI
PIEMONTE**

**PROJECT
“KM ZERO”
CAMPAGNA AMICA MARKETS**

AIMS

- **AGREEMENT WITH CONSUMER**



- **REDUCTION OF THE WEAVING FACTOR**

TOOL

- **AGRI GRANDA SVILUPPO SRL**



ACTIONS

- 1. COLLECTIVE CATERING**
- 2. STORES – GDO**
- 3. PURCHASING GROUPS**
- 4. FARMER MARKETS**

1. COLLECTIVE CATERING



INTRODUCTION

At least 10% of population has one meal a day outside home.

Raw material value per meal is 1 – 1,5 €/meal.

The real cost represents 10% of italian agricultural GDP.

Commonly, collective catering uses few fresh italian goods which are never directly from factory farms.

1. COLLECTIVE CATERING



AIM

**ENCOURAGE PEOPLE TO USE
FRESH, LOCAL AND IN SEASON
PRODUCTS.**



1. COLLECTIVE CATERING



TOOL



AGRI GRANDA SVILUPPO SRL:

- **NONPROFIT**
- **FACTORY FARMS DIRECTLY SUPPLIES CANTEENS MANAGED FROM COLLECTIVE CATERING FIRMS**
- **BILLING TAKES PLACE THROUGH Agri Granda Sviluppo**



1. COLLECTIVE CATERING



ACTIONS

The suggestion to canteens' administrators is to use the following table to evaluate quality:

Weaving factory products	ORIGIN ITALY	ORIGIN REGION ...	ORIGIN PROVINCE ...
Score	1	2	4

1. COLLECTIVE CATERING



RESULTS

In 2008, 170 canteens (hospitals, schools, rest homes) were supplied with factory farms products through Agri Granda Sviluppo.

1. COLLECTIVE CATERING



PRODUCTS

- **ORTOFRUIT**



- **MEAT (BEEF, PORK, CHICKEN, ETC.)**

- **CHEESES AND DAIRY PRODUCTS**



- **BREAD**



2. STORES - GDO



INTRODUCTION

Since consumers tasted and appreciated factory farms products, they asked where to find local products.

2. STORES - GDO



AIM

**MAKE LOCAL PRODUCTS
AVAILABLE THROUGH STORES
AND LOCAL SUPERMARKETS.**



2. STORES - GDO



TOOL



Agri Granda Sviluppo studied, made and registered the “km Ø” brand. It is exclusively given to those firms which produce, transform and sell in Piedmont.

Factory farms are controlled by a technician crew (Agenzia 4A).

2. STORES - GDO



ACTS

Identify products through the apposition of the “km Ø” brand and through the picture of the entrepreneur.



AZIENDA AGRICOLA PANERO GIOVANNI
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L'Azienda Agricola Panero Giovanni, a conduzione familiare, è immersa nella pianura saviglianese, ai confini tra le province di Cuneo e Torino ed è specializzata, ormai da diversi anni, nella produzione di patate e cipolle.

PRODOTTI:

- ✓ Cipolle dorate
- ✓ Cipolle bianche
- ✓ Patate



CARATTERISTICHE DEI PRODOTTI:

- ✓ Raccolti a maturazione
- ✓ Raccolti a mano
- ✓ Attenti con metodi di agricoltura rispettosi dell'ambiente
- ✓ Azienda aderente al protocollo volontario della Camera di Commercio di Cuneo - Ordine di Qualità (Innesa Agricoltore - Consumatore)
- ✓ Consistenza tecnica obbligatoria
- ✓ Residui controllati da analista certificato terzo
- ✓ Rintracciabilità completa, col nome del produttore



2. NEGOZI - GDO



RESULTS

In 2008, 38 stores, among shops and supermarkets, where people can find local products.







COLDIRETTI





2. STORES - GDO



PRODUCTS

- **ORTOFRUITS**
- **MEAT (BEEF, PORK, CHICKEN, ETC.)**
- **CHEESES AND DAIRY PRODUCTS**

3. PURCHASING GROUPS



INTRODUCTION

AGREEMENT WITH CONSUMERS' ASSOCIATIONS



MOVIMENTO CONSUMATORI

3. PURCHASING GROUPS



AIM

**Decrease products cost at least of 30%
compared to the market
(consumers text message – agreement with
Coldiretti)**

3. PURCHASING GROUPS



TOOL

- **Identify a list of in season products**
- **The G.A. takes members reservation and makes a purchase order to Agri Granda Sviluppo**
- **Agri Granda Sviluppo delivers as a lump sum all products to G.A.**
- **G.A.'s employees distribute products**

3. PURCHASING GROUPS



ADVANTAGES

- **SMALLER COST**
- **PRODUCTS FRESHNESS**
- **CHANCE TO ORDER EVEN JUST A KILO OF BREAD**

3. PURCHASING GROUPS



PRODUCTS

- **ORTOFRUITS**
- **MEAT (BEEF, PORK, CHICKEN, ETC.)**
- **CHEESES AND DAIRY PRODUCTS**
- **BREAD**
- **WINE**

4. FARMER MARKETS



80 in Piemonte
40 in the Province of Cuneo

- **REMAIN (weekly)**
- **OCCASIONAL (fairs, manifestations, etc.)**

**CAMPAGNA
AMICA
MARKETS**



4. FARMER MARKETS



INTRODUCTION

- **Same method as the G.A.**
- **Direct involvement of factory farms**

4. FARMER MARKETS



AIM

- **Decrease the cost at least of 30%**
- **Direct contact between producer/consumer**



4. FARMER MARKETS



TOOL

- **products are decided depending on the season**
- **As for the G.A., the one who deals with the markets receives, accumulates and transmits orders to factory farms**
- **Factory farms deliver products all together (selling in boxes/bottlenecks) and only in some hours of the day, as to concentrate consignments in few time.**

4. FARMER MARKETS



ADVANTAGES

- **Promote farm producers who have to fit together the time to produce, work and commercialize their products.**

4. FARMER MARKETS



PRODUCTS

- **ORTOFRUITS**
- **DRY LEGUMES**
- **MEAT (BEEF, PORK, CHICKEN, ETC.)**
- **CHEESES AND DAIRY PRODUCTS**
- **BREAD**
- **WINE**
- **HONEY**