

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

Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

Parmaggrega

Tematica

Mercati locali e filiere corte

Information

Time frame

2016 - 2018

Durata

24 months

Partners (no.)

4

Regione

Emilia-Romagna

Comparto

Zootecnia - bovini/bufalini

Localizzazione

ITH52 - Parma

ITH53 - Reggio nell'Emilia

Costo totale

€360.189,52

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP003: Italy - Rural Development

Programme (Regional) - Emilia Romagna

Parole chiave

Supply chain, marketing and consumption

Sito web

<https://www.sanpietramiani.com/>

Project status

completed



Objectives

The program of this operational group faces the problem of direct marketing of Parmigiano-Reggiano cheese and creates an innovative pathway for producers to aggregate their forces in direct selling by means of online platforms. The general objective of the innovation program is to create a platform prototype for direct selling of Parmigiano-Reggiano cheese on the social media. This platform will be created by means of an adaptation and combination of the main on line and webmarketing tools and by adding other elements of marketing such as the social responsibility of the dairy farm.

Partenariato

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

2/3

<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/aggregazione-produttori-parmigiano-reggiano-la-creazione>

Role	Azienda	Address	Telephone	E-mail
Leader	Fondazione CRPA Studi Ricerche	Viale Timavo 43/2 42121 Reggio Emilia RE Italy	0522- 436999	info@fondazionecrpa.it
Partner	C.R.P.A. S.p.A.	V.le Timavo 42/2 42121 Reggio Emilia RE Italy	0522 436999	info@crpa.it
Partner	Latteria sociale San Pier Damiani societa' agricola cooperativa	Via Gazzano 35/a 43100 San Prospero PR Italy	0521 645181	info@caseificiosanpierdamiani.it
Partner	Società Agricola Delsante Elvezio e Saverio società semplice	Via San Donato 45 43100 Parma PR Italy	3482832220	s.delsante@libero.it

Pratiche abstract

Description

The program of this operational group faces the problem of direct marketing of Parmigiano-Reggiano cheese and creates an innovative pathway for producers to aggregate their forces in direct selling by means of online platforms. The general objective of the innovation program is to create a platform prototype for direct selling of Parmigiano-Reggiano cheese on the social media. This platform will be created by means of an adaptation and combination of the main on line and webmarketing tools and by adding other elements of marketing such as the social responsibility of the dairy farm.

The objectives of the program point at the creation of a new corporate identity and a new brand based on preliminary studies and on specific characteristics of the producers (dairy farm and cheese companies). The creation and management of the social community and social marketing exhibits.

Link utili

Titolo/Descrizione	Url	Tipologia
Pagina web del progetto su C.R.P.A.	http://goi.crpa.it/nqcontent.cfm?a_id=18584&tt=t_bt_a%20pp1_www	Link ad altri siti che ospitano informazioni del progetto
Video	https://eurodairy.eu/case-studies/delsante-selling-cheesethrough-social-media-...	Materiali utili

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

3/3

<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/aggregazione-produttori-parmigiano-reggiano-la-creazione>

Titolo/Descrizione	Url	Tipologia
Sito web del progetto	https://www.sanpierdamiani.com/	Sito web
