



PRACTICE ABSTRACT NR. 63

Collective direct marketing and its impact on peer-to-peer exchange consolidation: the example of Friuli Venezia Giulia, Italy

Access to independent and affordable advisory systems for small diversified organic farms in the Friuli Venezia Giulia region (Italy) is very limited. One of the few organisations that has tried to close this gap is the regional branch of AIAB (Italian Association for Organic Agriculture); it has done so by developing a network aimed to offer continuous support to farmers, based on peer-to-peer support (see AgriLink PA3).

AIAB established a system for collective direct marketing of local organic products to help farms build a solid customer base and at the same time create a community where actors are co-responsible for the sustainability of the local food systems. This social innovation was a pioneering work that drew knowledge and resources from farmers and other members of the organisation, but relied also on non-agricultural actors on topics such as legal and fiscal management.

The system, which involves 45 farmers, relies on an online platform for gathering orders, and on four locations for product distribution. The system aims at facilitating farmers' access to market, but it also has a strong positive side effect: it contributes to strengthening the network of farmers and consequently to amplifying the effects of the peer-to-peer support system. This highlights the importance of social innovations in supporting peer networks, especially in instances when an independent advisory system is lacking. More info at <https://www.aiab.fvg.it/godo>

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GIULIA

KEY WORDS:

#shortdistributionchain
#localmarkets
#collectivemarketing
#organicfarming

ADDITIONAL INFORMATION

GODO producers can benefit of the agronomic advice made possible by the economic support of Friuli Venezia Giulia Region. It funds collective advisory support aimed at improving environmental sustainability of regional farming activities. The service do no include direct one-to-one advice but a collective approach built on newsletters timely indicating operations and risks (based on weather and local conditions) and workshops for experiences exchange and knowledge sharing.

More info at: <https://www.aiab.fvg.it/per-le-aziende/>



ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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