

Marketing tools-Alce Nero innovative solutions for Short Food Supply Chains

Campden BRI Hungary

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Dissemination Level		
PU	Public	
PP	Restricted to other programme participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

1. Title of the case description

Marketing tools

2. Indicate your role in the Smart Food Supply Chain:

individual member of the chain:

chain operator:

network operator:

association:

technical, scientific, or management expert:

advisor:

policy maker:

other:

3. Indicate the region (if applicable): global in Italy

4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety														
	food quality														
	trust														
	ethical aspects														
	accessibility														
Needs of the chain actors	fair price														
	increased negotiating power														
	shared use of available resources														
	product development support														
	access to markets and consumers														
	access to infrastructure														

- 1: Farming**
- 2: Primary production**
- 3: Transport**
- 4: Processing and packaging**
- 5: Storage**
- 6: Logistics**
- 7: Sale**
- 8: Product integrity, authenticity, transparency**
- 9: Marketing concepts**
- 10: Food chain management and networking for enhancing cooperation among chain actors**
- 11: Business modelling**
- 12: Policy environment**
- 13: Legal requirements**
- 14: Labelling**

5. Short description of the innovative solution

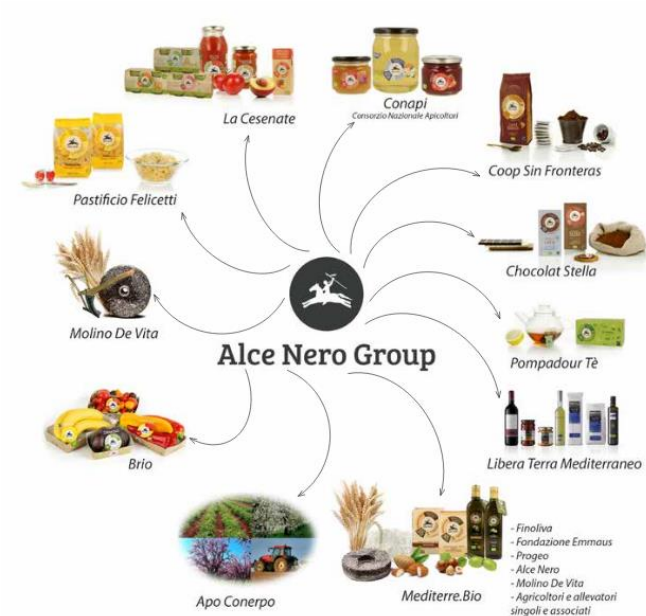
- Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution

The effective promotion needs efficient and innovative sales methods. The first step is to understand the customer's needs, after that to organise the logistic and sales efficiently with the help of use the many marketing tools.

- Describe the enabling function(s) and the practical benefit(s)-(e.g. for which types of problems and opportunities is used and can it be used, and how)

Organic farmers since 1978.

ALCE NERO is the trademark of a thousand farmers and beekeepers, engaged since the 70's in Italy in the production of organic food, result of an agriculture that respects the earth.



- **Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organisational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.**

Many of the new marketing tools are in use by Alce Nero, which are good examples for furtherer organizations as well. With the help of the marketing tools the products, which are with high quality and special origin anyway, are much more engaging.

technological

non-technological

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

On the Alce Nero’s website the following draft down menus with plenty of valuable content are available:

- **Blog:**
name “Fatti di Bio-We have a better world in mind”
<https://fattidibio.com/>
- **Videos:**
“Guardastorie-our organic visions”: videos and recipes for foods made from the traded products
- **Guidebook:**
“Organic Generations”: Unique Guidebook about balance diet for ages and lifestyle appropriate
which refers the expertness background of the products.
- **Press review:**
News stand: “Alce Nero press review 2015”

- **Describe the distribution channels of the product(s)**
 - In the visible “Catalogue 2019” all of the products are indicated, with the spectacular, awareness raising pictures and figures of the products.



The products of Alce Nero are worldwide available.



- Online shop is available, where you can find a detailed description of the product’s origin, of the ingredients, of the methods conservation and of the nutrition declaration

- Describe what makes the innovation work.

Distinguishable products on the shop shelves

- Distinguishable logo is used on each products label of Alce Nero



- Alce Nero proposes to his clients convenient display stands which allow the products to be put on show in the points of sale. The display stands are very easy to assemble and are delivered in the form of a flat-pack kit.



- Product diversification: The organic Baby Food Line for the Baby Generation

A new portfolio for a new target market (babies) and for a new customer segment (the adults of the babies).

ALCE NERO BABY THE ORGANIC GENERATION

The organic Baby Food Line


We complete our categories with a product line dedicated to children from 0 to 3 years.
For healthy, natural growth right from the weaning stage, Alce Nero offers the Baby Food line.

We have chosen to produce the whole line in Italy, in the certified facilities of our shareholders and partners and to use Italian raw materials as well as fair trade organic bananas.

The recipes of the Baby food line are simple: made with organic fruits, vegetables and cereals grown by the farmers who share our values.

In our baby food products you will find:

- 100% Italian raw materials and Fairtrade Banana
- 100% Italian production
- simple, unadulterated recipes
- clear labels showing the characteristics, origin and processing methods of the raw materials.



- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**

a: List the relevant necessary resources (including the estimated cost) for the specific innovation.

Please list the relevant ones only (list is annexed)

- The cost of the operation of the marketing tools
- The expert knowledge to operate them (e.g creating the website, expert knowledge to write the guidebook, etc.)

b: List the relevant necessary capabilities for the specific innovation.

Please list the relevant ones only (list is annexed)

food safety, food quality, trust, accessibility to consumers, management

6. Describe the results, achievements and typical failures

- a working organization with high quality products and constant customer needs.

7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)

- effective promotion, customer service, efficient and innovative sales methods;
- ability to understand consumer's needs;
- ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
- ability to access to required raw materials within a restricted geographical area

8. Aspects, methods for transfer of methods for other SFSC members

All of the used marketing tools can be transplantable to other SFSCs.

9. Recommendations for members of other SFSCs for further applications

10. More information is available at (web), if it is relevant

<https://www.alcenero.com/en/>

Annex

1. Checklist for necessary resources (tangible and non-tangible):

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial*

*: estimated cost:

0 - 10 000 Eur
10 001 - 50 000 Eur
50 001 - 100 000 Eur
100 001 - 300 000 Eur
300 001 – 1 000 000 Eur
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

2. Checklist for the necessary capabilities

- **food safety:**
 - basic skills to comply with the EU food safety regulations
 - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
 - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP

- **food quality:**
 - ability to define the target segments of consumers for SFSCs
 - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
 - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
 - food quality culture (motivation, responsibility for food quality);
 - production experiences which help to provide the expected quality reliably, uniformly;
 - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
 - meeting (local) legal requirements, application of the labelling rules;
 - ability to access the consumer willingness to pay for specific products of SFSCs.

- **trust:**
 - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
 - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
 - application of the labelling rules and branding (mandatory and voluntary);
 - ability to meet third party certification requirements

- **ethical aspects**
 - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
 - culture for ethical food production and supply;
 - ability to implement necessary measures to ensure ethical food production and supply;
 - ability to access the consumer willingness to pay for products meeting ethical aspects

- **accessibility to consumers:**
 - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
 - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
 - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
 - collecting marketing information;
 - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - ability to define, develop or maintain unique quality of products and augmented services;
 - ability to develop and implement new business models;
- **shared use of available resources:**
 - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
 - the level of value chain management culture;
 - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
 - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
 - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
 - access to innovative technologies; distribution and marketing solutions and methods. management systems;
 - access to local input for R+D covered by other aspects

- **access to markets: and market success**
 - effective promotion, customer service, efficient and innovative sales methods;
 - ability to understand consumer's needs;
 - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
 - unique value propositions;
 - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
 - stock control;
 - ability to access to required raw materials within a restricted geographical area

- **access to infrastructure:**
 - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;

- **management:**
 - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
 - improving; ability to motivate, authorize staff;

- **production, processing:**
 - management system, production experience, specific controlling, monitoring, continuously;
 - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
 - any additional specific resources necessary for the application of the specific innovation.