

FOOD PHOTOGRAPHY



Description of the activity

- Engaging in food photography can significantly elevate the presentation and appeal of the agri-food products. High-quality images capture the essence and allure of the food items, making them more attractive to consumers.
- This collaboration between a company/farmer and professional food photographers can enhance the brand's visual presence and highlight the quality and uniqueness of any product.

Easy operations to be replicated

1. **Identify skilled photographers:** Select professional food photographers whose style and expertise align with your brand's image and the aesthetic you wish to convey.
2. **Organize a photo session:** Arrange a photo session where your products are styled and photographed in various settings, showcasing their versatility and appeal.
3. **Collaborate on styling:** Work with the photographer to style the food items in a way that emphasizes their best features. This might include using props, selecting appropriate backgrounds, and employing techniques that highlight the texture and color of the food.
4. **Document the process:** Capture behind-the-scenes footage of the photo session, including interviews with the photographer and stylists, to create engaging content about the process.
5. **Distribute the photos:** Use the high-quality images across your and your partners' marketing channels, including your website, social media, and promotional materials, to enhance your product's visual appeal and reach a wider audience.

Expected outcomes

Purpose	Added value	Target Audience
Improve the visual representation of your products to attract more customers and enhance brand perception through professional food photography.	High-quality images increase the appeal of your products, making them more desirable to consumers and helping to communicate the quality and care involved in their production.	Targeted towards consumers, food enthusiasts, and industry professionals who appreciate visually appealing and high-quality food products. It can have a particular impact on young people.

Type of experts to be involved

- Professional (food) photographers
- Food stylists
- Chefs and cooks
- Social media and website managers
- Marketing experts

Requirements

Geographical requirements	Type of products	Legal requirements
While local photographers can foster community ties, working with renowned national or international photographers can broaden your product's appeal.	Focus on flagship products that best represent your brand and benefit most from high-quality photography	Develop a clear contract outlining the terms of the photo sessions, use of the images, and mutual promotional activities.

Tips & tricks/successful case study

1. **Select the right photographer:** Choose a photographer whose work aligns with your brand's aesthetic and values or who, on the basis of previous work, can produce quality photos.
2. **Emphasize quality:** Ensure that the images reflect the high quality and uniqueness of your products.
3. **Maximize exposure:** Use the images across all available marketing channels (your own and your partners') to reach the widest audience possible.

4. **Engage your audience:** Share behind-the-scenes content to engage your audience and give them a glimpse into the process, making them feel more connected to your brand.
 5. **Build long-term relationships:** Foster ongoing collaborations with photographers and stylists for continuous improvement of your visual content and to keep your product imagery fresh and appealing.
 6. [See here an example of a food photography.](#)
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