

VISITING THE COMPANY AND THEIR PRODUCTS



AgriXPlainer

Description of the activity

This good educational marketing practice consists of organizing visits to the company to experience the principles on which the company is based in an immersive and experiential way. Companies increasingly show the need to talk about what they do and share the values and motivations that distinguish them, as well as communicating, through direct experience by users, their modus operandi, attention to production systems attention to sustainability, and respect for the environment.

Easy operations to be replicated

- Farm visits: organize themed guided visits to farms (food experiences, tastings);
- Visit companies processing agri-food products or agritourism companies and educational/social farms to allow the organization of workshops and train users through cooking workshops;
- Structure guided tours to communicate the authenticity of the products, training recipients on the organoleptic characteristics of foods, the composition, the most appropriate conservation methods to avoid waste

Expected outcomes

- Promote manufacturing companies;
- Promote the multifunctionality of agricultural companies;
- Acquire greater knowledge about the origin of the products;
- Communicate production processes with greater transparency;
- Acquire materials and information and learn about good practices;
- Improve consumer awareness of the value of products;
- Participate in specific training activities;

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> • Allow companies to communicate, with maximum transparency, production processes and promote quality products • Educate end consumers, both students and visitors, about sustainable agriculture practices; • Improve consumers' diet; • Train users on the quality of the products and the possibility of transforming and using them on a daily basis (cooking workshops). 	<ul style="list-style-type: none"> • Promote educational marketing strategies that can promote the values adopted by companies, providing immersive and sensorial experiences closely linked to the elements of the cultural tradition of the territory. 	<ul style="list-style-type: none"> • Students; • Consumers; • Educators; • Local community members; • Traders

Type of experts to be involved

- Touristics guides
- Educators and trainers
- Local farmers and producers

Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> • Area with local farms, agri-food producers, educational farms. 	<ul style="list-style-type: none"> • Identity products of the locality to which they belong; • Quality agri-food products; • Environmentally friendly products 	<ul style="list-style-type: none"> • Know the rules for promoting product quality, competition and environmental protection; • Know the regulations on multifunctionality.

Tips & tricks/successful case study

- Promote company visits using all communication channels;
- Involve experts in defining the workshops to be carried out within the company;

- Adequate training for business owners.

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