

FOOD PHOTOGRAPHY



AgriXPlainer

Description of the activity

The use of this good practice for educational marketing consists in developing food images that allow the consumer to know and understand not only the quality of food production, but also to know the production process in its entirety. Therefore starting from images of the place where the raw material is produced, understood as a natural environment, up to the final result. The result is a structured path based on images that tells the story of agri-food production, explaining with maximum transparency the origin of the food and the territory it belongs to.

Easy operations to be replicated

- Select identity products of the territory to which they belong;
- Develop the project by structuring a path through images that characterizes the chosen food/product;
- Produce evocative photos of the natural environment in which the raw material is grown or the livestock farm is located;
- Choose the most salient or characteristic phases of the production process and produce significant photos;
- Promotion and use of marketing tools through social media, workshops, websites and promotional material

Expected outcomes

- Acquisition of greater knowledge about the origin of the products;
- Greater transparency on production processes;
- Production of useful content to enhance and promote products;
- Improved consumer awareness of the value of products;
- Implementation of the company marketing strategy;

- Versatility of contents developed in multiple contexts

Purpose	Added value	Target Audience
<p>Produce information material that is easily accessible to different types of users, thanks to which it is possible to transmit direct messages, contents that guarantee maximum transparency and promote consumer awareness of what they are purchasing.</p> <p>Provide companies with an additional educational marketing tool, which facilitates communication on the quality of the agri-food product, managing to enhance it with methods suited to different users.</p>	<p>High quality images thanks to which it is possible to build a sensorial journey that encourages conscious consumption, indirectly bringing improvements in people's quality of life in terms of physical and mental health.</p>	<ul style="list-style-type: none"> • Students; • Food producers; • Farmers; • People with disabilities; • Consumers; • Educators;

Type of experts to be involved

- Photographers
- Marketing experts
- Video maker

Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> • Uncontaminated and evocative natural environments; 	<ul style="list-style-type: none"> • Identity products of the locality to which they belong; • Quality agri-food products; • Local artisan products 	<ul style="list-style-type: none"> • Permissions to photograph specific locations; • Ensure copyright protection

Tips & tricks/successful case study

- Use images that characterize the rural areas from which the products come;
- Structure a path that tells the origin of the products, their birth, transformation and quality in an evocative way.

<http://www.agrobass.it/antichi-cereali/>

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