

COMPANY AND PRODUCT VISITS



Description of the activity

- Visiting companies within the agri-food sector, including farms and their processing units, offers a unique opportunity to understand and showcase the integration of the company's products in real-world agricultural settings.
- These visits provide insights into the operational processes and highlight the value of products in enhancing efficiency, sustainability, and product quality in the agri-food industry.

Easy operations to be replicated

1. **Identify potential partners:** Select agri-food companies and farmers that align with your brand's values, focusing on those committed to sustainability, innovation, and local production.
2. **Schedule visits:** Arrange visits to these farms and processing units to observe and understand their processes, and how the products can be utilized.
3. **Develop use cases:** Collaborate with the companies to identify specific applications of the products that improve their operations. This could involve integrating their technology into your farming practices or processing methods.

4. **Document the visits:** Create detailed documentation of the visits, including video footage, photographs, and interviews with key personnel, highlighting the practical benefits and success stories of using the products.
5. **Share the experience:** Promote the documented materials through the company's and your online channels, and coordinate with the agri-food partners to do the same, ensuring a wide reach and mutual promotion.

Expected outcomes

Purpose	Added value	Target Audience
Enhance both your company's/entity's and the partner's visibility through co-branding and demonstrate the real-world application and benefits of your products.	Provide tangible examples of how your products contribute to the efficiency and sustainability of agri-food operations, appealing to a broad audience interested in innovative agricultural solutions.	Targeted towards consumers, industry professionals, and other stakeholders interested in sustainable and innovative agricultural practices.

Type of experts to be involved

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- Videographers
 - Photographers
 - Agricultural experts, educators

- Farmers
- Social media and website managers

Requirements

Geographical requirements	Type of products	Legal requirements
The geographical requirements involve strictly the local level. Anyhow, consider also a reference to broader territories (province, region) in order to promote in general your territory.	Choose a product that demonstrates clear benefits and can be easily integrated into the agri-food company's processes.	Develop a memorandum of understanding to outline the terms of the visits, documentation, and mutual promotional activities.

Tips & tricks/successful case study

1. **Identify synergies:** Focus on mutual benefits to ensure both your company and the agri-food partner gain from the collaboration.
2. **Visibility and engagement:** Ensure your products are prominently featured during the visits and that the partners actively promote the collaboration.
3. **Maximize outreach:** Use all available promotional channels to share the documented experiences and success stories widely.
4. **Foster long-term relationships:** Encourage ongoing engagement with partners by involving them in future events, workshops, and collaborative projects to sustain and deepen the partnership.

5. [See here an example of a visit to a local vegetable processor farmer.](#)
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