

# 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

- 
- Videographers
  - Photographers
  - Agricultural experts, educators

- Farmers
- Social media and website managers

## Requirements

Geographical requirements	Type of products	Legal requirements
<p>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.</p>	<p>Choose a product that demonstrates clear benefits and can be easily integrated into the agri-food company's processes.</p>	<p>Develop a memorandum of understanding to outline the terms of the visits, documentation, and mutual promotional activities.</p>

## 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.](#)
- 

*The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

