

CORENET Good SFSC Practice No 7:	PO ORTO SESTU - Casa Ortofrutta
Author:	Fabrizio Farris
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <u>in English</u>	PO ORTO SESTU - Casa Ortofrutta
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	The Business planning and strategy is managed internally by the PO Ortosestu
b Distribution and logistics:	The producers deliver their products to the collection point in the PO facility, which are then transferred to the grocery stores of "Casa Ortofrutta". Everything is managed logistically by the PO itself
c Regulatory compliance:	The supply chain follows the national regulatory framework for food production, distribution and selling
d Better partnering:	
e Technology:	
f Production & processing:	Some of the food products are processed directly by the PO Orto Sestu
g Packaging:	Most of the local products (fruit and vegetables) do not require particular packaging
h Branding and marketing:	The activities of branding and marketing are developed and implemented by the PO Ortosestu.
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The PO Ortosestu owns the governance and follows the overall supply chain, including the direct sales and, in some cases, the processing and packaging of the products. The advisory activity is provided by the employees working within the PO itself.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	

<p>Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). Do not complete if the summary below is completed in English</p> <p>This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>The initiative “Casa Ortofrutta” was first launched in 2017 by the Producer Organisation “PO Orto Sestu”. Today, it counts four grocery shops oriented towards the direct sale of part of the PO production supplied by local farmers. The grocery shop is mainly specialised in fruit and vegetables; however, consumers can also find many other food products and, in particular, niche food products that are difficult to find in ordinary supermarkets and are a good representation of short supply chain initiatives.</p> <p>This initiative started within the PO itself, which dedicated some of its human resources and professionals to develop the “Casa Ortofrutta” project, with the aim of selling fruit and vegetables directly to the final consumers.</p> <p>Some of the professional figures included:</p> <ul style="list-style-type: none"> - Production manager - Marketing manager - IT manager
	<p>Main results/outcomes of the activity (expected or final)</p> <p>Reduction of costs for the organization of the supply chain which is managed centrally by the Producer organisation itself.</p> <ul style="list-style-type: none"> - Possibility to place in the market even small batches of niche and high-quality food products that wouldn't otherwise find place in conventional supply chains. - Possibility for producers to diversify income and improve profit margin thanks to fairer prices of the products. - Creation of new jobs in the grocery stores - Minimize food waste and pollution - Better knowledge of the food production and processes - Protection of the environment by keeping the use of potentially harmful substances under control <p>The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?</p> <p>Possibility to interact and communicate with the consumers about the quality and origin of the products</p> <ul style="list-style-type: none"> - This type of SFSC model would better work if there is a "Producer Organisation" or a cooperative already in place and fully operational <p>Further information/references:</p>
<p>Actors, stakeholders</p>	<p>The entire supply chain, from production to processing and direct selling of the products</p>

Region, Country	Sardinia, Italy
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	
Short title in <u>native language</u>	PO Orto Sestu - Casa Ortofrutta
Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	<p>L'iniziativa "Casa Ortofrutta" è stata lanciata per la prima volta nel 2017 dall'Organizzazione di Produttori "PO Orto Sestu". Oggi conta quattro negozi di alimentari orientati alla vendita diretta di parte della produzione della OP fornita dai produttori locali. I punti vendita offrono principalmente frutta e verdura; tuttavia i consumatori possono trovare anche molti altri prodotti alimentari e, in particolare, prodotti di nicchia difficilmente reperibili nei normali supermercati e ben rappresentativi delle iniziative di filiera corta. Tutto è iniziato all'interno dell'OP stessa, che ha dedicato parte delle proprie risorse materiali e professionali per sviluppare il progetto "Casa Ortofrutta" con l'obiettivo di vendere frutta e verdura direttamente ai consumatori finali.</p> <p>Alcune delle figure professionali includono:</p> <ul style="list-style-type: none"> - Responsabile della produzione - Responsabile marketing - Responsabile informatico