

## Intelligent platform for the supply of fruit from the Piedmontese industry (social procurement)

### Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

FRUTTA.NET

Tematica

Robotica-automazione

Information

Time frame

2019 - 2021

Durata

24 months

Partners (no.)

5

Regione

Piemonte

Comparto

Frutticoltura

Localizzazione

ITC16 - Cuneo

Costo totale

€269.324,82

Fonte di finanziamento principale

Programma di sviluppo rurale

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2014IT06RDRP009: Italy - Rural Development

Programme (Regional) - Piemonte

Parole chiave

Biodiversity and nature management

Farming practice

Plant production and horticulture

Agricultural production system

Project status

ongoing



### Objectives

Eliminate the widespread concept that fruit from industry is a "non-product" and enhance it best by exploiting the qualities of Made in Piedmont, promoting crops in line with market trends and therefore suitable for retail production. The agro-industrial subject has as objectives: guarantee of product supply in the medium and long term, high quality standards, adequate supply prices compatible with the market, traceability of the supply chain. The fruit producer has as its objectives: guarantee of product placement, remunerative prices with respect to production costs, clarity on production choices (varietal, management and technological).

### Activities

Creation of a computerized platform of Social Procurement (FRUTTA.NET) able to guarantee the participation of the agricultural producer to the mechanisms of price formation obtaining, in exchange, an integration on the same platform of the production processes thus guaranteeing the traceability and certification of the entire fruit supply chain.

### Context

More than 3,000 fruit producers throughout the Piedmont region are active in the fruit sector. The typical fruit farm has an average area of 10-15 hectares family run with a production address that includes more species. The high fragmentation of fruit production weakens the producer subject that is not generally involved in the process of price formation. The impact of the FRUTTA.NET project could concern a high percentage (9-10%) of the Piedmont fruit producers and the whole of those producing fruit from industry. The impact of the problem of scarce exploitation of the fruit industry from industry basically involves the whole of the Piedmontese fruit

producers. The low contractive strength of the fruit sector reduces, therefore, its capacity for innovation. The creation of an intelligent "fruit procurement" platform could also be a point of reference for the other sectors that are completely similar and afflicted by the same problems (eg horticultural sector).

## Partenariato

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## Pratiche abstract