

Pilot project to introduce an innovative beverage on the market for the valorization of the Veronese apple and its territory

Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

Wapple

Tematica

Prodotti di qualità

Information

Time frame

2018 - 2019

Durata

24 months

Partners (no.)

3

Regione

Veneto

Comparto

Frutticoltura

Localizzazione

ITH31 - Verona

Costo totale

€298.936,48

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP014: Italy - Rural Development

Programme (Regional) - Veneto

Parole chiave

Farming/forestry competitiveness and diversification

Supply chain, marketing and consumption

Plant production and horticulture

Food quality / processing and nutrition

Sito web

<http://www.progettowapple.it/>

Project status

completed



Objectives

The project aims to verify the following objectives: 1.to introduce an innovative beverage on the market with a nutritional claim; 2. decrease the contractual power of the industry/retailers over farmers; 3.to improve the economic margin gained by farmers as well as to provide them more stability and certainty; 4.to develop a product which is sustainable from the environmental, economic and social perspectives; 5.to valorize two typical Veronese productions and their production territory from both an agricultural and economic point of view; 6.to communicate this project to the community as an example of best practice which can be replicated with the same positive results by other farmers.

Activities

The project is composed by the following subsequent activities: Activity 1: Product development (testing of the product prototype); Activity 2: Development of the product concept (entailing both desk and field research); Activity 3: Selection of the foreign target markets (entailing desk research only); Activity 4: Study of the competitive environment for the selected markets, Italy included (entailing both desk and field research); Activity 5: Development of the business opportunities, from both commercial and production side, and drafting of the related business plan; Activity 6: Communication and dissemination

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<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/studio-lintroduzione-sul-mercato-di-una-bevanda>

Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	Consorzio Ortofrutticolo di Belfiore Soc.Coop. Agricola	Via Linale 4 37050 Belfiore VR Italy	045 6149073	info@terredigemma.com
Partner	Università Cattolica del Sacro Cuore - Sede di Piacenza	Via Emilia Parmense 84 29122 Piacenza PC Italy	0523 599121	uff.ricerca-pc@unicatt.it
Partner	Ecamricert s.r.l.	Viale del Lavoro 6 36030 Monte di Malo VI Italy	0445 605838	info@ecamricert.com

Pratiche abstract

Description

The main result of this project is to improve the economic margin gained by farmers, members of the consortium. The creation of added value, from an economic point of view, lies on the increased economic value for the selling of a processed product (i.e. beverage) compared to an un-processed (i.e. apple) as well as on the increased economic margin for consortium members for the apples destined to the production of the processed product. The beverage will be produced by following the model of the short supply chain, as it will be produced entirely by the consortium and its farmers. This will allow them to by-pass the processing industry, which usually wears away the economic margin their due to its stronger bargaining power over them. As such the consortium will be able to pay off a greater economic margin to its farmers and provide them more stability and certainty.

Description

Another result of this project is linked to the environmental benefits for the territory in the South-east area of Verona. The added value, from an environmental perspective, lies on the creation of a short supply chain which will allow the valorisation of local products (i.e. apple and grapes) processed directly by the consortium. The realization of this project will allow a substantial reduction of road transportation and related carbon dioxide emissions, as the current situation foresees the transportation of apples to the processing industries which is often based up to 200 kilometres away from the consortium. Additional environmental benefits are linked to the use of renewable energy (such as solar power) in the production of this innovative beverage.

Description

The last result of the project is linked to the socio-economical benefits for the territory in the South-east area of Verona. The added value, from a social point of view, lies on the creation of new jobs opportunities for the local community as well as on the development of new business network for the mutual sharing of know-how, innovation and knowledge. With our communication activities, the consortium seeks to share with the local, regional and national communities the project results to enable them to replicate the bottom-up innovative process followed in this project. The goal is to allow others to follow its footsteps and create alike new projects and related business opportunities for other farmers and other rural communities.

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Description

Development of an innovative beverage with a low alcoholic content, created by the union of two typical products of the Veronese area: apples and IGT wine grapes. The new beverage will be produced by the Consortium by following the short supply chain scheme.

Link utili

Titolo/Descrizione	Url	Tipologia
Sito web del progetto	http://www.progettowapple.it/	Sito web
Sito web Consorzio ortofrutticolo di Belfiore	http://www.terredigemma.com/	Link ad altri siti che ospitano informazioni del progetto
Sito web Università Cattolica del Sacro Cuore di Piacenza	https://dipartimenti.unicatt.it/economia-agroalimentare-home	Link ad altri siti che ospitano informazioni del progetto
Sito web ECAMRICERT SRL	http://ecamricert.com/	Link ad altri siti che ospitano informazioni del progetto
Facebook	https://www.facebook.com/cob.terredigemma/	Link ad altri siti che ospitano informazioni del progetto
Wapple, vino e succo di mela	https://www.youtube.com/watch?v=JQoOkJ3cc9U	Materiali utili
Storie gastronomiche - Wapple, vino e succo di mela insieme per un nuovo modo di bere	https://www.storienogastronomiche.it/wapple-vino-e-succodi-mela-insieme-per-un...	Materiali utili

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Titolo/Descrizione	Url	Tipologia
Agronotizie - Wapple, la bevanda innovativa che valorizza la mela tipica veneta	https://agronotizie.imaginenetwork.com/agricolturaeconomia-politica/2020/07/2...	Materiali utili