1ST GLOBAL GASTRONOMY TOURISM START-UP COMPETITION

5TH UNWTO WORLD FORUM ON GASTRONOMY TOURISM
LOCAL GASTRONOMIC TOURISM SYSTEM IN AGRICULTURE AND FARMS

PROBLEMS
- OVERTOURISM
- MISINFORMATION ABOUT FOOD
- ASYMMETRY IN VALUE DISTRIBUTION
- SOIL CONSUMPTION
- BIODIVERSITY LOSS
- RURAL DEPOPULATION

NEEDS
- DIVERSIFICATION AND MULTIFUNCTIONALITY
- COMPETITIVENESS AND SUSTAINABILITY
- FARM MANAGEMENT
- DESIGN AND PLANNING
- GENERATIONAL TURNOVER

RESOURCES
- IDENTITY
- CO-PRODUCTION
- QUALITY AND INNOVATION
- RELATIONSHIP AND REPUTATION
- TECHNICAL SUPPORT
- INFORMATION TECHNOLOGY
- KNOW-HOW
- TRAINING
- CONSUMER EDUCATION
- RESPONSIBLE TOURISM
- INSTITUTIONAL RESOURCES
- NEEDS
SOLUTIONS AND MODEL FARMS BASED ON SHORT SUPPLY CHAIN

**Direct sale**
- 300K farms
- 1.2 B€

**Agritourism**
- 25K farms
- 1.8 B€

**Social farms**
- 3K
- Ethical products, inclusion, education and services for the people

**Gastronomy tourism**
- 12 B€
OUR BUSINESS MODEL FOR INNOVATION IN GASTRONOMY TOURISM

FUNCTIONS
- OBSERVATORY
- SERVICES
- DISSEMINATION

CLIENTS
- COLDIRETTI (NATIONAL ASSOCIATION OF FARMERS)
- CAMPAGNA AMICA FOUNDATION
- AICARE FOR NATIONAL RURAL NETWORK 2014/2020
- UNIVERSITY OF PISA
- FARMS
- MINISTRY OF AGRICULTURE AND TOURISM

CHANNELS
- FARMERS
- TECHNICIANS
- PUBLIC INSTITUTIONS
- CONSUMERS

TARGETS

ARB’s Partners and experimental laboratories:
- CASA: social and agroecological farm
- AGRILAND: city farm
- SANTACINNARA: organic agritourism
RIPPLE EFFECT

OUTPUTS

12 PUBLICATIONS
48 NEWSLETTERS
48 WEB ARTICLES
12 INFORMATION NOTES
18 TRAINING COURSES
03 WORKSHOPS
03 FOCUS GROUPS
02 MARKET RESEARCH
06 CONFERENCES
08 SEMINARS
01 SUMMER SCHOOL

IMPACTS

AGRITOURISM (MIPAAFT) 23K
SOCIAL FARMS (AICARE) 170
BEST PRACTICES COMMUNITY (RRN) 40

(CAMPAGNA AMICA)
MULTIFUNCTIONAL FARMS 20K
AGRITOURISM 2.5K
SOCIAL FARMS 1K

200 LOCAL OFFICES COLDIRETTI
21 DIRECTORS OF REGIONAL OFFICES

1.2K FARMERS’ MARKETS
5M CONSUMERS/WEEK
1M WEB SITE VISITORS/YEAR
70K FOLLOWERS SOCIAL NETWORK
20K NEWSLETTER’S ADDRESSES

120 ITALIAN STUDENTS
19 FOREIGN STUDENTS
OUR MARKETING STRATEGY AND EXPANSION IDEA

- High specialization
- Good relationships
- Customer loyalty
- Goals oriented
- Pull policies

We would like to consolidate our model in Italy and transfer, reproduce and replicate it in other countries.

Strong belief in the possibility to renew the relationship between the city and the countryside, food and tourism.
"Gastronomy tourism and agriculture are a wonderful collective project"

ARB was founded in 2018