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**1ST GLOBAL
GASTRONOMY TOURISM
START-UP COMPETITION**

...

**5TH UNWTO
WORLD FORUM
ON GASTRONOMY
TOURISM**



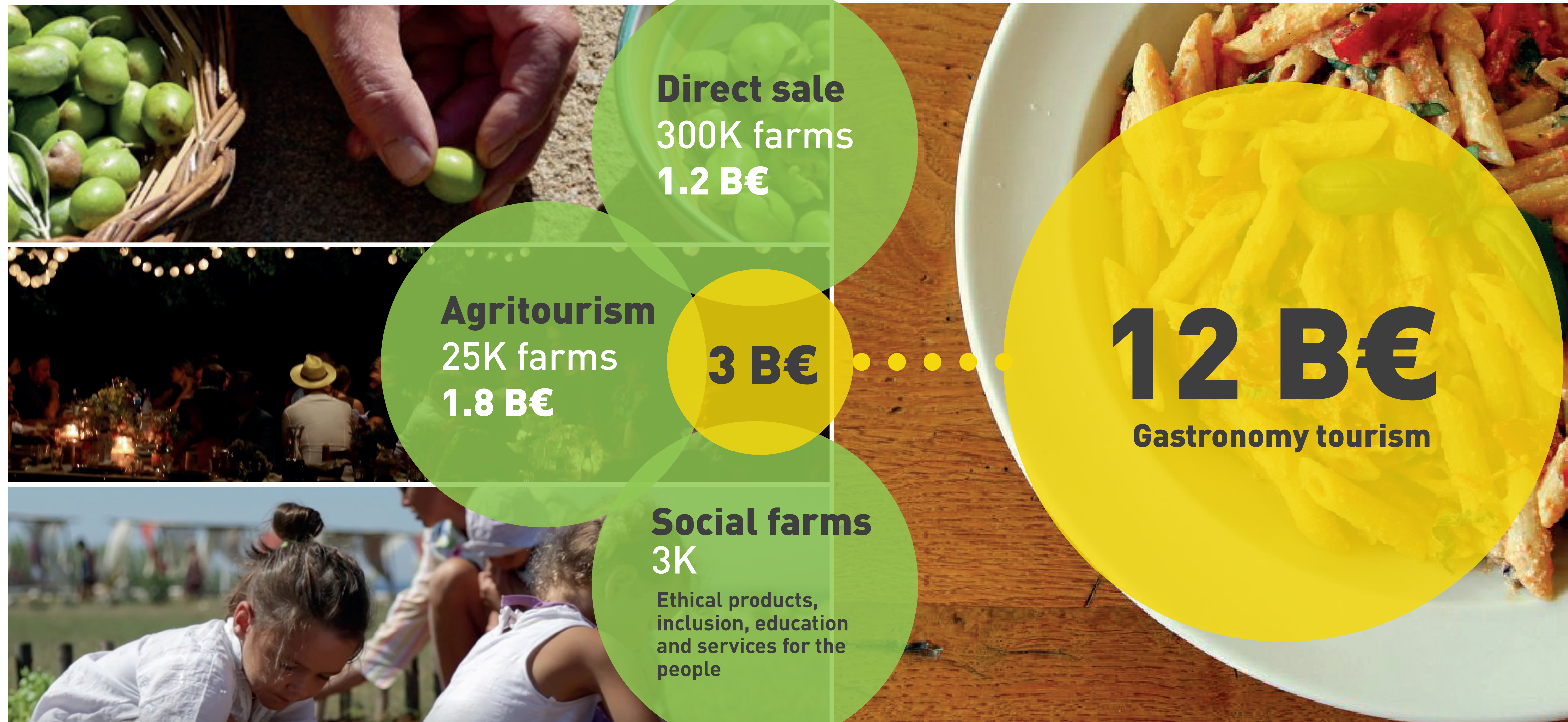


LOCAL GASTRONOMIC TOURISM SYSTEM IN AGRICULTURE AND FARMS





SOLUTIONS AND MODEL FARMS BASED ON SHORT SUPPLY CHAIN





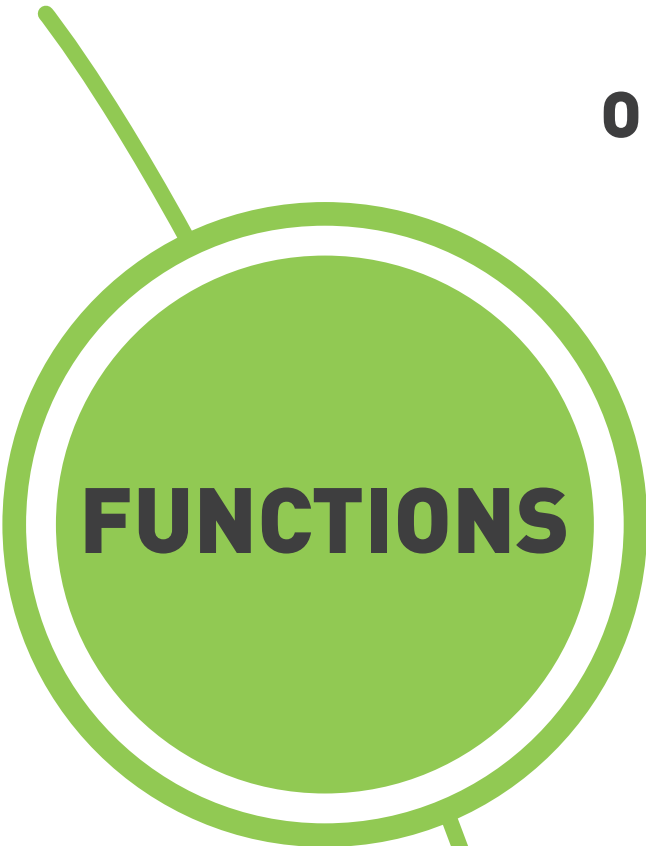
OUR BUSINESS MODEL FOR INNOVATION IN GASTRONOMY TOURISM

**ARB's Partners
and experimental
laboratories:**

CASA
social and
agroecological farm

AGRILAND
city farm

SANTACINNARA
organic agritourism



OPERATIONS



CHANNELS



- FARMERS**
- TECHNICIANS**
- PUBLIC INSTITUTIONS**
- CONSUMERS**

**COLDIRETTI (NATIONAL
ASSOCIATION OF FARMERS)**

CAMPAGNA AMICA FOUNDATION

**AICARE FOR NATIONAL RURAL
NETWORK 2014/2020**

UNIVERSITY OF PISA

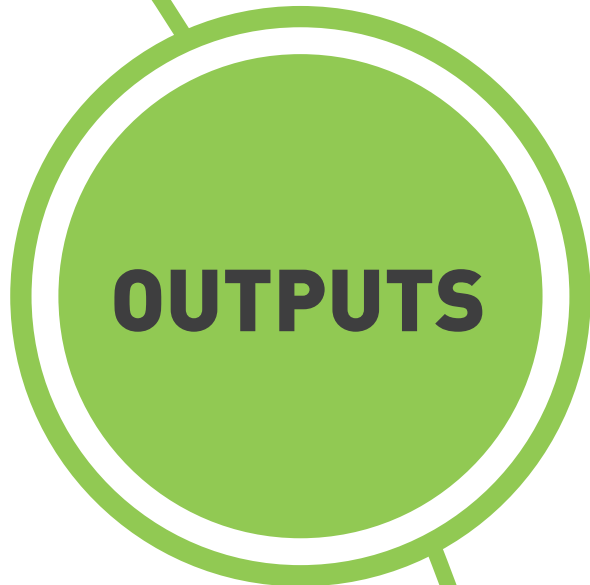
FARMS

**MINISTRY OF AGRICULTURE AND
TOURISM**

- OBSERVATORY**
- SERVICES**
- DISSEMINATION**



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.**

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"Gastronomy
tourism and
agriculture
are a wonderful
collective
project"

ARB
was founded
in 2018

FRANCESCO FRATTO
ECONOMIST
FOUNDER PARTNER

ANGELA GALASSO
AGRONOMIST
FOUNDER PARTNER

TEAM
MARCO MACRÌ AND MARTINA RE
JUNIOR AGRONOMIST

SILVIA PAOLINI
SENIOR AGRONOMIST AND FARMER

MATTEO GUIOTTO
GRAPHIC DESIGNER

PHOTO BY NATALIE LECLERC