

# "Models of cooperation to strengthen farmers' position in the food chain - with a particular focus on the dairy sector"

"Concrete examples of models of cooperation"

The importance the agricultural cooperatives in southern Italy

**DOMENICO ANNICCHIARICO –POMGRANA-**

# OSSERVATORIO DELLA COOPERAZIONE AGRICOLA ITALIANA

1/3 OF AGRICULTURAL PRODUCTION COMES FROM COOPERATIVES

740.000 COOPERATORY MEMBERS

4.700 COOPERATIVES

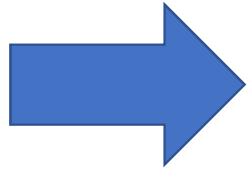
35 MRD EURO REVENUE

## **FRUIT AND VEGETABLE SECTOR:**

1030 COOPERATIVE

8,7 MRD EURO REVENUE

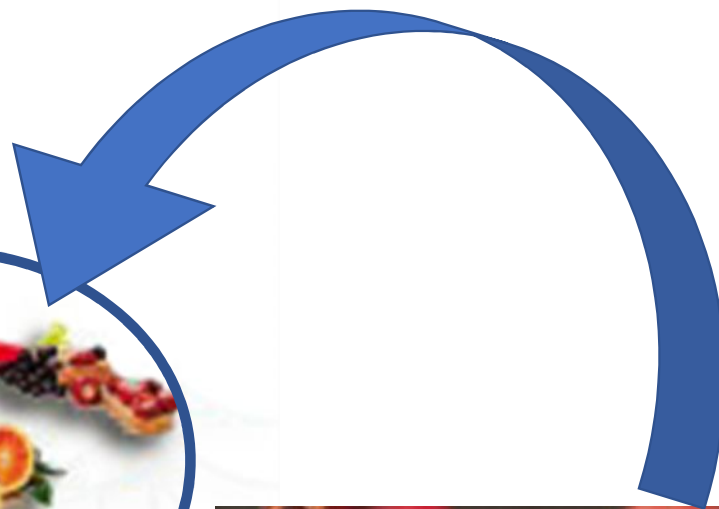
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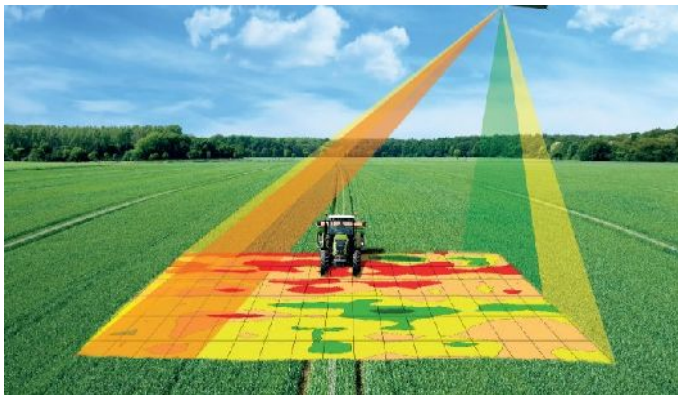
**POMGRANA**

ITALIA









# ADVANTAGES OF COOPERATION IN AGRICULTURE

- Training, specialization and sharing of the workforce
- Sharing of agronomic experiences
- Unique agronomic team for all companies
- Membership and identification in a brand
- Greater production = greater bargaining power with GDO (47%)
- Quality certifications for all farms (greater safety for the consumer)

# ADVANTAGES FOR THE FARM

- Technical assistance in the field
- Availability of qualified and trained personnel (low cost )
- Product conferment (security in harvest)
- Sale of the branded product
- Short supply chain
- Possibility to be directly the protagonist on the QR CODE packaging

# ADVANTAGES FOR THE CONSUMER

- Fidelity to brand
- Greater food security
- Product standardization
- Possibility to contact and know the area of origin





# BECAUSE IT IS BETTER TO COOPERATE

In recent years, the marketing of agricultural products has undergone enormous changes, the globalization of food has created confusion in consumer habits, losing the perception of the seasonality of vegetables and fruit. In addition, the typicality and vocation of the territories has also been lost.

All this has increased the competitiveness among the producers and has increased the protagonists in the agro-food chain.

Goods before arriving at the consumer undergo several commercial steps, greatly increasing the costs.

Consider, for example, that from my territory every day trucks of products leave before arriving on the shelves of countries such as Belgium or Norway and are sold and bought for the price 3-4 times, higher than the real value of the product.

In recent years, the European Community has been promoting the cooperation through funding and farmers are organizing themselves, precisely because they want to feel themselves as protagonists in the agricultural supply chain.



## Slide 9

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**DA1** Domenico Annicchiarico; 25/10/2018

**DA2** Domenico Annicchiarico; 25/10/2018

# BECAUSE IT IS BETTER TO COOPERATE

- Reduction of production and sales costs
- Greater competitiveness on the market
- Greater quantity and bargaining power on the market by producers
- Possibility of investing also in transformation processes and completing the supply chain



But most of all.....

**We must give our children the opportunity to inherit this beautiful craft that is made only of passion and love for their land and their territory!**

