



FRESH WAYS

Cross-border mechanisms
for Green Intermodal
and Multimodal Transport
of Fresh products

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FRESH WAYS

Newsletter n° 2



Introduction

The project **“FRESH WAYS - Cross-border mechanisms for Green Intermodal and Multimodal Transport of fresh products”** is co-funded by the Interreg V-A Greece-Italy 2014-2020 Programme with a total budget of 2.621.935 EUR.

Airports of Puglia S.P.A. will lead the project partnership, which is composed of the Chamber of Commerce, Industry, Crafts, Agriculture of Bari, the University of Salento – Department of Innovation Engineering, the Chamber of Commerce of Preveza, and the University of Patras – Department of Civil Engineering. The Department for Local Public Transport and Major Projects of Puglia Region will participate to the project implementation as associated partner.

The overall objective of the FRESH WAYS project is to develop a strategy to optimize the transport system by reducing the dependency on road and maritime solutions and increasing the range of available connections between the two Countries involved.

In particular, the project aims at increasing passenger traffic between Italy and Greece and testing the use of the available space inside the aircraft holds to transport fresh products. Moreover, a cooperation platform, involving Public Administrations, research centres and the business sector, will be developed and promoted in order to identify the most innovative and suitable future solutions in the field of eco-sustainable transport.

The project will last 24 months, from July 31, 2018 to July 30, 2020.



Shipping of local fresh products

In the framework of FRESH WAYS, the Chamber of Bari in Italy developed a report on the shipping local fresh products.

Target group and interviewing method

The Questionnaire was submitted to:



Food companies located in Apulia region (specific sub categories!)



7.000 companies reached (by e-mail)

Selected method:
CAWI questionnaire

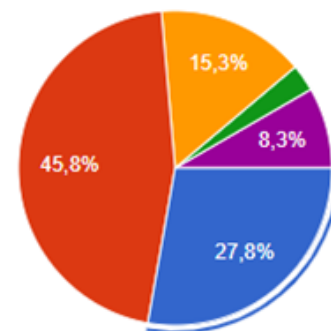
Collection of responses:
Google Modules

Bilingual form
(Italian / English)



Products

- 72 companies replied to the assessment but 6 of them were not in target
- We reached the baseline of 66 Apulian companies of the selected target groups.



- Apulian typical fresh pastries
- Bread from Altamura (DOP) and other bakery products
- Dairy typical products
- Fruit and vegetables with DOP or IGP/PGI certification (Protected Designation of Origin)
- None of the above options

The segmentation strategy. To assure a potential high demand for buyers, we accepted **only some specific food companies:**

1. **high quality products:** only Italian typical products;
2. **no international competition:** food produced only in Italy and not in Greece;
3. **novelty:** not common food for the market.

Bread from Altamura (DOP) and other bakery products producers lead the race (33 companies, with 45,8%), very good performance by Apulian typical fresh pastries producers (20 companies with 27,8%), dairy typical products producers chase the first two (11 companies with 15,3%), while enterprises selling fruit and vegetables have a modest result (2 companies, 2,8%).

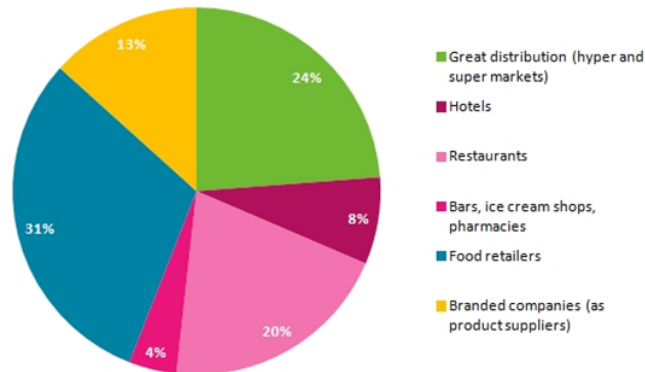


Shipping of local fresh products

Main Customers of the interviewees per category

Most Apulian companies usually sell to **food retailers (31%)**. **Great distribution** is another important partner (24%).

Restaurants (20%), **hotels (8%)** follow; but along with **bars, ice cream shops**, pharmacies, the so called HORECA marks 32%.



The meaning of these results

In the implementation of FRESH WAYS working with Italian food companies will mean dealing with internal sales branch of companies and probably Italian agents.

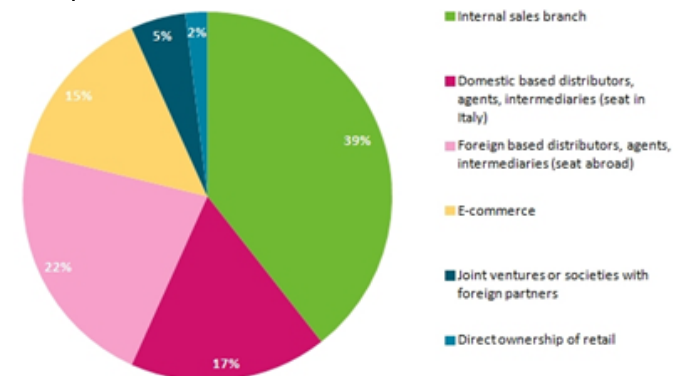
Instead, in the selection of Greek buyers, the natural "demand" will be: food distributors, agents and intermediaries with a seat in Greece or directly Greek food retailers, great distribution, restaurants, hotels.

Main Sales Channels per Category

Apulian companies declare to have an **internal sales branch** when approaching both domestic and international markets. This office **deals with selling, interacting whether with retailers (direct model) or intermediaries (indirect model)**.

Apulian companies frequently use B2B "long chain", operating with agents, distributors and wholesalers, better with a seat abroad (22%), but not rarely home based, that is with a seat in Italy, but strong relationships abroad (17%).

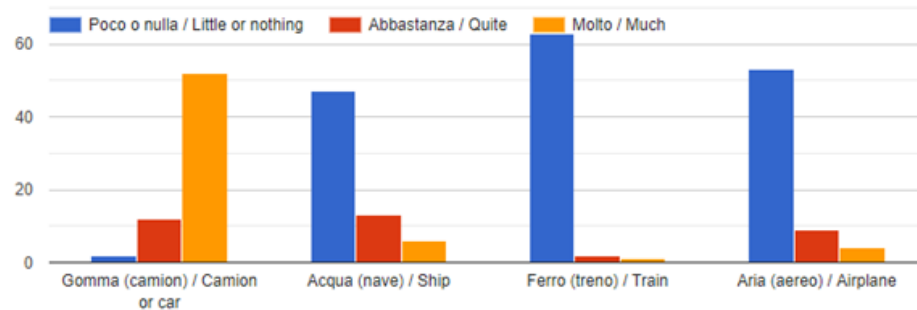
Among **B2C options, e-commerce** is an easy and direct to develop an international presence (15%, more than in Italy, where it got 12%); more complex and risky solutions, such as **joint ventures with foreign partners and flagship stores** are unusual (**7% together**) maybe due to the dimension of the cluster (SMEs).





Shipping of local fresh products

Main Transport Solutions when Exporting



The meaning of these results

Entrance barriers for Apulian companies towards Greek market are double: **mental and cost-related**.

Mental because if you are not using and you have never used air transport solution widely, it will be difficult for you to consider it as a strategic lever.

The second weakness are costs; we are not operating with mechanical or pharmaceutical products (high knowledge value, high markup) but with commodities, premium but still commodities. Investing in an expensive transport solution is reasonable only after opening a new market and gaining scale economies.

Facing this point of weaknesses is possible only by providing companies with a strong "trigger": **transport costs from the company to the buyer should be covered by the project**. Otherwise the interest shown by the questionnaire might turn itself into fear and skepticism, thus blocking SMEs' disposability in cooperation.

Product Lifecycle (in days)

Goods	Avg Days	Min Days	Max Days
Apulian typical fresh pastries	201	7	360
Fruit and vegetables with Certified Origin	45	30	60
Bread from Altamura (DOP) and other bakery products	239	7	360
Dairy typical products	83	7	360

Maximum production capacity per day

Goods	Maximum Kg x day
Apulian typical fresh pastries	6.078
Fruit and vegetables with Certified Designation of Origin	200.000
Bread from Altamura (DOP) and other bakery products	10.000
Dairy typical products	7.000

The meaning of these results

Time to market: 7 days (very short)

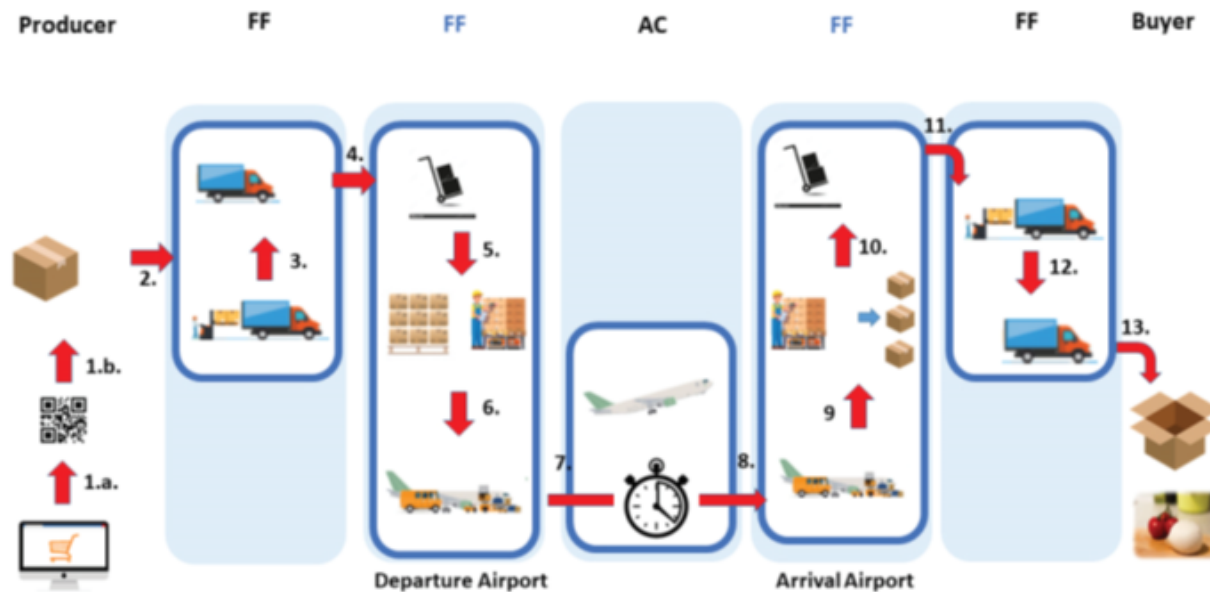
So, the pilot case must work like a charm to have success.



Our Traceability Application for FRESH WAYS users

The University of Salento (also referred as to PB3 in the FRESH WAYS project) has been developing an application to allow voluntary traceability of fresh food products along the FRESH WAYS transport supply chain.

This ICT tool supports Buyers and Suppliers from Puglia (Italy) and Greece that use the innovative FRESH WAYS shipping mode.



*This infographic shows **fresh food products transport chain** under the FRESH WAYS project: the set of activities, people, entities, information, and resources that allows the distribution of fresh food from Puglia to Greece and vice versa by land and air transport modes.*



The Traceability Application in a Nutshell

The Application allows to track every single package from the Producer to the Buyer, as well as the consolidated shipment from the airport of origin to the airport of destination.

It is based on **QR codes TAG** and **GS1 traceability standard**.

What is the QR Code?

A QR code is a machine-readable optical label that contains information about the item.

The QR code is scanned at key points in the shipping process, from the Producer to the Buyer.

Under the FRESH WAYS project, the QR code is the data carrier of Electronic Product Codes (EPCs).



What is the GS1 Standard?

The GS1 is a common standard shared among Countries, defined as a two-way coding system providing a bijective correspondence between a code and a unit/item.

Different units to be tracked need different information to enable traceability. For this purpose, GS1 identification keys have been defined to allow companies assign unambiguous identifiers to products.





An Example of Traceability Events



A commissioning traceability event may answer the following 5Ws questions:

- WHO?** PhysicalReaderID: MAC address of the device
LogicalReaderID: http://www.interregfreshways.eu/epcis/dev/producerid_device1
- WHAT?** Event type: Object
Action: Add
EPCList: http://www.interregfreshways.eu/epcis/obj/producerid_product1_sgtin
- WHEN?** eventTime: 2019-05-13T09:00:00.000+02:00
- WHERE?** ReadPointID:
http://www.interregfreshways.eu/epcis/loc/producerid_store_entrance
BusinessLocationID:
http://www.interregfreshways.eu/epcis/loc/producerid_store1
- WHY?** BusinessStep: urn:epcglobal:cbv:bizstep:commissioning
Disposition: urn:epcglobal:cbv:disp:retail_sold



Third project meeting

The third meeting of the FRESH WAYS project was held on 6th of February 2020 at the Chamber of Commerce of Bari.

➤ At the meeting, the partners had the opportunity to discuss about the next steps of the project and to better define the common steps to follow.



Training Seminar in Preveza

The training seminar in Greece was organized by the Chamber of Preveza with the collaboration of the University of Patras. The event was organised in Preveza, Greece.



For the event the facilities of the Vocational Training Centre (VTC) of the Greek General Confederation of Labour's Institute of Labour (INE-GSEE) in Preveza were used (KEK INE ΓΣΕΕ).

The training seminar was held for six days from 3 October 2019 to 10 October 2019. The overall duration of the training seminar was 30 hours.



Detailed information on the Training Seminar in Preveza, Greece

In the framework of FRESH WAYS the Chamber of Preveza undertook the design of 1 seminar with 15 attendees, and a duration of 30 hours (20 hours theory & 10 hours of practical training), and the production of relevant educational material, with **the aim of promoting the internationalization of organizations and enterprises producing / distributing / marketing fresh agri-food products**, of the Preveza Regional Unit.

The trainees are skilled entrepreneurs and business executives who have valuable information to contribute. **The main goal was not only to enrich the participants with new information**, but also to better and more fully **understand the concepts and practices** they already use in their professional lives

- ▶ The first day of the meeting was held in the presence of the President of the Preveza Chamber and the trainer referring to
 - a) direct and indirect stakeholders,
 - b) the objectives of the program,
 - c) the areas of benefit, and
 - d) the areas eligible for sustainable economic development familiarizing trainees with the purpose of the program.
- ▶ The trainer summarized that trainees should periodically perform a **SWOT analysis, have a comprehensive marketing plan, target specific audiences, and strive to expand their network** through international collaborations & economies of scale.



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Project co-funded by European Union, European Regional Development Funds (ERDF) and by National Funds of Greece and Italy



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