



NETWORK CONTRACT

Project
"Taste Made in Italy"

www.terramiaitalia.org

Producers Organization
Terra Mia Italia

SYSTEMS AND PROCEDURES 4.0

About us

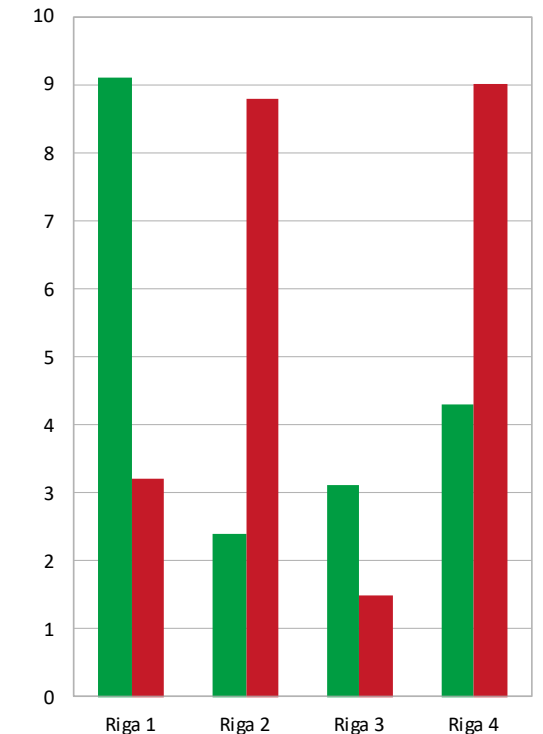
The largest trade associations in the **agro-industrial and agricultural sector** of integrated logistics companies, POs, Italian agricultural cooperatives, sales and communication sector experts, training companies managerial (Banca Intesa) and sector-specific, marketing experts, spin-off Agricultural University, Finance and Control. All participants in the C.D.R. Terra Mia Italia.

A product branded **Terra Mia Italia** is synonymous with **constancy in procedures** in order never to betray consumer expectations.

The **System Mark** guarantees the **authenticity and quality of Italian agri-food products**. **Terra Mia Italia**, identifies and enhances the origin of products whose qualities depend on the geographical environment of origin, including production.

New Diligence

- **Internationalization of business**
In collaboration with Confindustria Reggio Calabria
- **Export**
- **High application technology**
The only organization that adopts the blockchain through its own White Label platform
- **New entrepreneurial/agricultural culture**
Information, participation, awareness, involvement
- **Nothing %**
to the detriment of production companies
- **Quality marks**
- **Packaging zero**
- **Integrated logistics**



Cross-sectoral integration project

Creation of a recognizable system brand

Creation of a product brand with a made in Italy 4.0 connotation

Creation of a network contract between National POs

Memoranda of Understanding between the major trade unions

Creation of regional and interregional assortment

to ensure continuity and equalization of the system

Implementation of the BIO sector

Partners



Our Platforms



Services of internationalization

*The **Internationalization Desk** of Confindustria RC aims to accompany companies in a path of entry or consolidation of its presence on foreign markets, through a wide range of services and activities.*

- Circulars and information notes and seminars;
- Export check up, primo orientamento e export strategy;
- Country/product report, partner searches, organization of b2b meetings;
- Technical assistance on matters related to foreign trade (customs legislation, international contracts, trademarks and patents...);
- Support for access to financing to promote the internationalization processes of companies (MISE Calls, Calabria Region, Chamber of Commerce System) and assistance to access subsidized finance instruments (SIMEST);
- Digital Export through digital marketing tools;
- Opening of virtual desks at the Foreign Chambers of Commerce;
- Virtual Desk operations at: Italcam Camera Italo-Brasiliera; Italian-Russian Chamber of Commerce - CCIR; American Chamber of Commerce in Italy; Italo-Hellenic Chamber of Commerce - CCIE Athens; Ontario Chamber of Commerce - ICCO;
- Accompanying actions to internationalization at the 16 foreign representations of Confindustria: Albania, Azerbaijan, Bosnia and Herzegovina, Eastern Europe, Montenegro, Romania, Serbia, Ukraine, Assafrica&Mediterraneo, Belarus, Bulgaria, Macedonia, Poland, Russia, Slovenia, Urbekistan.

What is the Block Chain?

Il decentralized digital ledger



Advantages offered by the Block Chain:

01.

Creation of an ECO SYSTEM:
the decentralized system offers the vision of every single commercial transaction to all the actors involved;
02.

Information Security:
each actor is aware of the transactions that take place on the network as each transaction is immutable over time;
03.

Product traceability:
at any time you can retrace the path of the product on all the production chain;
04.

Possible help of the IT:
use of state-of-the-art technology for the control of goods (e.g. temperature sensors for the transport of frozen goods in cold rooms).

Applications Block Chain

On each product will be inserted a QR CODE that will contain:

- ✓

COMPANY:

general information of the company and entered during the initial registration phase
- ✓

PRODUCTS:

contains data on the type of products used within the supply chain
- ✓

LOTS:

raw materials and semi-finished products necessary for the realization of the finished product
- ✓

PLACES (Fields):

it is possible to add the geolocation related to the cultivated fields
- ✓

PLACES (Warehouse):

the warehouses in which the goods are moved are registered
- ✓

PROCESSES:

indicate all the processes carried out on the lots to obtain a finished product;

The **C.D.R. TERRA MIA ITALIA** is the pro-rector of the **WHITE LABEL** platform in which there is the Block Chain system for the management of these processes; each member will have his own account to be able to enter his product taking advantage of all the advantages of this eco system.

- ✓

CERTIFICATES:

associate certificates with one of the items described above
- ✓

LABELS:

generate QR CODE labels of the products created within the lots
- ✓

DIES:

connection between several actors in the same supply chain to carry out transactions between them
- ✓

SALES:

management of transactions of lots/products to the company's customers (indicated in the Supply Chain)
- ✓

SHOPPING:

management of transactions of lots/products from suppliers (identified in the Supply Chain)

Nutrinform Battery

The system allows to graphically represent the **percentage of energy** and individual nutrients compared to the recommended consumption portion of the food.



Memoranda of Understanding Confindustria RC

Italcam Camera Italo-Brasileira

Camera di Commercio Italo Russa - CCIR

American Chamber of Commerce in Italy

Camera di Commercio Italo Ellenica - CCIE Atene

Camera di Commercio dell'Ontario - ICCO

Fiera di Roma

Ente Certificatore Unico



Assortment

- Creation of a regional assortment divided between fruit and vegetables and the world of agro-industrial processing
- Every activity, both production and transformation, must be certified and acquire the Product Mark of Sistema
- The references will be parameterized to the Regions and to the productive vocations
- Creation of references related to the D.O.T.I. certified collective mark. Trade Made in Italy



The perceived value of Italianness of goods and services

The **message of Italianness** can be conveyed through the product and/or service, but it is not enough.

It is necessary to root, through an adequate network of:

- support
- dissemination
- formation

the correct characterization "Made-by-Italy",
QUALIFYING AND CERTIFYING THEM.

In this way, the entire
"network" becomes
a sort of ubiquitous
"macro-district"



The beginning

It started already in 2019 with tests and first approaches on the market. They have been planned in the agricultural sector with **500 COMPANIES INVOLVED THROUGHOUT THE NATIONAL TERRITORY**

- Ancient Varieties ☒
- Forgotten fruits ☒
- Citrus fruits ☒
- Cucurbitaceae ☒
- Stone fruit ☒
- Strawberries ☒
- Lettuce ☒
- Vegetables ☒
- Potatoes ☒
- Organic Sector ☒
- Figs ☒
- Cherries ☒
- Grape ☒



Value Chain “Made in Italy”

The “Value Chain” of the product of the “Made in Italy” supply chain presupposes two types of product & service:

01. II PRODUCT & SERVICE made entirely in Italy.
02. The PRODUCT & SERVICE made outside Italy (“Made-by-Italy”) regains the characteristics of Italianness through a mechanism of tutoring, training and technology transfer. The function of the “network” is expressed through the flow (“cultural and technological mediator”) carried out by the Terra Mia Italia Project.

*The delocalized activities maintain, therefore, the **connotation of “Italianness”** through compliance with protocols, disciplinary, traceability.*

The elements of “IPSE DIX-IT”

Hi-tech and information systems

- Creation of a model to implement **research, technological innovation and human capital** in the Country System: basic elements for integration into a **development program** dedicated to overcoming the structural delays of the areas below-used.
- The better knowledge of the mechanisms of transformation and transmission of research and innovation (R&D) results allows the **construction of skills and capacities** (capacity building) for the scientific and work activity of the new **globalized scenarios for the Made-by-Italy**.
- Creation and use of **innovative methodologies for traceability and traceability** of products in a market-oriented key and management optimization along the supply chain.

The Customer

With the GDO customer In Italy and abroad, **the project provides for an ad hoc procedure** because the needs for the Region by territory and by point of sale are very different.

The **procedure for adapting** the assortments must include products with different sizes (baskets, small sizes for sale to the neck etc.). The top of the range with **territorial identifications**, communications at the point of sale, **staff trained for tastings** and **organoleptic information** of the product and **territorial peculiarities**.

Our Proposal

01. Communication

The proposal is the **involvement of large-scale** distribution in production plans to **share varietal aspects**, periods, advertising and communication campaigns, spaces dedicated to the Terra Mia Italia project with visual characterizations and communications, etc.

02. Assortment

Availability of staff to **support sales for loading counters in order** to keep the spaces always well assorted several times a day in the IPER and on a daily basis for the Markets.



NETWORK CONTRACT

Project Taste Made in Italy



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