



SISTERS



How to obtain short-chain sales with Regioneo

SISTERS Project
Practice Abstracts

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Author:
Agence BM-Services (WP1 leader)

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Contact information:
AITIIP Centro Tecnológico
(Spain - Project coordinator)
carolina.penalva@aitiip.com

Agence BM-Services
(France - WP1 leader)
pierre.tubiana@bm-services.com

The problem

Establishing short-chain sales poses challenges for primary producers seeking efficient distribution channels.

The solution

SISTERS solution, Regioneo, **simplifies short-chain sales** by enabling producers to launch dedicated e-commerce sites quickly. Its features include real-time catalogue updates, availability alerts, communication tools, QR code ordering, customized showcases, and promotional offers to reduce waste and surplus inventory.

Benefits



Rapid establishment of e-commerce presence.



Enhanced customer communication and engagement.



Increased visibility and accessibility for producers' products.



Reduction of surplus and waste through promotional offers.

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PRACTICAL RECOMMENDATIONS

Recommendations for obtaining short-chain sales with SISTERS solution Regioneo:

- Regularly update product information and availability on the e-commerce site to provide **accurate and timely information** to customers.
- Utilize **promotional offers strategically** to incentivize customer purchases and minimize surplus inventory.
- Implement a **responsive customer service system** to address inquiries, concerns, and feedback promptly, fostering positive customer experiences and loyalty.
- Collaborate with **local community organizations, farmers' markets, and other relevant stakeholders** to promote your e-commerce site and expand your customer base through grassroots outreach and partnerships.



About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2023

Project dates: from November 2021 to April 2026.

Goal: to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.