



SISTERS



Tips for Optimizing Produce Distribution with Digital Channels

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The problem

Fruit and vegetable producers **face challenges in establishing efficient distribution networks**, often struggling with lengthy supply chains and limited visibility.

The solution

Producers can use **digital methods to streamline distribution, beginning with a dedicated e-commerce site**. This hub allows consumers to explore products, learn about farming practices, and buy directly, boosting producer visibility and customer interaction. Integrated e-commerce features ensure a smooth shopping experience.

Benefits

-  **Improved visibility and accessibility for producers, leading to increased sales and consumer trust.**
-  **Enhanced user experience through intuitive and informative online platforms.**
-  **Utilization of communication materials such as QR codes to prompt online purchases and provide product information.**
-  **Leveraging social media platforms to build an engaged community and promote product quality.**
-  **Participation in specialized online sales portals to expand reach and cater to specific consumer preferences.**

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PRACTICAL RECOMMENDATIONS



Recommendations for discovering and growing your online customer base with Regioneo:

- Develop and maintain a user-friendly e-commerce website with essential features like online payment and order tracking.
- Utilize QR codes and other communication materials to drive traffic to the website.
- Leverage social media platforms for community building and product promotion.
- Consider membership in specialized online sales portals to broaden reach.
- Explore initiatives like the SISTERS project's Regioneo platform to access comprehensive digital solutions tailored to fruit and vegetable producers.



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.