



# How to maximize your profit through short chain sales

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## The problem

An online sales channel brings new business opportunities for primary producers. However, it requires some adaptation compared to usual practices in order to maximise its possibilities.

## The solution

The SISTERS project brings in several strategies that help fruit and vegetable growers to maximise their sales.

## Benefits



Online sales allow more time for clients to choose the products they want and takes less time from producers, increasing the number of orders they can manage and optimising their stock management.



An increased online presence can contribute to promote producers' visibility, catalogue and sales.



Offering anti-waste products, such as fruits and vegetables with calibre or visual defects can appeal to eco-friendly consumers, increasing the clients base.

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## PRACTICAL RECOMMENDATIONS

- **Direct marketing:** create a habit among your current and future clients by encouraging them to buy online.
- **Improve your online presence:** a website is the first step towards online sales and can be successfully combined with social media activity. Seasonal sales, highlighting the quality of your products, suggesting recipes or food conservation practices can increase your profit by attracting new clients.
- **Sell anti-waste products:** proposing a dedicated catalogue of “ugly” but fit for consumption fruits and vegetables can attract new customers and increase your revenue by expanding the amount of products available for sale.
- Engaging with local associations, restaurants, community kitchens or small distributors are ways of making yourself known and promote your products.



### 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. © 2024

**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.