



How can Regioneo help fruit & vegetable growers build an extra bond of trust with their customers?

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The problem

Although an online sales channel can bring in multiple benefits both for primary producers and consumers, maintaining successful online customer relationships can be challenging.

The solution

Investing in customer relationships and trust increases the chances of new orders. Regioneo, an online solution that allows primary producers to have their own E-commerce website, offers several strategies to maintain this trust.

Benefits



An online channel allows easy access to relevant information for customers that helps to maintain a successful customer relationship.



Easy, real-time communication with customers through an online channel is one of the best ways to improve customer relationship and build a trust connection.



Promotion of eco-friendly practices such as selling “ugly” but fit for consumption fruits and vegetables through a website and social media can help to engage environmentally aware consumers.

How to maximize your profit through short chain sales

PRACTICAL RECOMMENDATIONS



- **Sharing information on your products**, the way you work and the way you cultivate through a dedicated website and social media will provide your customers with a direct link of trust.
- **Regioneo allows you to have a direct relation with customers and answer their questions.** This direct link, together with photos and testimonials in your website and/or social media, will reinforce your customer relationships.
- **Honesty is key to create trust.** Sell fruits and vegetables with calibre or visual defects at a reduced price online and show your customers that you are encouraging environmentally friendly practices while showing transparency.



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

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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.