



FONDO EUROPEO AGRICOLO PER LO SVILUPPO RURALE: L'EUROPA INVESTE NELLE ZONE RURALI

The APP: telling the story of where the product comes from

The objective of the SHEEP ALL. CHAIN project is the valorisation of the limited sheep breed farms in the Belluno area, the Alpago and Lamon breeds, with computerised sharing of genealogical data and production traceability. Valorisation will be achieved both through more scientific aspects relating to the computerised sharing of all useful data to safeguard the presence and continuity of these two breeds, thanks to the support of the University of Padua, and through territorial marketing actions, because the valorisation of the productions linked to the two breeds cannot take place without the valorisation of the territory. The improvement of the competitiveness of the farms of the autochthonous sheep breeds with limited diffusion in the province of Belluno, the Alpago and Lamon breeds.

In addition to effectively maximising the use of breeding rams, the application was also implemented to meet another very important requirement for products derived from this type of breeding: traceability.

The aim of this activity was to create a database on a geographical basis that allows geographical traceability on territorial management tools (GIS) but also user-friendly (visualisation on orthophotos for consumers and external users) of each farm and its areas, which, in addition to the geographical coordinates of the breeding farm, shows the location and characteristics of the areas managed. The information will be usable by users, and in general by the final consumer, through a QR-Code linked to the company page of each company in the APP.

Data collection phase

Also in this second activity carried out in the framework of the SHEEP ALL. CHAIN project, an initial phase of data collection was necessary to define the type of data that would be useful and usable to achieve the objective set for this project action. In particular, fundamental subjects for this phase were CREV and AVEPA.

The former provided geographic ordinates (expressed in WGS84 in decimal degrees), manager, owner, potential capacity, production orientation, and indication of geographic quality.

While, with regard to land use data (pasture, meadow/grassland, arable land), AVEPA's Gis office holds geo-referenced data of land use parcels that refer to the farm files and that the owners have requested in digital and geo-referenced format.

The two databases provide very important information. In fact, from their superimposition it is possible to describe on an objective and georeferenced basis the environmental services provided by the breeders of the supply chain, in order to educate the consumer about the **extrinsic quality aspects of the products** of the territory and in particular of the products linked to this supply chain.

These data were further integrated with the participation of individual farmers who joined the project. In this way, environmental data linked to **land use and care** were also collected, in order to develop a product traceability system and identify the geographical area of reference.

Data processing

The choice of the data and their processing is oriented to obtain specific information useful to highlight the quality, the **origin of the products** and their close link with the territory. In fact, from the crossing of these data it was possible to implement the database with data related to the



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overlapping of the Natura 2000 network areas and to the average slopes, identifying 2 indicators of added value that are fundamental to enhance the breeding and the supply chain.

- Biodiversity: The intersection of the areas in hectares (ha) between the grassland polygons and those of the Natura 2000 network, which includes SCIs and SPAs (areas of naturalistic value and importance for biodiversity), will be calculated. These areas will give an indication of the relationship between livestock farming and the protection of high nature value habitats - High Nature Value Farmlands (HNVF).
- Abandonment Prevention/Risk Index: will be calculated from the classification of individual pastures with respect to their average slopes and areas.

In particular, therefore, it demonstrates the safeguarding of the environment by small ruminants, who use areas that are difficult to access (excessive slope for example) by other farm animals (such as cattle for example), the **enhancement of mountain ecosystems, territorial biodiversity** and the landscape in marginal areas (recovery of uncultivated areas, advanced woodland prevention, fire prevention, as well as habitat conservation).

Implementation in the app

The information and data collected in this project activity are included in the APP created for monitoring the species. In particular, ¹a QR Code has been attributed to each farm, which returns the following data within a farm file:

- Biodiversity
- Index of risk prevention and abandonment in mountain areas
- Company name
- No. of sheep
- UAA Farm (ha)
- Arable land (ha)
- Meadow (ha)
- Pasture (ha)
- Meadow/grazing land (ha)
- Use Malga
- Farm pasture use
- Type of breeding
- Farmhouse

Why this information?

This activity is significantly intertwined with **territorial marketing** actions. The main objective of the QR Code is to affix it to the products sold by the individual company or by the group of companies (in our case, for example, Fardjma or Fea de Lamon) so that the final consumer can scan it and find out more about the company and the **production area**.

It is precisely the story of what the company does to obtain that product, where and how the animal is bred, which together with traceability manages to give it greater value, whether economic or in

¹ A district QR code has also been set up to process data from several companies in the same district.



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terms of loyalty. For this reason, it is essential for the company to keep not only its data up to date, but also its communication channels, in order to always guarantee a truthful and truly engaging story.

Therefore, in order to support the territorial marketing and communication actions that the single company, or a group of them, can carry out, an analysis of the computerised data collected and summarised in a matrix was carried out in order to assess them in relation to

- evidence of the value of the product;
- evidence of the value of the territory;
- comprehensibility and usability in communicative terms;
- availability, availability and continuity of data.

In this way, it is possible to select the data with the greatest potential in terms of product and territory communication and marketing in order to define the specific contents and themes of the marketing strategy to enhance the supply chain process and the typical territorial features.

For more information on the project: Antonella Tormen antonella.tormen@centroconsorzi.it

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