



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

## Experienced communication and marketing activities

The objective of the SHEEP AL.L. 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. This enhancement will be carried out both through more scientific aspects related 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 enhancement of the productions linked to the two breeds cannot take place without the enhancement of the territory.

SHEEP AL.L. CHAIN, as well as experimenting with new herd management solutions, also tested some innovative marketing actions for the territory and the project's reference sector. The actions experimented were in absolute continuity with the market analysis carried out, focusing in particular on two proposals: the widespread editorial community and the organisation of a dedicated event.

### The widespread editorial community

The first action experimented was the organisation of a widespread editorial community to start product marketing. Bringing together all the actors involved in the supply chains of the two indigenous breeds of sheep to jointly define the strategic contents for promoting the product (quality, authenticity, sustainability, respect for biodiversity and local traditions) through their own communication channels; at the same time establishing - again jointly - the times and methods for updating their own communication channels, so that the coordinated work of the individual actors, even if small, can produce effective results over time thanks to the **continuity of the communication actions**.

At the basis of the concept of the drafting community is the promotion of a communication strategy based on *storytelling* where the narrative generates original content that can directly reach the target audience through the emotions it arouses, increasing the popularity of a *brand*.

This type of storytelling is facilitated by the web. In fact, unlike in the past, even small entrepreneurs and companies have the possibility of telling their stories to their audience. In this specific case, the decision to rely on *storytelling* also made it possible to make the producers/breeders involved in the project the protagonists of the marketing strategy, becoming at the same time "promoters" of their products and "testimonials" of their production areas (Alpago and Lamon).

In addition, the involvement of producers/farmers in the implementation of the marketing strategy will also take place through the experimental choice of favouring their constitution of a "diffuse editorial community" able to autonomously and collectively manage the web marketing tools developed during the project (social profiles and newsletters) also after the end of the project.

### The widespread editorial community in practice

The "diffuse editorial community" is based on the sharing and implementation of a few but well-defined rules for the publication and dissemination of content through web tools (social profiles and newsletters) by a group (whose number can vary from a few units up to several dozens) of authors following a "**editorial plan**" periodically shared and updated, which clearly assigns to each member of the editorial staff the task of publishing a content with a specific subject and purpose.



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### An event dedicated to Alpago lamb meat

The second action consisted in structuring an event, to be transformed into a periodical, dedicated to Alpago lamb meat along the lines of the Agnello di Sardegna or a cooking show, which could act as a "container" of initiatives centred on lamb, thus attracting a variety of targets such as: local people, tourists, cooks, typical food and wine enthusiasts. The main aim of the event is to introduce the most important features of the commercial offer through direct experience.

In the framework of the SHEEP AL.L. CHAIN Project, an initiative was organised and carried out in Alpago, at the information point and show room built near Santa Croce Lake, owned by the Alpago Mountain Union, partner in the project, whose objective was the valorisation and promotion of the products of the Alpago sheep chain and, more generally, of the production territory. On this occasion, the product was valorised from a cultural and gastronomic point of view, associating it with innovative recipes and new presentation ideas such as the cooking show.

The event entitled "Recipes and flavours to discover the Alpago Lamb Slow Food Presidium" was organised on Saturday 29 August 2020, structured as cooking lessons in two sessions, the first at 10.00 am and the second at 5.00 pm.

The initiative "Recipes and flavours to discover the Alpago Lamb Slow Food Presidium" was an opportunity to reintroduce lamb into home cooking in a captivating and engaging way, both with more prized and well-known cuts such as the leg or ribs, and with lesser-used and generally discarded cuts such as the offal.

The main objective that led to the choice of the "cooking lesson" format was the possibility of proposing recipes that could be easily carried out in a home kitchen, without the use of special equipment and within the reach of all people, whether experts or not.

In fact, the risk of the cooking show was that of showing recipes, techniques and processes that it would be difficult for the participants to take back to their own kitchens. With the lesson, however, the spectators were encouraged not only to learn, but also to want to experiment once they returned home, also thanks to the handout specially created by the teachers who held the lessons.

The lessons were held by Angela Schiavina and Licia Dentesano Delser from the Associazione Insegnanti di Cucina Italiana (AICI), who explained the recipes step by step with great enthusiasm, describing the various technical aspects accurately, recounting professional and private anecdotes and answering questions and giving advice to the participants on various elements of the cuisine, who followed the whole lesson attentively. The two teachers managed to keep up the interest during the different steps, conveying to the participants the passion and attention that one must have when cooking a product like Alpago lamb and the best combinations to cook and enhance it.

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