

## **Business model boosting of pig farmers with their own butcher's shop by innovating quality management to increase production value and to adapt to customers demand**

### **Summary**

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GO will be formed by a group of farmers to own butcher located in different parts of the province of Girona. This group consider their product as a high quality product, but have room for improvement is not known objectively measurable or that quality. Product sales are satisfactory, but in anticipation of changes in the market want to improve the quality they offer their clients. Customers value above all the animals fatten themselves and sensory quality of the meat. In general, you want to solve the challenge is this group of butchers who produce their animals and controlling the entire process, the difficulty of identifying the most important parameters of meat quality and how to establish a system control through objective data to improve the final quality of its products.

### **Objectives**

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Study of the different technological tools to improve communication with consumers and prospects, improve e-commerce, communicate progress and improvements by the participants to their customers, communicate and disseminate the identity, skills and characteristics of these producers. Creating a network of communication and exchange of experiences among the group to stimulate, promote and facilitate the development of GO.

### **Conclusions**

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To get the butcher-producer model is a success story that allows boost the local economy, creating jobs and continue to look for elements that are necessary to consolidate a GO to establish lines of work in the medium and long term. In an increasingly competitive market where the price of the product and the diversity of supply need to emphasize the attributes, skills and competencies of this group. Promote training and dissemination of technical seminars and workshops to improve their skills.

The baseline scenario is a small and medium producers, isolated and with little contact between them, not exploit synergies between them.

In many cases it detects a certain inbreeding, lack of training and acquisition of new knowledge to complement his training and technique.

They are mainly companies with very limited human resources and deficiencies of management and organization of these resources leads to management of everyday business neglecting management and strategic planning of the business of producers. Usually they do not have sufficient size for the recruitment of staff for management and business planning.

They are technology-based companies with a very limited efforts made in certain aspects of the financial management of the company but have not committed at any time in technological investments to improve and promote commercial projects and sales. Do not bet on new technologies to sell over the Internet. The use of social networks is very limited.

Their presence is limited networking websites testimonials face communication without return

## Operational Group Leader

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Tipologia d'entitat:

**Agrupació o associació de productors agraris**

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### Keyword-category

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Animal husbandry and welfare

Supply chain, marketing and consumpt

### Territorial scope

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#### **Província**

Girona

Barcelona

#### **County**

Selva

Gironès

Baix Empordà

Alt Empordà

### Project dissemination *(publications, seminars, multimedia...)*

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newsletter gsp girona.

### Project website

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[www.gspgirona.org](http://www.gspgirona.org)

### Other project information

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#### Project period

Starting date (month-year): Novembre 2015

End date (month-year): Setembre 2016

Project status: *Finalised*

#### Approved budget

**Total budget: 22.500,00 €**

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*Own funds:* 6.750,00 €

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*Id. projecte: 90 2015*