

Implementation of fourth range in the retail channel

Summary

Drafting of a project Fruit 4th range for the retail channel, to incorporate the 4th range, in the sector of fresh fruit Catalan as a viable online business.

This project that bind Afrucat, representing the Catalan fruit sector, with several companies will define a viable project in IV range and its tucked up (pilot), which is intended to perform in a second phase.

The methodology used in this project was:

1. Analysis of secondary sources.
 - a) Gathering information indicative of the current state of the 4th range fruit: production data, consumption and sale in Catalonia, Spain and internationally.
 - b) Collection of information in the sector of fresh fruit in Catalonia.
2. Interviews with experts in order to understand the technical limitations of the project. This has been held a meeting with the IRTA Fruitcentre which analyzed trends, technical and existing facilities related to the production of 4th range fruit.
3. Analysis of the current supply of fruit in the linear range 4th supermarket.

Objectives

The general objectives of the project are:

1. Analyze / decide on the type of project 4th range in Catalonia.
2. Define / s product / s that can be commercialized in 4th range.
3. Define what / s format / s are most appropriate.
4. Determine optimal packaging
5. Specify the conservation system
6. Design the most appropriate distribution system.
7. Set the price / margin can be applied to the retail channel.
8. Determine the market share of this new line of products- IV range.

The specific objectives are:

Encourage and facilitate the consumption of fruit 4th range between population approaching product consumer.

To publicize and promote varieties of sweet fruit Catalan

Create brand group

Raise awareness and encourage members Afrucat towards the creation of a new product for them thereof, implementing the 4th range of products in its portfolio.

Conclusions

The introduction of fruit products in the retail channel 4th range is still in process incipient. Although studies show a positive trend if we look at the reality, as we have done In this study, consumption at home, unlike other international, is still scarce.

This, along with the reality of the productive sector of the sweet fruit in Catalonia makes us consider a proposal to boost the sector look towards the 4th range fruit.

Thus, the contribution of this proposal focuses on the following aspects:

- Open a new line of business for the sector unexploited so far, working:

- Margin,
- Value Added
- Taste
- Brand
- Products km0
- Name
- Sustainability
- Product quality

Improve the weaknesses of the sector, gaining diversification, which reaches the productive sector

Marketing an improvement of the final results, specialized production with dedication

Part of this production in the 4th range.

- Opening new markets primarily local, which detects a long way to go.

To achieve these objectives in approaching the retail sector, by opening outlets in the street, fourth range fruit and juices.

Operational Group Leader

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Tipologia d'entitat:

Agrupació o associació de productors agraris

Keyword-category

Food quality / processing and nutrition

Supply chain, marketing and consumpt

Territorial scope

Província

Tarragona

Lleida

Girona

Barcelona

County

Tarragonès

Segrià

Ribera d'Ebre

Pla d'Urgell

Maresme

Barcelonès

Baix Empordà

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

Pàgina Web

Publicació a la revista Vadefruita.

Project website

www.afrucat.cat; www.fruita.cat

Other project information

Project period

Approved budget

Starting date (month-year): Novembre 2015

End date (month-year): Setembre 2016

Project status: *Finalised*

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