Seminar:
“ICT and rural areas: building the knowledge society at grassroots level”

THE ‘PROVE’ PROJECT – PROMOTE AND SELL (PROMOVER E VENDER)

Brussels 10th February 2011
“We all know how to grow the produce. What is more difficult is to sell what we produce.”

Maria Simões
PROVE producer
Setúbal Peninsula
- Periurban territory located between two major cities: Lisbon and Setúbal
In 2004 ...

Producers are unable to find outlets to sell what they produce ⇒ Abandonment of agricultural land

Increased property speculation ⇒ Rapid and uncoordinated urbanisation ⇒ De-characterisation of the territory

Solution: Proximity commercialisation

Commercialisation of the produce:
- directly from the producers to the consumers;
- in the form of a basket containing seasonal fruit and vegetables.
In 2006 …

**PROVE basket**

- Containing seasonal horticultural produce
- Organised by 3 to 5 producers
- Weight: 7-8 kg
- Price: €9/€10/€11
- Weekly deliveries: Friday & Saturday

Weekly deliveries:

**Weekly deliveries:**

- Friday & Saturday
Benefits of the PROVE Methodology

For the producers

- Job creation
- Immediate and fair payment for their horticultural produce
- Alternative outlet for their horticultural produce
- Recognition of agricultural work by consumers

For the consumers - acquire quality products and have the opportunity for direct contact with the producers.
Benefits of the PROVE Methodology

For the **territory**

- Maintenance of agriculture
- Job creation
- Development of the local economy
- Social and environmental sustainability
- Rural-urban approximation
- Stimulation of an entrepreneurial spirit
- Preservation of the landscape
PROBLEM 1: The consumer/producer dichotomy

CONSUMERS

• Have secondary or higher education.
• Are civil servants or company employees.
• Appreciate having contact with the producers.
• Are advanced users of Internet and ICT.
• Value quality products.
• Wish to buy new products.

PRODUCERS

• Have low level of education.
• Are farmers.
• Have difficulty contacting consumers.
• Have difficulties using ICT and the Internet.
• Are holders of know-how related to the production and confection of agricultural products.

SOLUTION

1- PROVIDE TRAINING FOR FARMERS

2 – CREATE A WEBSITE TO FACILITATE CONTACT BETWEEN PRODUCERS AND CONSUMERS
Contribution of ICT in implementing PROVE

PROBLEM 1: The consumer/producer dichotomy

> Website www.prove.com.pt
Contribution of ICT in implementing PROVE

PROBLEM 1: The consumer/producer dichotomy

Website www.prove.com.pt

Information about producer centres

Information about products

News

On-line basket orders
Contribution of ICT in implementing PROVE

PROBLEM 1: The consumer/producer dichotomy

> Website www.prove.com.pt

Information about:

> Producers

> Collection points and delivery times of baskets

> Contacts

Detailed description of the farm:

> location

> area

> main crops

> production method (conventional, organic etc.)

> other information
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PROBLEM 1: The consumer/producer dichotomy

List with all the possible products

Nutritional information

Recipe suggestion
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PROBLEM 1: The consumer/producer dichotomy

On-line orders

Completion of fields with personal data (name, address, contacts etc.)

Selection of:
- Collection point
- Quantity required
- Date when consumer wishes to begin receiving baskets
- Frequency (weekly, fortnightly)

Centre, type of basket and price
SOLUTION

CREATION OF “G-PROVE” LOGISTICS SOFTWARE

Contribution of ICT in implementing PROVE

PROBLEM 2: Management of Orders

How to manage orders, plan deliveries and divide the profits in a way that is transparent, fast and acceptable to all producers?
PROBLEM 2: Management of Orders

Logistics management software that allows the centre to automatically:

- receive orders and client data.
- calculate quantities of products per producer required to make up the baskets.
- plan the basket and see if it makes a profit or loss.
- calculate the income for each producer.
- print reports in PDF format which can be used in the field.
Contribution of ICT in implementing PROVE

PROBLEM 2: Management of Orders

> Example of PDF report

<table>
<thead>
<tr>
<th>Produto</th>
<th>Preço Unitário</th>
<th>Quantidades de Referência por Cabaz</th>
<th>Entregas sem substituição</th>
<th>Quantidades totais sem substituição</th>
<th>Entregas com substituição</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alface</td>
<td>0.50 €/Unidade</td>
<td>1 Unidade</td>
<td>10 X</td>
<td>10 Unidade</td>
<td></td>
</tr>
<tr>
<td>Alho Francês</td>
<td>0.60 €/Unidade</td>
<td>1 Unidade</td>
<td>10 X</td>
<td>10 Unidade</td>
<td></td>
</tr>
<tr>
<td>Batata</td>
<td>0.50 €/Kg</td>
<td>1 Kg</td>
<td>10 X</td>
<td>10 Kg</td>
<td></td>
</tr>
<tr>
<td>Cebola</td>
<td>0.80 €/Kg</td>
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<td>10 X</td>
<td>10 Kg</td>
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</tr>
<tr>
<td>Couve Brocolio</td>
<td>0.30 €/Unidade</td>
<td>4 Unidade</td>
<td>10 X</td>
<td>40 Unidade</td>
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</tr>
<tr>
<td>Couve coração de boi</td>
<td>0.80 €/Unidade</td>
<td>1 Unidade</td>
<td>10 X</td>
<td>10 Unidade</td>
<td></td>
</tr>
<tr>
<td>Couve portuguesa</td>
<td>1.50 €/Unidade</td>
<td>1 Unidade</td>
<td>10 X</td>
<td>10 Unidade</td>
<td></td>
</tr>
<tr>
<td>Ervas Aromáticas e Medicinais</td>
<td>1.50 €/Molho</td>
<td>1 Molho</td>
<td>10 X</td>
<td>10 Molho</td>
<td></td>
</tr>
<tr>
<td>Espinafre</td>
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<td>1 Molho</td>
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<td>10 Molho</td>
<td></td>
</tr>
<tr>
<td>Morango</td>
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<td>0.4 Kg</td>
<td>10 X</td>
<td>4 Kg</td>
<td></td>
</tr>
<tr>
<td>Nabo</td>
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<td>10 Unidade</td>
<td></td>
</tr>
<tr>
<td>Pepino</td>
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<td>9 X</td>
<td>9 Unidade</td>
<td>1 X</td>
</tr>
<tr>
<td>Pêssego</td>
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<td>6 Kg</td>
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<tr>
<td>Tomate</td>
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<td>10 X</td>
<td>3 Kg</td>
<td></td>
</tr>
</tbody>
</table>

Observações: 10 Cabazes [10.70(€)/Cabaz de Referência]

Price of the basket

Products in the basket

Unit price of each product

Quantity of each product

Total quantity by product
How to promote in a way that is environmentally friendly, low cost and appropriate to the lifestyle of the consumers?

SOLUTION

PROVE WEBSITE AND SOCIAL NETWORKS
Contribution of ICT in implementing PROVE

PROBLEM 3: Communication and Promotion

> Website www.prove.com.pt

News section and Newsletter

Information about the project with access to educational material: brochure, videos and promotional material
Contribution of ICT in implementing PROVE

PROBLEM 3: Communication and Promotion

> Facebook page [www.facebook.com/projectoprove](http://www.facebook.com/projectoprove)
PROVE today

Motivation
To respond to requests for setting up PROVE centres in new areas.
To evolve the concept of “PROVE” Proximity Commercialisation.

*Diversification of activities – to offer products and services as educational, cultural and tourist activities – new sources of income for the farmer.*

Some figures:
22 centres established
60 producers
900 consumers
6.5 tons of horticultural products commercialised every week
€8200 income per week
€560 monthly income per farmer
Thank you for your attention

Contacts
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