



Logistics

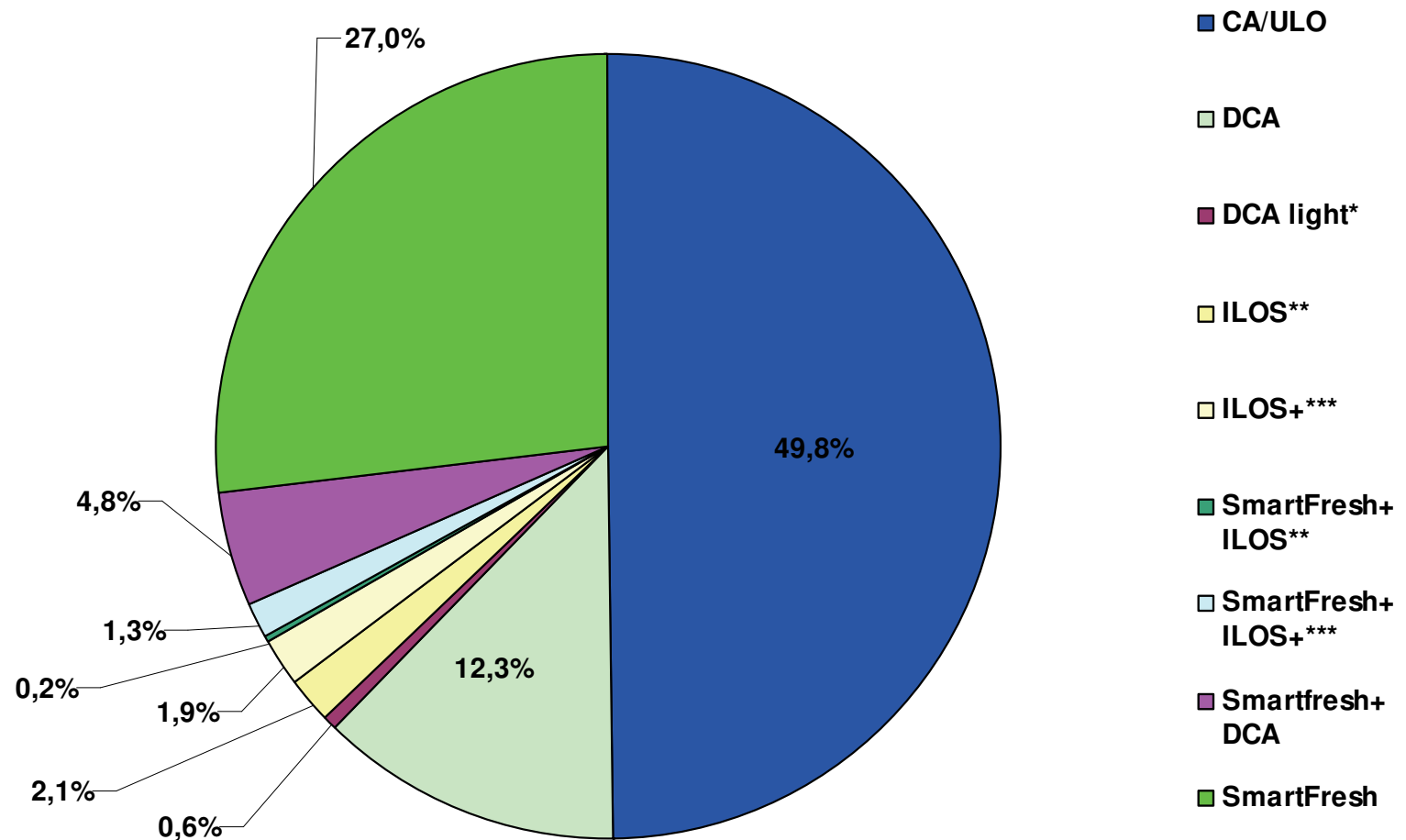
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**Interpoma Innovation Camp
Bolzano, 22nd November 2016**



“Status Quo”: Storage Handling

≈ 0.8 Mio. tons of apples stored in 2015-2016



Organisation

Key players in the South Tyrolean network:

- **Producers, organized in cooperatives**
- **Associations**
- **Research Centre Laimburg**
- **Agricultural Extension Service**
- **Other public and private actors**

Key players

Producer's cooperatives

- **23 cooperatives** in South Tyrol, **95 %** of the producers covered
- **Primary goals:**
 - **storage**
 - **logistic**
 - **handling**
 - **marketing**

Key players

Cooperatives and producer organizations

- **23 Cooperatives merged to two producer organizations:**
 - **VOG (The Association of South Tyrolean Fruit Growers` Cooperatives; 16 Cooperatives)**
 - **Vi.P (The Association of Val Venosta Fruit Growers` Cooperatives; 7 Cooperatives)**
- **Producer organizations responsible mainly for marketing and invoicing**

Primary Players to guarantee an optimal post-harvest product life

- **“Beratungsring” (93-95 % of the farmers are members):**
 - **private and independent extension**
- **“OG-Dienstleistungskonsortium”**
 - **supportive activities for packing houses**
- **Research conducted by “Laimburg”**

Primary Challenges to be addressed

- **Guaranteeing a certain **product quality** along the whole supply chain, primarily by:**
 - **Implementing various Quality Standards**
 - **Successful implementation of **innovative technologies**, such as:**
 - i) novel storage technologies**
 - or**
 - ii) sorting technologies**

Future Opportunities

- Acquiring **new markets**, mainly by high product quality standards (e.g.: Arabic countries, India)
- Enhancing even more **competitiveness** of the South-Tyrolean apple sector, mainly by **closer linkage** of existing network:
 - Exploiting particularly research to gather further competitive advantages

Danke für Ihre Aufmerksamkeit.
Grazie della Vostra attenzione.
Thank you for your attention.



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PROVINCIA AUTONOMA DI BOLZANO - ALTO ADIGE

PROVINZ'À ALTONOMA DE BULSAN - SÜDTIROL