



+ 3FAIR

DATA.FOOD.NETWORK



Funded by the
European Union

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KALINTERIMI
INFORMATION

PABLO HOUSE
INFORMATION

ΥΔΡΟΜΕΛΟ
HONEY WINE
MALVASIA WINE
ΑΜΥΓΔΑΛΩΣΤΑ
OUR OLIVE
OIL

ΕΞΗΝΟΝΕΤ
"ΚΕΛΛΙΔ
INFORMATION

ΟΛΙΒΙΑΝΤΑ
ΟΛΙΒΙΑΝΤΑ
ΟΛΙΒΙΑΝΤΑ
Olive oil

ΠΑΡΑΔΟΣΙΑΚΟ
- ΚΡΑΣΙΑ ΤΟΠΙΚΑ
- ΑΜΥΓΔΑΛΩΣΤΑ
- ΠΡΑΓΜΑΤΟ ΤΟΠ
- ΖΥΜΑΡΙΝ
- ΤΟΠΙΚΑ ΑΠΟ
- ΜΕΛΟΚΡΑΣ
- ΒΙΟΛΟΓΙΚΑ ΤΟ
- ΕΛΑΙΟΛΑΔΟ - ΕΛΑΙΕ
- DELICATES
- WINES OF L
- HAND MADE
- COOKIES
- HOME MADE
- LOCAL RAKI
- RAKI V
- ORGANIC TO
- OLIVE OIL -
- HONN
- the Ce

ΤΟΠΙΚΑ
ΠΡΟΙΟΝΤΑ
DELICATE



David - Goliath



30'



LANDSCAPE



Terra Verde



SUPPORT



CHALLENGE



QUESTIONS



STORIES



CO-CREATION

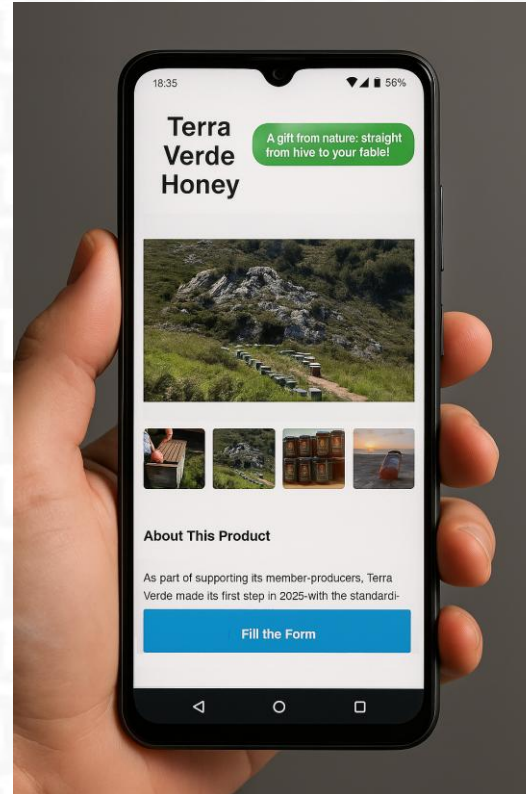




Χατζημιχάλη Νταλιάνη 5 / Τσουδερών 93 / Χανιά
τηλ. 28210 52201

www.terreverde-chania.gr

SOLUTION



Valdibella



UNIQUE ID: #100B



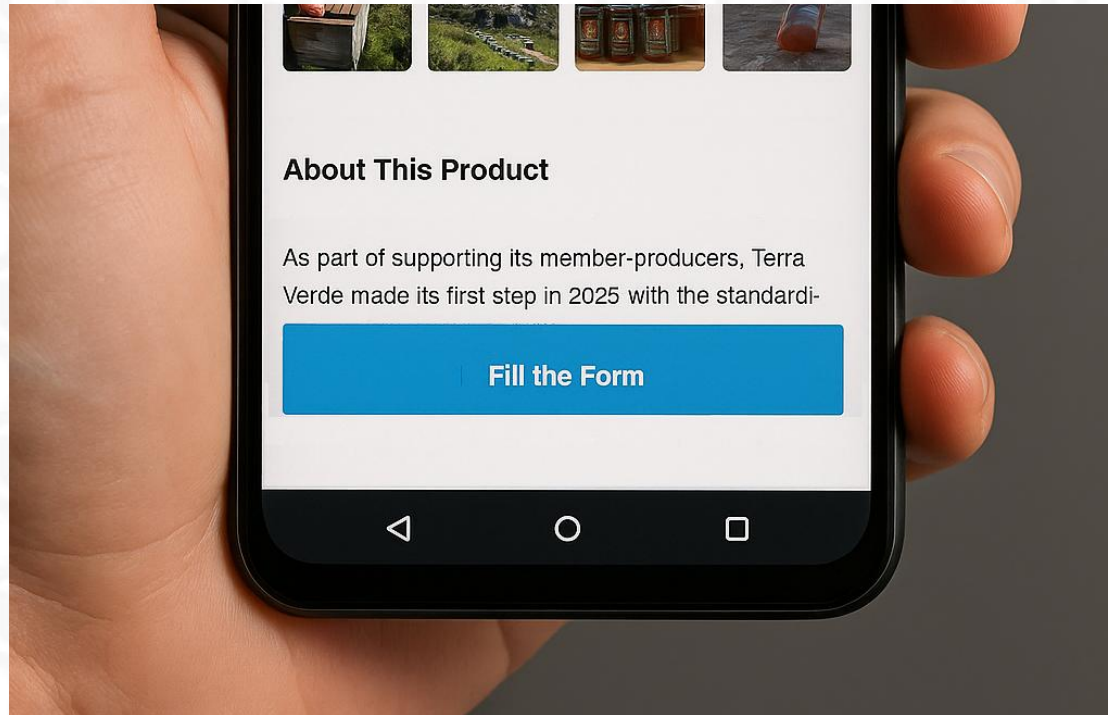
The Valdibella tomato puree is an organic product made from carefully selected, sun-ripened tomatoes grown in Sicily. These tomatoes are harvested at peak ripeness and quickly processed to preserve their vibrant color, rich flavor, and nutritional content, including lycopene, a natural antioxidant.

How was it produced? ▼

Route from field to shop ▲



SOLUTION



VALUE PROPOSITION

Hassle-free harvest and process monitoring

*Make faster and better **data-based** decisions*

Farm-2-Fork traceability (per item)

*Build and establish **trust** with consumers*

Privacy-focused market research

*Support **marketing** efforts and customer retention.*

Generate insights



Generate interest



Generate income

GROWTH POTENTIAL

~ 2 B€ p.a. - TAM: Total Addressable Market

- All small agri-food producers + all small food retail shops
- EU-wide
- Annual subscription of ~500€/year (equivalent ~0.25% of annual revenue)

~ 250 M€ - SAM: Serviceable Available Market

- Bio / Fair-Trade / Solidarity Shops + Bio / Local / Family agri-food SME
- EU-wide

Long-term Target

~ 3 M€ SOM: Share of Market (aka. Share of Market / Slice of Market)

- 20% x Bio / Fair-Trade / Solidarity Shops + 10% x Bio / Local / Family agri-food SME
- Greece only

Near-term Goal

NEW HORIZNS



Thank you!

FiBL

Valdibella



- *Scan this to join the fair data, fair food, fair network.*



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