



MONDOMIGLIORE

L'EMOZIONE DI PRODURRE ENERGIA

<i>Title:</i>	<i>Agriculture 2.0</i>
<i>Description of best practice:</i>	<i>The idea is to create a short chain between producer and consumer that will be active digitally through an App that will give the possibility to consumers to choose biodiversity among nutritional, taste, visual and curative food requirements. The cultivation product "off the ground" with the aquaponics technique gives unique results in the production of vegetables and fruit. This business model targets franchising, new agricultural entrepreneurs and those who operate in the sector.</i>
<i>Promoting actor:</i>	<i>Enterprise</i>
<i>Nature of promoting actor:</i>	<i>Public</i>
<i>Country:</i>	<i>Italy</i>
<i>Productive sector:</i>	<i>Agriculture</i>
<i>Food chain:</i>	<i>Agro-food products</i>
<i>Problem to respond:</i>	<i>Social capital</i> <i>Traditional products</i> <i>Environmental protection</i>
<i>Level 1:</i>	<i>Product innovation</i>
<i>Innovation Level 2:</i>	<i>Primary production</i>
<i>Realized innovation:</i>	<i>Cultivation "off the ground" with the aquaponics technique and a short chain between producer and consumer that will be active digitally through an App.</i>
<i>Patent:</i>	<i>no</i>
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