



**Convegno Peschicolo
"Storie di successo e Sfide"
3 settembre 2022, Lugo (RA)**









M. JOHN PAYNTER

Yummy
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ST. GEORGES RD. 6TH.


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Segmentation



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HUNNY™ PEACH



Hunny
Peach
Results

“The best thing
about the season”

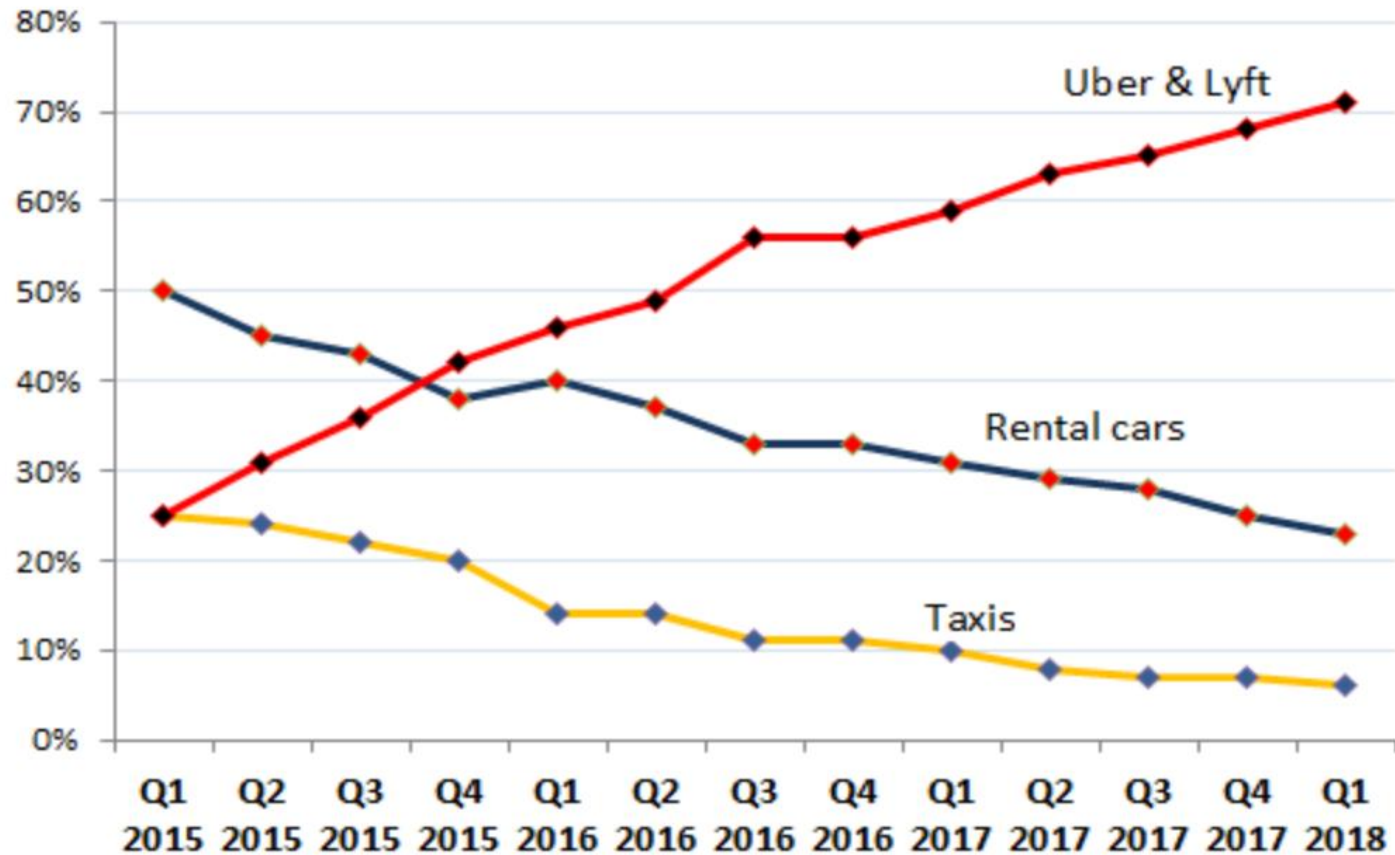
Farm Gate
Economics – 37T/Ha
at 92mm avg size

Italian Peach Industry

- Competent growers
- Excellent technical support
- Sophisticated packing and packaging
- Logistics efficiencies
- Good service to retail

Disruptors

Uber & Lyft Crush Taxis and Rental Cars
% of Ground Transportation Travel Reimbursements



Source of data: Certify

WOLFSTREET.com

Large Established
Companies Are Not Usually
Disruptors

NZ Apple
Deregulation
Experience
(2001)

- **Proliferation of:**
 - **Varieties**
 - **Target Markets**
 - **Packaging**
 - **Growing Systems**

**It is more chaotic but also
more robust**

What's the Objective?

- **To present a product that is so compelling that the consumer cannot resist**
- **To charge an extra 1 Euro/KG and return most of it to the grower**

Where Is Your Engine for Innovation?

- **What does your business look like in 15 years?**
- **What is the pathway?**

