

Pilot 2 – Identifying opportunities for farmers to collaborate with each other to transport food products into Milan

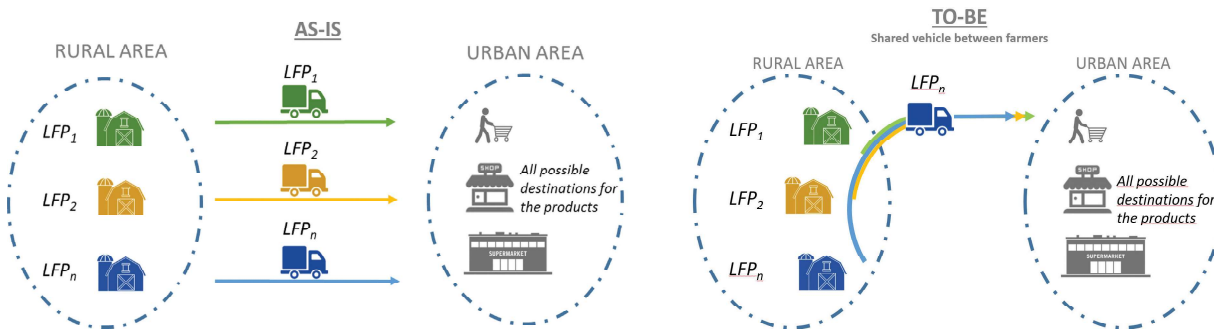
Background

In agriculture the main effort is food production, with few resources left for logistics management. Local food producers around Milan have a high preference for using their personal vehicles to transport goods rather than co-operating or involving 3PL operators.

Focusing on the farms located around Milan, the objective of the pilot was to optimise the transport distribution flows from the farms to the city centre through collaborative logistics solutions.

What we did

Farm businesses took part in an assessment to define existing business models. The collaborative logistics solutions, tested through the U-TURN Platform, pointed out the opportunity to cut down travel distance, number of vehicles and their environmental impact, allowing the farmers to save time for their core business activity.



Results

A new business model, based on farmers collaboration, would improve the efficiency of transport and distribution operations. The main results are:

- more than 80% of collaborative deliveries
- about 20% overall reduction in travel distance
- 20% reduction in total emissions

