

CORENET Good SFSC Practice No 22:	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title <i>in English</i>	Goritto farm
Choose relevant advising categories below* and provide short explanation:	
a Business planning and strategy:	The business development and strategy is fully organised by the farm owners
b Distribution and logistics:	Distribution and Logistics is organised by the farm owners' either through direct sales at the brewery and in collaboration with the Ho.Re.Ca network
c Regulatory compliance:	The farm owners consulted an external advisor concerning the safety and sanitary measures for the brewery.
d Better partnering:	The farm is partner of the Italian Beer Consortium
e Technology:	The most appropriate technology and equipment has been identified and chosen by the onwers themselves
f Production & processing:	No formal advising. However, the farm owners participate to peer-to-peer learning activities on hop and beer production.
g Packaging:	The farm was supported by an external expert for labelling validation.
h Branding and marketing:	Support received by a graphic designer and communication expert to create the label and promote the farm products
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The farm receives advice from external experts on regulatory matters, partnerships, labelling, and communication. For production activities, it prefers to exchange knowledge through peer-to-peer interactions. Consulting is also received for bureaucratic procedures.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	

Short summary for practitioners in <u>English</u> on the <u>(final or expected) outcomes</u> (1000-1500 characters, word count – no spaces). <i>Do not complete if the summary below is completed in English</i> This summary should be as interesting as possible for farmers/end-users, using <u>a direct and easy understandable language</u> and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	Goritto Farm has developed an agricultural brewery supported by local hop cultivation. Its mission is to produce craft beers using regional ingredients while promoting sustainability and territorial identity. The initiative responds to a growing demand for authentic local products from residents and tourists, filling a gap in the regional market for high-quality craft beer. The business model is based on direct and short distribution channels. Products are sold directly to consumers at the brewery or during local events, and indirectly through Ho.Re.Ca. retailers such as bars, restaurants and shops. Logistics, marketing, and governance of the supply chain are fully managed by the producer, who also organizes deliveries and promotes products via social media. Administrative consultants assist with bureaucratic and regulatory procedures, while external experts support promotional strategies, labelling design, and communication activities. Technical knowledge is strengthened through peer-to-peer learning with other brewers and hop producers. The company is also a member of the Italian Craft Beer Consortium, which enhances its visibility and access to sector-specific expertise.
	Main results/outcomes of the activity (expected or final) The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results? Further information/references:
Actors, stakeholders	
Region, Country	Sardinia, Italy
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.facebook.com/goritto.aziendagricola?locale=it_I
Short title in <u>native language</u>	Azienda Agricola Goritto
Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners - otherwise in English) (1000-1500 characters, word count – no spaces).	L'azienda Agricola Goritto ha sviluppato un birrificio agricolo supportato dalla coltivazione locale del luppolo. La sua missione è produrre birre artigianali utilizzando ingredienti regionali, promuovendo al contempo sostenibilità e identità territoriale. L'iniziativa risponde a una crescente domanda di prodotti locali autentici da parte di residenti e turisti, colmando un vuoto nel mercato regionale per birre artigianali di alta qualità. Il modello di business si basa su canali di distribuzione diretti. I prodotti vengono venduti direttamente ai consumatori presso il birrificio o durante eventi locali, e indirettamente tramite i rivenditori Ho.Re.Ca., come bar, ristoranti e negozi. Logistica, marketing e governance della filiera sono interamente gestiti dal produttore, che si occupa anche delle consegne e della promozione dei prodotti tramite i social media. I consulenti amministrativi assistono nelle procedure burocratiche e normative, mentre esperti esterni supportano le strategie promozionali, la progettazione dell'etichettatura e le attività di comunicazione. Le conoscenze tecniche vengono rafforzate attraverso l'apprendimento peer-to-peer con altri birrai e produttori di luppolo. L'azienda è inoltre membro del Consorzio Birra Artigianale Italiana, che ne accresce la visibilità e l'accesso a competenze specifiche del settore.