



DEVELOP CALL



Financial Support for Third Parties

Final Report Part A (Public)

Field2Fork AI Hub

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Project title	Field2Fork AI Hub: Bridging Apulia’s Rural Roots and Urban Markets
Project short name	Field2Fork AI Hub
Pilot Region	Apulia
Organisation	EXO, DARE Puglia
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Executive Summary

Field2Fork AI Hub aims to strengthen short food supply chains by connecting small agricultural producers in the province of Foggia with urban consumers through a participatory digital ecosystem. The project promotes access to local, sustainable, and traceable products by combining artificial intelligence with digital tools that improve producers' visibility, expand market opportunities, and encourage more informed and sustainable purchasing choices.

During the reporting period, the project team worked closely with local producers to identify their needs, collect product information, and integrate territorial knowledge into the platform. This collaborative process led to the development of the first prototype of the Field2Fork AI Hub, which combines an e-commerce environment with an AI-powered conversational assistant, the **Personal Farmer**, capable of guiding users in discovering products and making personalised purchasing decisions based on their preferences. The platform integrates real-time producer data, product information, and availability, ensuring transparent and reliable recommendations. It also includes features such as support for local pickup points, product storytelling, sustainable shopping suggestions, and tools to reduce food waste. These functionalities contribute to improving the connection between producers and consumers while enhancing the overall user experience. The project is expected to generate positive impacts by increasing the digital visibility and market access of small rural producers, strengthening local food systems, and making it easier for consumers to access high-quality local products. Its participatory approach ensures that the solution reflects the real needs of the territory and provides a flexible model that can be adapted to other rural contexts. The next phase will focus on testing the platform with end users, further improving AI personalisation, and integrating long-term user preferences. The overall objective is to establish a scalable and replicable model that combines digital innovation, local knowledge, and collaborative governance to support more resilient and sustainable rural food ecosystems.

1. Project Overview

Puglia is a strategic agricultural region in southern Italy, but small and medium-sized producers in the province of Foggia struggle to access digital markets, increase their visibility, and connect directly with consumers. At the same time, demand for local, sustainable, and traceable food is growing, while existing digital solutions often lack transparency, personalisation, and direct producer–consumer interaction. Field2Fork AI Hub addresses these challenges through a participatory digital ecosystem that combines artificial intelligence, e-commerce, and local knowledge to strengthen short food supply chains and promote sustainable consumption.. The project aligns with the objectives of the PoliRural Plus programme by fostering digital innovation, inclusive rural development, and stronger rural–urban connections. It delivers an AI- and data-driven solution that supports sustainable short supply chains, enhances local economic opportunities, and encourages collaboration among territorial stakeholders. The pilot region is the province of Foggia (Puglia), an area with a strong agricultural identity and significant potential for digital innovation. The project targets small and medium-sized agricultural producers, improving their market access and digital visibility, urban consumers, providing easier access to local, sustainable, and traceable products, farmers' organisations and cooperatives, fostering networking and collaboration, local authorities and rural development actors, supporting innovation and local food systems, retailers and local pickup hubs, contributing to sustainable short-chain logistics. Field2Fork AI Hub is a participatory digital ecosystem that connects producers and consumers through an AI-supported e-commerce platform. Its conversational assistant, the "Personal Farmer", recommends products based on users' preferences while integrating producer information, product availability, local storytelling, and sustainable purchasing options. The solution is developed through a multi-actor co-creation approach involving producers and local stakeholders to ensure it meets real territorial needs.

2. Progress Against Objectives and Work Plan

The main objective of Field2Fork AI Hub is to develop and validate a digital solution capable of bridging rural supply and urban demand, empowering small producers, and supporting sustainable short food supply chains.

The project aims to:

- increase the visibility and accessibility of local agricultural products;
- provide consumers with personalised and reliable product discovery tools;
- support transparent and sustainable purchasing behaviours;
- create a replicable model combining AI innovation, local knowledge, and collaborative governance.

Work plan progress

During the reporting period, the project team carried out the following activities:
Engagement with local agricultural producers to collect needs, product information, and territorial knowledge;

- Creation and organisation of the initial product catalogue based on direct collaboration with producers;
- Development of the digital platform and integration of AI-based functionalities;
- Implementation of the conversational assistant to support product discovery and purchasing decisions;
- Integration of features supporting local logistics, including pickup points and short supply chain models;
- Validation of key functionalities to improve user experience, transparency, and reliability.

The activities correspond to the following planned phases:

1. Stakeholder engagement and data collection phase – completed.
2. Design and development of the digital ecosystem – completed

3. Integration and validation of AI-supported functionalities – completed
4. Field testing and user validation phase – completed.

Milestones and deliverables status (status achieved / ongoing / delayed)

- Engagement with producers and collection of local product information – achieved
- Creation of initial digital catalogue - achieved
- Development of AI-supported digital platform prototype - achieved
- Integration of personalised recommendation functionalities - achieved
- Field testing with users and stakeholders – achieved

Deviations from the work plan and corrective actions

No major deviations from the approved work plan occurred. During the development phase, additional attention was dedicated to improving the reliability and usability of the AI-based functionalities and ensuring stronger integration between the digital tools and producer data. The adjustments were mainly related to technical refinement and the need to ensure that AI recommendations remained accurate, transparent, and fully connected to real product information provided by producers. The development team implemented improvements to data synchronisation, product information management, and user interaction flows. Further optimisation will continue during the testing phase based on stakeholder feedback. The adjustments did not negatively affect the overall project objectives. Instead, they contributed to improving the quality, reliability, and scalability of the final solution.

3. Technical Results and Outputs

The Field2Fork project implements a cutting-edge hybrid architecture that overcomes the limitations of traditional monolithic e-commerce systems. The engineering objective was to pair a robust transactional engine with a fluid, highly scalable conversational frontend interface designed to operate in cloud environments.

3.1.1 Infrastructure and Microservices Topology

The infrastructure was designed following the containerization paradigm, ensuring high portability and horizontal scalability. The ecosystem is divided into the following tiers:

- **Application Tier:** A Web/PHP node optimized for the secure management of the cart, transactions, and catalog rules.
- **Data Tier:** A relational database structured to maintain data integrity according to ACID principles, essential for managing the physical stock of agricultural farms.
- **Caching & Session Tier:** An In-Memory node (Redis) dedicated to the temporary storage of catalogs and the rapid management of user sessions, drastically reducing the load on the relational database during AI queries.

3.1.2 Development and Optimization of the E-commerce Core

The e-commerce engine has been heavily customized to align with the brand's strategic positioning (agrifood and short supply chains). From an engineering standpoint, a structural Recompilation methodology was adopted. Instead of visually overriding elements through superficial CSS patches (which slow down client-side loading), the system's frontend framework (based on SCSS variables) was modified at the root and recompiled via a Node.js pipeline. This allowed for the generation of native static assets, lightening the DOM and restoring a cohesive visual identity characterized by a distinctive color palette.

3.1.3 UI/UX: The Frontend and the AI Hub

The conversational hub visually detaches from the traditional store. It was developed using semantic HTML5 and utility-first CSS frameworks (Tailwind). The design language adopts the Glassmorphism paradigm, rendering translucent interfaces that highlight the key element of innovation: the Virtual Assistant. Particular attention was paid to the integration of institutional assets and project partners, harmonized within the interface through dynamic monochromatic filters that maintain the elegance of the user experience without compromising readability.

3.2 Artificial Intelligence and Conversational Logic

The element of technological discontinuity in Field2Fork is the "Personal Farmer," a conversational layer capable of processing Natural Language (NLP) and translating it into structured queries towards the sales infrastructure.

3.2.1 Middleware Engineering and Prompting

To ensure stability, prevent hallucinations (AI-generated false information), and optimize resource consumption, the language model is governed by a rigorously engineered System Prompt:

- **Deterministic Mapping (Intent Routing):** The system is trained to trace linguistically complex or open-ended requests back to precise search keys within the database, ignoring superfluous adjectives and targeting the semantic root of the desired product.
- **Data Overload Protection:** To avoid system collapse due to massive requests (e.g., requests to load the entire catalog), the algorithm inhibits direct database querying, dynamically switching to a macro-categorization tool. The AI guides the user to "narrow the funnel," ensuring lightweight and performant queries.

3.2.2 Concurrency Resolution and Cart Management

One of the most complex architectural developments involved the interaction between the AI's asynchronous responses and the transactional database. A Batch Processing logic was implemented: when a user requests the simultaneous addition of multiple products to the cart, the middleware groups the identifiers and quantities into a single data payload. This architectural choice prevents race conditions (cart memory overwrites) and ensures that the inventory responds correctly and in real-time to stock changes.

3.3 Distributed Logistics and "Zero Kilometer" Model

The project profoundly innovates classic e-commerce fulfillment logic, eliminating dependence on traditional carriers in favor of a local agricultural distribution network based on Pickup Points (Hubs).

3.3.1 Geospatial Recognition (NER) and Assignment

The virtual assistant is equipped with Named Entity Recognition (NER) capabilities oriented towards geolocation. During the pre-checkout phase, the AI naturally queries the user to extract their location. The data is cross-referenced in real-time with the coordinates of the farms belonging to the network. The system evaluates distances and identifies the optimal proximity Hub.

3.3.2 Dynamic Checkout

Once the correct Hub is identified, the system does not delegate the shipping selection to the user. The middleware generates a tokenized checkout URL that already contains the parameters of the assigned pickup point. The end user is redirected directly to the payment gateway, skipping the intermediate steps. This frictionless flow maximizes conversion rates and ensures the correct logistical routing of orders, fully respecting the "Zero Kilometer" philosophy underlying the marketplace.

3.4 Dual-Track E-Commerce Paradigm: *Traditional Market and Personal Farmer*

The Field2Fork AI Hub adopts a highly innovative, dual-track architectural approach to digital commerce. Rather than forcing all users into a single interaction model, the platform provides two distinct but seamlessly synchronized purchasing flows: the **Traditional Market** and the **Personal Farmer** (AI Assistant). This bifurcated strategy is designed to maximize market penetration, catering both to conventional shoppers and to users seeking a highly assisted, hyper-personalized experience. Both environments share the same underlying transactional backend (PrestaShop engine, MariaDB, Redis), ensuring absolute consistency in inventory management, pricing, and fulfillment.

3.4.1 The Traditional Market: Implementation and Potential

The Traditional Market represents the classic, catalog-driven e-commerce experience. It has been re-engineered to provide a friction-less, highly performant browsing environment tailored for the agricultural food sector.

Technical Implementation

- **Core Engine & Theming:** The traditional storefront is built upon a deeply customized PrestaShop architecture. The default styling has been entirely replaced through structural SCSS recompilation. By modifying the core Bootstrap variables at the build level (via Node.js pipeline), the platform guarantees a native, lightweight CSS footprint without relying on heavy client-side rendering or cumulative overrides.
- **Data Structure & Retrieval:** The catalog is organized through a rigorous hierarchical taxonomy (e.g., Pasta & Cereals, Legumes & Seeds, Honey & Preserves). The implementation utilizes faceted search algorithms to allow users to filter products by producer, price, or specific dietary requirements (e.g., organic, gluten-free).
- **Performance Optimization:** Page load times are minimized through aggressive caching strategies implemented at the server level, ensuring that high-resolution product images and complex category trees render instantly, even on mobile devices.

Business Potential and Strategic Value

- **Household and Community Purchasing:** The traditional interface is highly effective for large families, neighborhood purchasing collectives, and returning individual consumers who already know exactly what they need. By facilitating comprehensive catalog scanning and rapid, multi-item additions to the cart, it provides a familiar and efficient tool for users looking to autonomously stock their home pantries. This ensures that local agricultural goods remain easily accessible for everyday household consumption and community-driven buying.
- **SEO Indexability:** Unlike the closed environment of an AI chat, the Traditional Market exposes static and dynamic URLs for every product and category. This is strictly necessary for Search Engine Optimization (SEO), allowing search engine crawlers (Google, Bing) to index the local products and drive organic traffic to the platform.
- **Visual Discovery:** It caters to the "window-shopping" psychology, allowing users to visually compare products side-by-side, analyze nutritional tables, and view extended photo galleries of the farms and raw materials.

3.4.2 The "Personal Farmer" AI: Implementation and Potential

The "Personal Farmer" is the core disruptive technology of the Field2Fork platform. It operates as an AI-driven concierge, replacing the standard search bar and static menus with an interactive, natural language interface that guides the user from discovery to checkout.

Technical Implementation

- **Conversational Interface (Frontend):** The user interface is built using a modern, reactive layout styled with Tailwind CSS, utilizing a "Glassmorphism" design language. It communicates

asynchronously with the backend via RESTful APIs, preventing page reloads and maintaining a continuous conversational context.

- **Intent Parsing and Middleware:** When a user inputs a query, the backend middleware processes the Natural Language Processing (NLP) payload. It utilizes a highly structured System Prompt to map complex user intents (e.g., "I need something for a vegan dinner") into strict, deterministic database queries (e.g., searching for "Ceci" or "Legumi").
- **Dynamic Component Rendering:** The AI does not merely return text. Through custom tool-calling mechanisms, the backend injects structured JSON data into the chat stream, which the frontend renders as interactive HTML UI cards. These cards display product images, prices, and direct "Add to Cart" buttons directly within the dialogue flow.
- **Contextual Memory & State Management:** The AI maintains temporary session memory. It tracks what the user has already added to the cart, dynamically subtracting reserved stock quantities from its recommendations, and proactively suggests cross-selling items (e.g., suggesting a local wine to pair with the previously selected pasta).
- **Business Potential and Strategic Value**
 - Overcoming Choice Paralysis:** Modern consumers are often overwhelmed by extensive catalogs. The Personal Farmer curates the experience, presenting only 2 or 3 highly relevant options accompanied by a qualitative explanation (e.g., why a specific artisanal honey pairs well with local cheeses), drastically improving the conversion rate.
 - Accessibility and Humanization:** For demographics less accustomed to navigating complex e-commerce filters, the chat interface mimics a real-world interaction at a local farm stand. The user simply asks for what they want, democratizing access to digital purchasing.
 - Advanced Cross-Selling & Upselling:** The AI acts as a digital sommelier and gastronomic expert. By proactively suggesting pairings based on the specific flavor profiles of local Basilicata products, it organically increases the Average Order Value (AOV).
 - Friction-less Km0 Checkout:** As discussed in previous chapters, the AI handles the complex logistics of assigning a local Pickup Hub directly through the conversation, generating a targeted checkout link that bypasses traditional, multi-step shipping forms.

4. Integration and Contribution to PoliRuralPlus

Field2Fork AI Hub was implemented within the PoliRuralPlus framework and contributed to its objectives by supporting digital innovation, stakeholder participation, and sustainable rural development. Throughout the project, the PoliRuralPlus communication and dissemination channels were used to share project progress, promote the pilot activities, and engage with the wider community. Where applicable, the project aligned its activities with the collaborative approach promoted by PoliRuralPlus. The project generated technical and stakeholder-related information throughout its implementation, including product data, producer information, user feedback, and results from testing and validation activities. These outputs provide useful evidence on the development and adoption of AI-supported solutions for short food supply chains and represent knowledge that can contribute to the wider PoliRuralPlus ecosystem. The experience gained during the pilot may also support future rural innovation initiatives and the exchange of good practices across pilot regions. Field2Fork AI Hub complements broader initiatives aimed at promoting digital transformation, sustainable agriculture, and resilient rural communities. Through collaboration with local producers, stakeholders, and territorial actors, the project strengthens the connection between technological innovation and local development. The approach adopted can support future collaborations with regional, national, or European initiatives addressing rural digitalisation and sustainable food systems. The Field2Fork AI Hub was designed with a modular and scalable architecture that facilitates future

developments and adaptations. Its main components—including the AI conversational assistant, the digital catalogue, and the e-commerce functionalities—can be further developed or integrated into similar digital environments. The use of standard technologies and a flexible system architecture supports interoperability with other digital services and increases the potential for replication in different rural contexts.

Final report: clearer statement on long-term contribution and reuse

5. Stakeholder Engagement and User Involvement

The project actively involved key stakeholder groups, including agricultural producers, urban consumers, farmers' organisations, and cooperatives, ensuring that the development of the Field2Fork AI Hub reflected the needs and expectations of different territorial actors. Stakeholder engagement was carried out through a combination of participatory methods, including workshops, platform testing sessions aimed at collecting feedback, validating functionalities, and improving the overall user experience. In addition, two dedicated surveys were conducted to gather further insights on user needs, preferences, and expectations, supporting the co-creation process and the continuous refinement of the solution.

Survey n. 1) - User experience of the Personal Farmer for purchasing local products Evaluation for the usability, perceived reliability, and adoption intention of the Personal Farmer

The questionnaire includes six evaluative items on a five-point Likert scale, from 1 to 5, and an open question for suggestions and comments. All 170 records are complete for the six quantitative items.

170 completed questionnaires

Date: 7-13/07/2026

Quantitative results

Dimension	Mean	SD	Top-2 %	Bottom-2 %	Expanded Mean
Intuitiveness	4.40	0.78	90.0	4.0	4.39
Clarity/reliability	4.64	0.56	96.0	0.0	4.64
Relevance of suggestions	4.32	0.82	82.0	2.0	4.32
Hub selection	4.38	0.70	92.0	2.0	4.38
Security/fluidity	4.40	0.67	90.0	0.0	4.39
Recommendation	4.52	0.71	92.0	2.0	4.170

The overall average of the six items is 4.44/5 (SD=0.57). Cronbach's alpha is 0.892, a value that indicates high internal consistency of the scale and allows interpreting the items as convergent components of an overall positive user experience.

Survey n. 2) - Producer evaluation for the sale of Km0 products through the Field2Fork digital platform

Evaluation questionnaire for the Field2Fork digital platform and its conversational assistant, Personal Farmer

The questionnaire consists of five closed items, rated on a five-point Likert scale, and one open question for suggestions and comments. A value of 1 indicates a strongly negative rating or complete disagreement, while a value of 5 expresses maximum satisfaction or agreement.

Sample: 23 agri-food producers

Date: 07/21/2026

Code	Dimension evaluated
Q1	Enhancement of quality and company identity
Q2	Precision of availability and prices
Q3	Adequacy of the delivery system at the Hubs
Q4	Advantage of pairing with other local excellences
Q5	Ability to facilitate sales and attract new customers

Overall results

Indicator	Result
Number of simulated profiles	23
Overall Mean	4.25/5
Positive ratings (4-5)	87.0%
Cronbach's Alpha	0.675
Open comments completed	21

Panel test UAT, Foggia, 07/07/2026



Attendance register and GDPR Consent:



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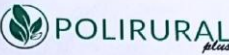
Foglio Firme - 07.07.2026, Ore 10.00 - Panel test UAT - Presso Dip. Dafne - Università degli Studi di Foggia

Nome e Cognome	Contatti (Email e numero di Telefono)	Ragione Sociale (Azienda)	Firma
Mauro			
Ar			
M			
Hic			
D			
Flu			
Ast			
Alf			

I dati raccolti saranno trattati nel rispetto del GDPR (Reg. UE 2016/679) esclusivamente per finalità di attestazione della partecipazione



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Foglio Firme - 07.07.2026, Ore 10.00 - Panel test UAT - Presso Dip. Dafne - Università degli Studi di Foggia

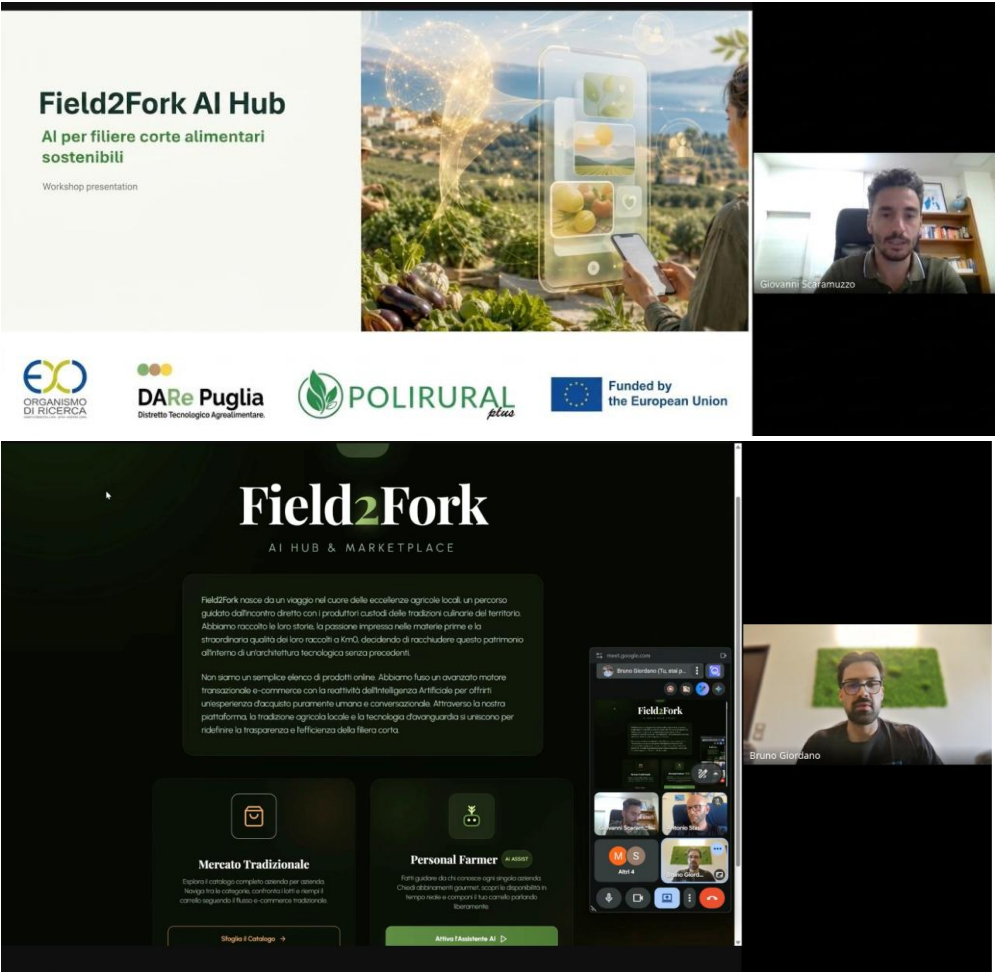
Nome e Cognome	Contatti (Email e numero di Telefono)	Ragione Sociale (Azienda)	Firma
PIE			
C			
S			
B			

I dati raccolti saranno trattati nel rispetto del GDPR (Reg. UE 2016/679) esclusivamente per finalità di attestazione della partecipazione

The wording used in the attendance register is in line with data protection requirements, as it ensures that participants’ personal data are handled appropriately and only the information necessary for the purposes of the activity is recorded.



Online webinar, 9/07/2026



- *Feedback received and how it influenced the work*

Feedback from survey n. 1)

User experience of the Personal Farmer for purchasing local products

Average score: 4.44/5

Feedback from survey n. 2)

Producer evaluation for the sale of Km0 products through the Field2Fork digital platform

Average rating: 4.25/5

- *Evidence of user uptake or interest (if available)*

6. Communication, Dissemination and Visibility

Communication activities supported the visibility and dissemination of the Field2Fork AI Hub project through different channels and formats.

Two external media articles were published in Foglie (online newspaper) and L'Attacco (printed newspaper), while three blog posts were published on the PoliRuralPlus platform. The project was also promoted through public events, demonstrations, and presentations, including the event held at Masseria De Vargas (Foggia) on 18/02/2026 and the related webinar materials available online. Additional communication actions included website publications, social media activities, and summaries highlighting the main project milestones, implementation phases, stakeholder engagement activities, and results achieved.

All dissemination outputs, including screenshots and communication materials (social media, presentations), are available in the "Optional Annexes" section.

- 2 news articles (for external media or institutional websites)
 - 1) [Foglie – online newspaper](#)
 - 2) *L'Attacco – printed newspaper*
- 3 blog posts for the PoliRuralPlus platform:
 1. [AI-Driven Short Food Supply Chains: The Field2Fork AI Hub Project Launches in Foggia](#)
 2. [The Field2Fork Project: State of the Art and Summary of the Integration between Artificial Intelligence, E-commerce, and the 0-Km Agricultural Supply Chain](#)
 3. [The future of the short supply chain in Puglia is digital: the "Field2Fork AI Hub" project concludes successfully](#)
- *Events, demonstrations, presentations:*
*Presentations available in section "Optional Annexes"
First event, Masseria De Vargas, Foggia, 18/02/2026



Attendance register and GDPR Consent:

POLIRURAL - FIELD2FORK

Incontro Mercoledì 18 febbraio 2026: Ore 11.00-12:30

Nome e Cognome	Email	Numero di Telefono	Ragione Sociale (Azienda)	Firma
	emma@polirural.it			

Con la firma del presente modulo, l'interessato dichiara di aver preso visione dell'informativa privacy e autorizza il trattamento dei propri dati personali per le finalità legate all'evento/attività, ai sensi del Regolamento UE 2016/679 (GDPR).

The wording used in the attendance register is in line with data protection requirements, as it ensures that participants' personal data are handled appropriately and only the information necessary for the purposes of the activity is recorded.

The questionnaires administered were completely anonymous; therefore, no processing of personal or sensitive data was carried out. For the implementation of the activities, we asked a local farm (masseria), an available room for the occasion, generally used by a local purchasing group.

- *Links to public materials:*

[Invitation Panel Test](#)

[Invitation Online Webinar](#)

[DARe Puglia YouTube Channel - POLIRURALPLUS - FIELD2FORK - WEBINAR \(Part 1\)](#)

[DARe Puglia YouTube Channel - POLIRURALPLUS - FIELD2FORK - WEBINAR \(Part 2\)](#)

DARe Puglia – WEBSITE

[DARe - News 1](#)

[DARe - News 2](#)

[DARe - News 3](#)

EXO – WEBSITE

[News 1](#)

[News 2](#)

[News 3](#)

SOCIAL MEDIA

Social media activities introduced the Field2Fork AI Hub project and its AI-powered solution for strengthening short food supply chains, highlighting key implementation steps such as the development of the intelligent virtual assistant and stakeholder engagement through a dedicated webinar. The posts showcased the project's objectives, technological approach, and expected benefits for local producers and consumers, increasing awareness and promoting project progress.

Social Media DARe Puglia:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

Social Media EXO:

[Facebook](#)

[LinkedIn](#)

7. Impact Assessment

The Field2Fork AI Hub project is expected to generate positive impacts on rural innovation, local food systems, and producer-consumer relationships. By introducing an AI-supported digital ecosystem, the project aims to improve access to short food supply chains, increase the visibility of small rural producers, and support more sustainable purchasing behaviours among consumers.

Expected impacts

- improved market access opportunities for small and medium-sized producers;
- stronger connections between rural production and urban demand;

- increased transparency and traceability of local products;
- enhanced consumer awareness of local and sustainable food choices;
- creation of a replicable model combining digital innovation and participatory rural development.

Early signals of impact

Initial testing activities show encouraging signals regarding the acceptance and usability of the Personal Farmer solution. The consumer evaluation survey indicates a highly positive perception of the AI-supported purchasing experience, with an overall average score of 4.44/5 and 90.3% of evaluations in the positive range (scores 4–5). The highest-rated aspect concerns the clarity and reliability of information provided by the assistant (4.64/5), confirming the importance of transparency and trustworthy product information in digital short supply chains.

The willingness to recommend the AI-supported 0-Km purchasing approach also received a positive evaluation (4.52/5), suggesting a strong adoption potential among users.

The producer-side simulation indicates a positive expected perception of the platform, particularly regarding its potential to enhance company identity and attract new customers (4.48/5 in both dimensions). These results represent preliminary indications and will require validation through future empirical data collection.

Early qualitative feedback highlights:

- strong interest in personalised product discovery;
- appreciation for storytelling elements that communicate producer identity and product value;
- interest in expanding pickup points and delivery options;
- demand for simple catalogue management and reliable data updating mechanisms.

These signals confirm the relevance of developing a digital ecosystem that combines technological innovation with human and territorial dimensions.

- *Achieved impacts (technical, social, economic, environmental, policy)*

Technical impact

The project achieved the development and validation of an AI-supported digital ecosystem designed to improve access to short food supply chains. The Field2Fork AI Hub successfully integrated an AI conversational assistant (“Personal Farmer”) with e-commerce functionalities, producer information, and local logistics features. The technical solution demonstrated the potential of AI to support product discovery, personalised recommendations, and more transparent purchasing experiences. Consumer evaluation results confirm the usability and reliability of the solution, with an overall average score of **4.44/5** and **90.3% positive evaluations**. The highest-rated dimension was the clarity and reliability of information provided by the assistant (**4.64/5**).

Social impact

The project strengthened collaboration between rural producers, consumers, and territorial stakeholders through a participatory development approach. By involving local actors in the design process, the solution reflects real territorial needs and supports stronger connections between rural and urban communities. The positive consumer feedback, including a high willingness to recommend the AI-supported 0-Km purchasing model (**4.52/5**), indicates potential for increasing consumer engagement with local producers and sustainable food systems.

Economic impact

The platform contributes to improving market access opportunities for small and medium-sized producers by increasing product visibility and creating new channels to reach consumers. The producer-side technical simulation suggests a positive perception of the platform's potential to support business promotion and customer acquisition, with the highest scores related to enhancing company identity and facilitating sales/new demand (**4.48/5**). These findings provide an initial indication of economic potential, while further empirical validation with producers will support future impact measurement.

Environmental impact

By supporting short food supply chains, local purchasing, and territorial pickup solutions, the project contributes to reducing unnecessary intermediaries and encouraging more sustainable consumption patterns. The integration of local hubs, sustainable routing approaches, and waste-reduction recommendations supports more efficient and environmentally conscious food distribution models.

Policy and territorial impact

Field2Fork AI Hub contributes to regional rural development objectives by promoting digital innovation, strengthening local food ecosystems, and supporting inclusive approaches to rural transformation. The project demonstrates how AI and participatory governance can be combined to address challenges faced by rural territories, providing a model that can support future policies focused on smart, sustainable, and resilient rural communities.

The main evidence collected includes:

- **Consumer evaluation survey:**
 - 170 completed questionnaires analysed;
 - overall user experience score: **4.44/5**;
 - positive evaluations (scores 4–5): **90.3%**;
 - information clarity and reliability: **4.64/5**;
 - recommendation intention: **4.52/5**.
- **Producer-side evaluation framework:**
 - preliminary simulation based on 23 synthetic observations;
 - positive indication of platform acceptance;
 - perceived value for company identity enhancement and customer acquisition: **4.48/5**;
 - identified areas for improvement: logistics flexibility, catalogue management, and data updating.
- **Technical achievements:**
 - development of the Personal Farmer conversational assistant;
 - integration with the digital catalogue and purchasing workflow;
 - implementation of local hub and product storytelling functionalities

The project directly contributes to the objectives of the Puglia pilot region by addressing key challenges affecting rural food systems:

- improving digital access for small agricultural producers;
- strengthening connections between local production and consumer demand;
- increasing the visibility of regional products and producer identity;
- supporting sustainable and transparent short food supply chains;

- creating a replicable innovation model for rural territories.

The Field2Fork AI Hub demonstrates how digital tools can support the valorisation of local agricultural resources while maintaining a strong territorial and community-based approach.

Field2Fork AI Hub contributes to the **New European Bauhaus** principles by combining digital innovation with sustainability, inclusion, and the valorisation of local identity. The project promotes more sustainable food systems through short supply chains and responsible consumption, involves rural producers and stakeholders in a participatory co-design process, and enhances the cultural value of local products through storytelling and stronger connections between consumers and territories.

8. Challenges, Risks and Lessons Learned

The main challenges encountered during the project concerned the integration of AI technologies with real territorial needs, ensuring reliable and updated product information, adapting logistics solutions to the capacities of rural producers, and supporting stakeholders with different levels of digital readiness. These challenges were addressed through a participatory approach involving producers and local actors, continuous improvement of data management processes, and the refinement of user experience and logistics functionalities. The project highlighted that successful digital innovation in rural areas requires more than advanced technology: reliable data, stakeholder involvement, and solutions adapted to local contexts are essential for ensuring trust, usability, and long-term adoption. The experience also demonstrated the importance of developing AI tools that support and enhance the role of local producers while preserving the human dimension and territorial knowledge at the core of rural food systems.

9. Sustainability, Replicability and Next Steps

The sustainability of Field2Fork AI Hub is supported by a modular digital architecture that allows future upgrades, the continued involvement of producers and local stakeholders to ensure long-term collaboration and ownership, and the development of viable operational models to maintain the platform while generating value for both producers and consumers. The project shows strong potential for replication in other rural areas facing similar challenges, thanks to its flexible combination of AI technologies, local knowledge, and participatory approaches that can be adapted to different territorial contexts. Future exploitation activities will focus on expanding the producer network, increasing local pickup hubs, enhancing AI personalisation features, and developing tools to monitor user engagement and market performance, supporting the scaling of digital innovation and the creation of more sustainable and resilient rural food ecosystems.

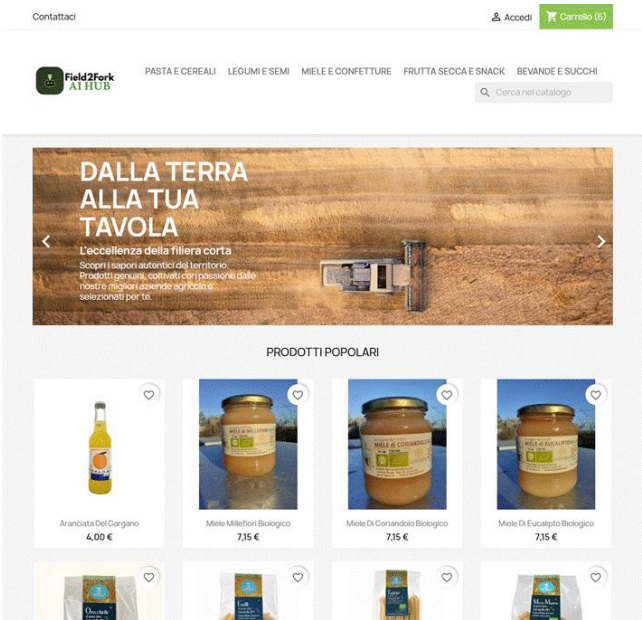
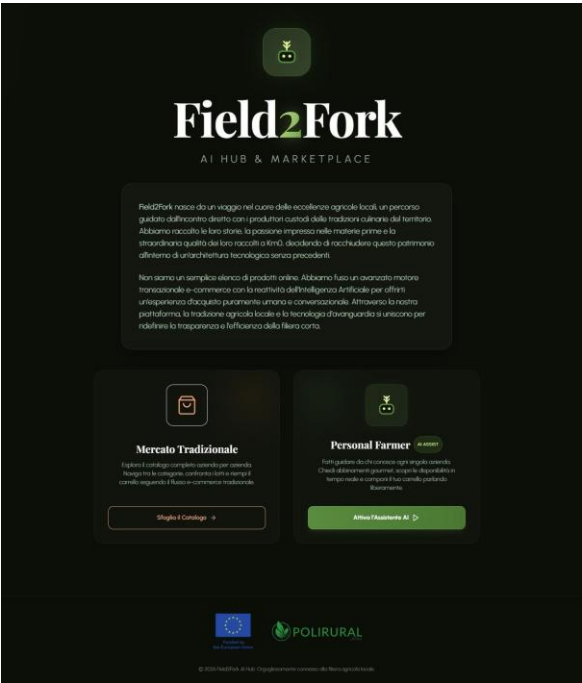
10. Conclusions

The Field2Fork AI Hub project successfully demonstrated the potential of combining artificial intelligence, digital innovation, and participatory approaches to strengthen short food supply chains and improve connections between rural producers and consumers. By addressing challenges related to market access, product visibility, and sustainable consumption, the project developed a solution tailored to territorial needs. A key achievement was the creation and validation of an AI-supported digital ecosystem, including the **Personal Farmer** conversational assistant, which was positively evaluated by consumers in terms of usability, reliability, and relevance. The project also strengthened collaboration with local producers and stakeholders, laying the foundations for a more transparent, inclusive, and sustainable rural food system. The results

highlight the strategic value of digital technologies in supporting rural transformation, empowering local producers, enhancing territorial value, and promoting more sustainable relationships between production and consumption. Furthermore, the Field2Fork AI Hub provides a replicable model for other rural areas aiming to combine technological innovation, local knowledge, and collaborative approaches for long-term ecosystem development.

Optional Annexes

- Section 3.4: Dual-Track E-Commerce Paradigm: Traditional Market and Personal Farmer



Contattaci

Accedi

Carrello (0)

Field2Fork AI HUB

PASTA E CEREALI LEGUMI E SEMI MIELE E CONFETTURE FRUTTA SECCA E SNACK BEVANDE E SUCCHI

Cerca nel catalogo

Home / Miele Millefiori Biologico



MIELE MILLEFIORI BIOLOGICO

7,15 €

Tasse incluse

Quantità: 1 [AGGIUNGI AL CARRELLO](#)

Condividi: [Facebook](#) [Twitter](#) [Pinterest](#)

Politiche per la sicurezza
(modificare nel modulo Rassicurazioni cliente)

Politiche per le spedizioni
(modificare nel modulo Rassicurazioni cliente)

Politiche per i resi
(modificare nel modulo Rassicurazioni cliente)

Descrizione

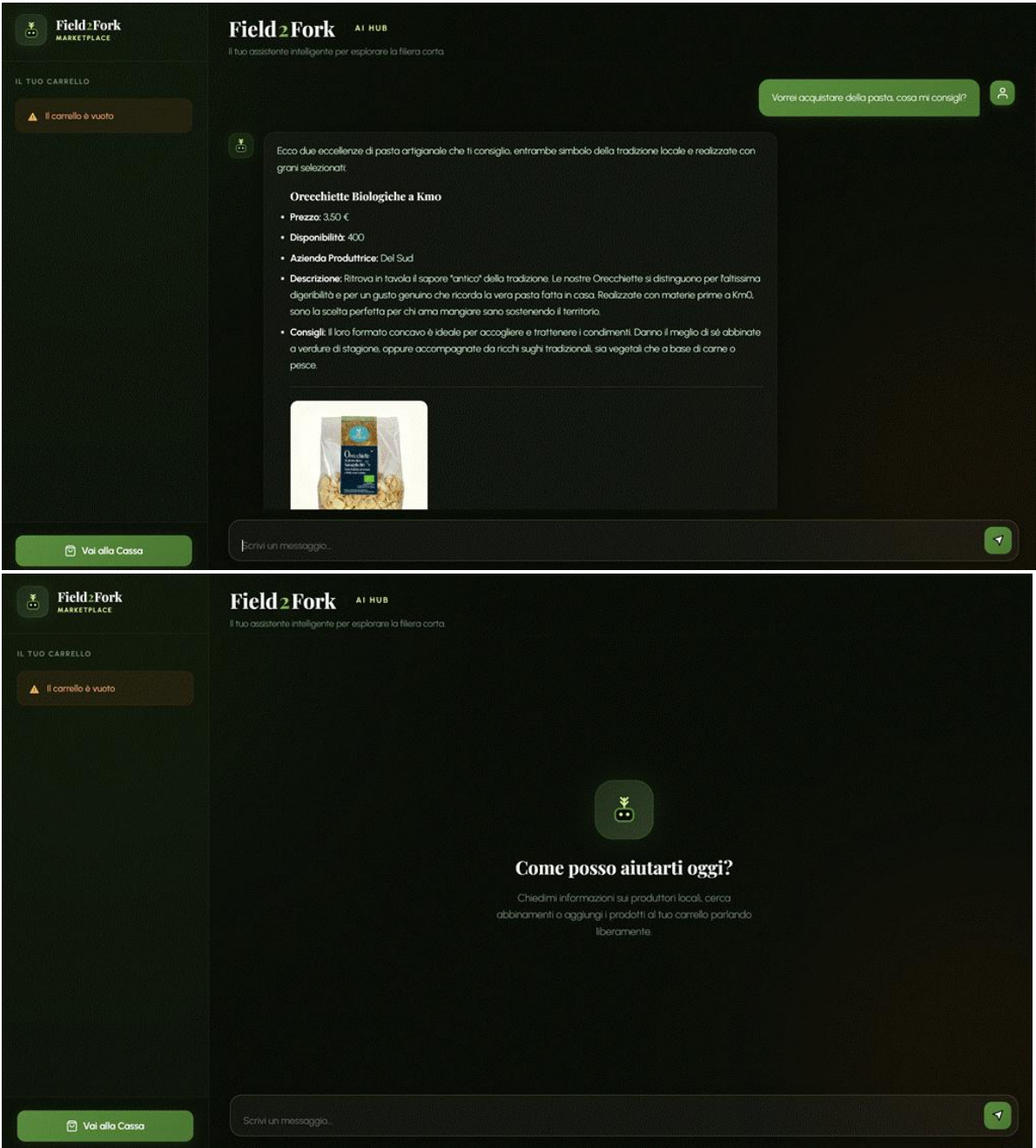
Dettagli del prodotto

Un miele autentico e sempre sorprendente. Il nostro Miele Millefiori Biologico è l'espressione pura del territorio: non ha mai un sapore o un colore standard, perché racchiude la magia della stagione e delle specifiche essenze botaniche bottinate dalle api in quel preciso momento. Anche la sua naturale cristallizzazione varia nel tempo, a testimonianza di un prodotto genuino e 100% artigianale.

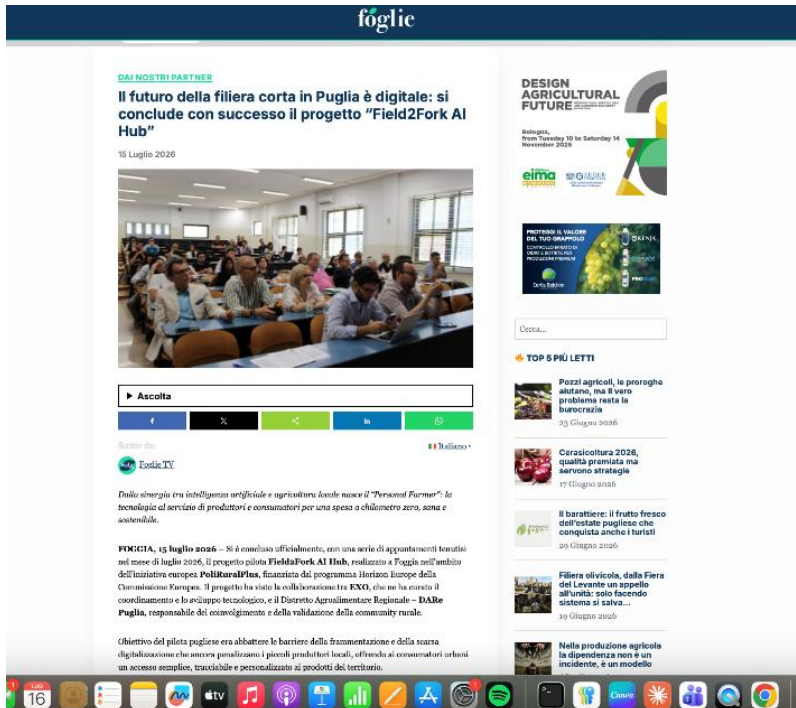
Specifiche del prodotto:

- Stile di vita: Naturale, Vegetariano.
- Certificazioni: Biologico certificato.
- Conservazione: Mantenere in luogo fresco (tra i 4° e i 20°C).
- Consegna: Spedizione rapida in 2 giorni.

Consigli di degustazione: Il dolcificante naturale per eccellenza. È ottimo per addolcire delicatamente tisane, tè e latte caldo, accompagnando le tue bevande senza coprirne i sapori originali.



- 2 news articles
[Foglie – online newspaper](#)



L'Attacco - printed newspaper



- 3 blog posts

1 Blog post:



ABOUTPILOTSNEWSKNOWLEDGESERVICESMAPSOPEN CALLSRESULTS

Home / Knowledge transfer / Blog / AI-Driven Short Food Supply Chains: The Field2Fork AI Hub Project Launches in Foggia

AI-Driven Short Food Supply Chains: The Field2Fork AI Hub Project Launches in Foggia

Field2Fork AI Hub team • 31 Mar 2026



An important co-design session for the future of local agriculture recently took place in Foggia. The focus group, organized by the [DARe Puglia](#) technological cluster in collaboration with [EXO](#), brought together local producers to define the framework for a new digital challenge: the **Field2Fork AI Hub** project, funded under the European **PoliRuralPlus** program.

The objective is ambitious: to develop an AI-powered application capable of dismantling barriers between small-scale rural producers and urban consumers, transforming how we discover and purchase local food.

Beyond E-commerce: The "Digital Shopkeeper"

Unlike traditional marketplaces, the core of Field2Fork will be a conversational interface (Chatbot). Powered by **Retrieval-Augmented Generation (RAG)** technology, the system will move beyond static product listings to engage users in natural language dialogue.

2 Blog post:

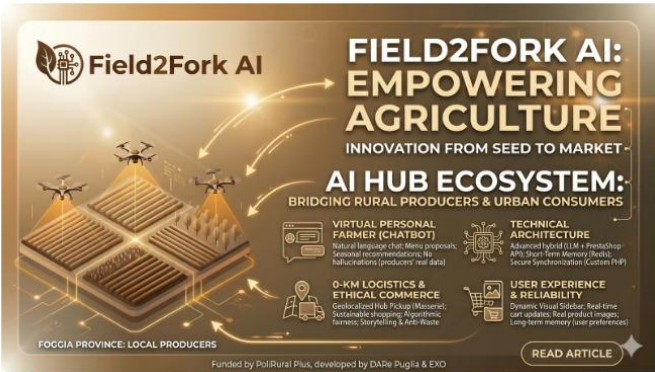


ABOUTPILOTSNEWSKNOWLEDGESERVICESMAPSOPEN CALLSRESULTS

Home / News / The Field2Fork Project: State of the Art and Summary of the Integration between Artificial Intelligence, E-commerce, and the 0-Km Agricultural Supply Chain

The Field2Fork Project: State of the Art and Summary of the Integration between Artificial Intelligence, E-commerce, and the 0-Km Agricultural Supply Chain

Exo Ricerca & DARe Puglia • 19 Jun 2026



Field2Fork AI: EMPOWERING AGRICULTURE
INNOVATION FROM SEED TO MARKET

AI HUB ECOSYSTEM:
BRIDGING RURAL PRODUCERS & URBAN CONSUMERS

VIRTUAL PERSONAL FARMER (CHATBOT)
Natural language chat, Menu proposals, Personal recommendations, Recommendations (producer's real data)

TECHNICAL ARCHITECTURE
Advanced hybrid (LLM + PostgreSQL) API, Short-term Memory (local), Secure (non-sensitive) (user privacy)

0-KM LOGISTICS & ETHICAL COMMERCE
Geolocalized Hub Pickup (Masserie), Sustainable shopping, Agri-tourism, farm-to-table, Storytelling & Anti-Waste

USER EXPERIENCE & RELIABILITY
Dynamic Visual Sidebar, Real-time user updates, Real product images, Long-term memory (user preferences)

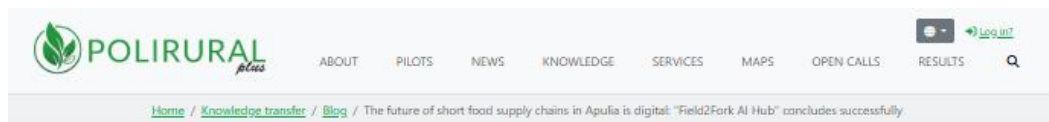
FOGGIA PROVINCE: LOCAL PRODUCERS

Funded by PoliRural Plus, developed by DARe Puglia & EXO

READ ARTICLE

3 Blog

post:



The future of short food supply chains in Apulia is digital: "Field2Fork AI Hub" concludes successfully

From the synergy between Artificial Intelligence and local agriculture comes the "Personal Farmer": technology at the service of producers and consumers for zero-mile, healthy, and sustainable shopping.

DARe Puglia, EXO • 27 Jul 2026



The journey of the pilot project **Field2Fork AI Hub** officially concluded with a series of key milestones in July 2026. Funded under the European initiative **PoliRuralPlus** (Horizon Europe), the project was a strategic collaboration between **EXO** (project coordination and technological development) and **DARe Puglia - Distretto Agroalimentare Regionale** (rural community engagement and prototype validation).

The goal? To break down the barriers of fragmentation and low digitalization that often penalize small Apulian producers, while offering urban consumers simplified, traceable, and personalized access to local food.

25/47

Field2Fork AI Hub
AI per filiere corte alimentari sostenibili

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

1

In a nutshell
Un hub digitale per rendere la filiera corta più accessibile, leggibile e scalabile.

- Field2Fork: Horizon Europe per sviluppo rurale urbano integrato
- Develop Call: trasformare idee digitali in piloti applicati
- Field2Fork AI Hub: con Business Plan e AI e GIS
- Focus: sostenibilità, filiere corte e governance partecipata

Da progetto digitale a economia territoriale

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

2

Contesto e problema
La Puglia ha una forte vocazione agricola, ma la relazione diretta produttore-consumatore resta spesso difficile da attivare.

Produttori locali → Dati e processi innovativi → Consumatori urbani

- accesso limitato a canali di vendita diretti
- canali, disponibilità e certificazioni non integrati
- scarsa conoscenza di effetti socio personalizzati e locali
- difficoltà su scala, consegna e gestione degli sprechi

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

3

Obiettivo generale
Creare e validare un hub digitale AI + GIS che consenta offerta rurale e domanda urbana, senza appesantire il lavoro quotidiano dei produttori.

Accesso al mercato per piccoli produttori | Sviluppo rurale, locale e territoriale | Economia partecipata

Realizzare azioni: Un modello pilota validato in Puglia, pronto per essere replicato in altre aree rurali-urbane europee.

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

4

Obiettivi specifici
Un percorso di validazione, così da rendere chiaro cosa si sente e cosa si ricerca

Personalizzare | Integrare | Ottimizzare | Apprendere | Ripetere

Obiettivo condiviso con progettisti, stakeholder e attori finali

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

5

La soluzione: Field2Fork AI Hub
Un middleware AI integrato sull'e-market ProstoShop esistente: aggiunge intelligenza alla scelta senza cambiare i flussi dei produttori.

1. Offerta | 2. Domanda | 3. Acquisizione | 4. Offerta e Consegna

- guida intelligente per bisogni, gusti, budget e salute
- feedback per comprare cartelli e alternative locali
- controllo qualità di mercato reale con AI e GIS in real time
- routing intelligente per punti di ritiro e consegna

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

6

Componenti principali
Cinque componenti centrali: tecnologia, esperienza utente, conoscenza, confronto, leggibilità e governance.

AI Personal Farmer | Dati | Offerta Personalized | Booking UI/UX | Personalized

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

7

Protagonisti
Un partenariato locale coinvolge competenze tecnologiche, economico-territoriale e mercato multi-attore.

DARE Puglia: Sviluppo rurale e urbano | DARE Puglia: Sviluppo rurale e urbano

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

8

Perché serve un "hub" digitale
Oggi il valore non si perde solo nella vendita: si perde quando dati, decisioni e logistica non parlano tra loro.

Dati | Decisive | Consegna

- Canali, disponibilità, certificazione e preferenze sono disgiunti
- Canali "grati" non sono cartelli, gusti, budget, esigenze
- Canali "grati" non sono solo su gli strumenti moderni e moderni
- Un hub digitale è livello di conoscenza, non un mezzo digitale operativo.

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

9

Il fulcro: "Personal Farmer"
Non è un motore di ricerca: è un assistente personale che traduce bisogni reali in proposte acquistabili.

Non è un motore di ricerca: "Cerca una cassetta settimanale per una famiglia di 4 persone, con prodotti locali, una polpetta e vino vicino casa."

- cassetta biogas, verde e preferenzi
- uso dei dati di produzione, consumo e disponibilità
- proposte alternative con impatto in food off/ugli
- logica di mercato e negoziazione per i prodotti

Esperienza simile al negozio di fiducia, non scalabile digitalmente

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

10

Impatti attesi
Gli impatti vanno raccontati come benefici verificabili per produttori, cittadini e territorio.

Economici | Sociali | Ambientali

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

11

Un'immagine con un punto interrogante

Logo: ECHO, DARE Puglia, POLIRURAL, Funded by the European Union

12







FIELD2FORK

**FOCUS GROUP
CON I PRODUTTORI LOCALI**



Mercoledì 18 febbraio 2026



Ore 15.00

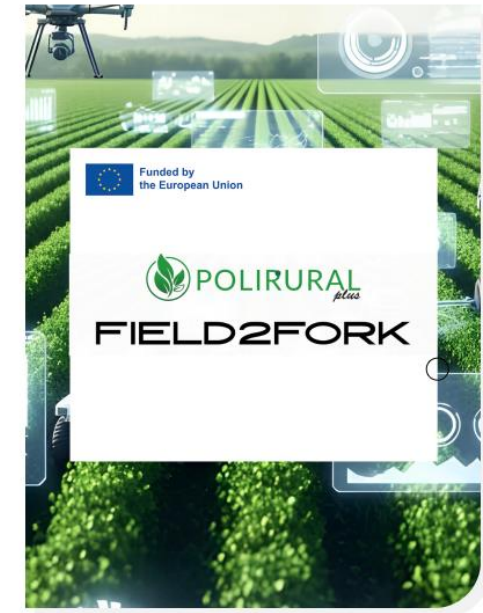


Masseria De Vargas - FHP7+3P,
71121 Foggia FG

Per informazioni scrivere a:
gestioneprogetti@distrettoagroalimentareregionale.org

DARe Puglia – WEBSITE

DARe - News 1







FIELD2FORK

Home > News > Field2Fork AI Hub: L'intelligenza artificiale al servizio della filiera corta in Puglia



Field2Fork AI Hub: L'Intelligenza Artificiale al servizio della filiera corta in Puglia

Gennaio 2026
INDIS

DARE Puglia, in collaborazione con EXO, lancia Field2Fork AI Hub nell'ambito del progetto europeo PoliruralPlus. Da Foggia parte la sperimentazione che trasforma la tecnologia in un ponte diretto tra agricoltori e consumatori.



DARe - News 2

Home > Eventi > **L'Intelligenza Artificiale al servizio della Filiera Corta: il progetto Field2Fork AI Hub fa tappa a Foggia**

Marzo 23, 2024
EVENTI, NEWS

L'Intelligenza Artificiale al servizio della Filiera Corta: il progetto Field2Fork AI Hub fa tappa a Foggia

Si è tenuto a Foggia un importante momento di co-progettazione per il futuro dell'agricoltura locale. Il focus group, organizzato dal distretto tecnologico DARe Puglia in collaborazione con EXO, ha riunito i produttori del territorio per definire i tratti di una nuova sfida digitale: il progetto Field2Fork AI Hub, finanziato nell'ambito del programma europeo Polirural Plus.

DARe - News 3

Home > News > **I Progetto Field2Fork: Stato dell'arte, Sintesi dell'Integrazione tra Intelligenza Artificiale, E-commerce e Filiera Agricola Km0**

I Progetto Field2Fork: Stato dell'arte, Sintesi dell'Integrazione tra Intelligenza Artificiale, E-commerce e Filiera Agricola Km0

DARe - News 4



Funded by
the European Union



FIELD2FORK

News: Bandi e tendenze di mercato in Puglia e gestione di servizi con successo il progetto "Field2Fork AI Hub"



Il futuro della filiera corta in Puglia è digitale: si conclude con successo il progetto "Field2Fork AI Hub"

Luglio 2022

REPORTING



Funded by
the European Union



FIELD2FORK

POLIRURAL_INITIATO_PANEL_TEST

Download



Funded by
the European Union



FIELD2FORK

POLIRURAL_INITIATO_PANEL_TEST

Download

Dalla sinergia tra Intelligenza Artificiale e agricoltura locale nasce il "Personal Farmer": la tecnologia al servizio di produttori e consumatori per una spesa a chilometro zero, sana e sostenibile.

Si è concluso ufficialmente, con una serie di appuntamenti chiave nel mese di luglio 2022, il percorso del progetto pilota Field2Fork AI Hub. Finanziato all'interno dell'iniziativa europea PoliruralPlus (Horizon Europe), il progetto ha visto la collaborazione strategica tra EXO (coordinamento e sviluppo tecnologico) e il Distretto Agroalimentare Regionale - DARe Puglia (coinvolgimento e validazione della comunità rurale).

29/47

DARe - News 5



Facebook DARe Puglia



**Distretto Tecnologico Agroalimentare**
23 marzo · 🌐

🌱 L'Innovazione Digitale al Servizio dell'Agricoltura: AI Hub e Horizon Europe

Siamo entusiasti di annunciare le nuove opportunità di supporto finanziario per terze parti nell'ambito del progetto AI Hub, parte del prestigioso programma di ricerca e innovazione Horizon Europe (Grant Agreement No 101136910). 🇪🇺

Il futuro dell'agricoltura è smart, sostenibile e guidato dai dati. Attraverso questo programma, puntiamo a:

- 🚀 Accelerare l'adozione dell'Intelligenza Artificiale nel settore agricolo.
- 🌱 Sostenere progetti innovativi che uniscono tecnologia e sostenibilità.
- 💡 Fornire risorse concrete alle realtà che vogliono guidare la trasformazione digitale.

La transizione verso un'agricoltura 4.0 non è più solo una visione, ma una realtà che costruiamo insieme, passo dopo passo, campo dopo campo.

🔗 Scopri tutti i dettagli sul nostro sito:
<https://darepuglia.it/poliruralplus-develop-call.../...>

#AIHub #HorizonEurope #SmartFarming #Innovation #Agricoltura40
#Research #Sustainability #GrantAgreement101136910 Vedi meno



DAREPUGLIA.IT

PoliRuralPlus DEVELOP CALL Field2Fork -
AI Hub Financial Support for Third Parties Horizon Europe, Research and Innovation programme Grant Agreement No 101136910 IL PROGETTO Field2Fork AI Hub prototiperà e convaliderà un middleware digitale – testato su...

4 giugno · 🌐

È questo il cuore di Field2Fork AI Hub, il progetto europeo (PoliRural Plus) guidato da @DARe Puglia ed @EXO.

Cosa significa? Che alla domanda: "Cosa compro per una cena di 4 persone, con 50€ di budget e cerco opzioni vegetariane?". L'IA risponderà creando un carrello personalizzato e suggerendo ricette, attingendo esclusivamente dai dati reali dei produttori foggiani, selezionando solo prodotti stagionali.

4 Equità algoritmica affinché il prezzo non sia l'unico criterio di scelta e ogni piccolo produttore abbia la giusta visibilità.

👉 Scopri di più sul progetto https://www.poliruralplus.eu/.../ai-driven-short-food... Vedi meno

**Distretto Tecnologico Agroalimentare**
3 luglio · 🌐

SAVE THE DATE 📅 | EVENTO RIVOLTO AGLI STAKEHOLDER
Parte il conto alla rovescia per il Panel Test UAT (User Acceptance Test)
del progetto PoliRuralPlus Field2Fork!

Un appuntamento strategico e operativo, rivolto esclusivamente agli
stakeholder del settore, finalizzato a testare e validare le soluzioni
tecnologiche sviluppate per l'agroalimentare. Il vostro punto di vista è
fondamentale per guidare il cambiamento.

📍 Quando e dove:
📅 Martedì 7 luglio 2026
🕒 Ore 10.00 - 12.00
📍 Dip. Dafne - Università degli Studi di Foggia (Via Napoli, 25 - Foggia)

Perché partecipare?
Come attori chiave del territorio, avrete l'opportunità di valutare in
prima persona gli strumenti digitali di Field2Fork, contribuendo
direttamente all'ottimizzazione dei processi e all'innovazione della
filiera.

📌 Come partecipare o richiedere informazioni:
I posti sono limitati e riservati ai profili in target. Per ricevere maggiori
dettagli, scrivete a:
✉ gestioneprogetti@distrettoagroalimentareregionale.org
#PoliRuralPlus #Field2Fork #Agtech #Innovazione #Stakeholder #UAT
#Foggia #DARE #Agroalimentare Vedi meno



**PANEL TEST UAT
(USER ACCEPTANCE TEST)**

 Martedì 7 luglio 2026

**Distretto Tecnologico Agroalimentare**
8 luglio · 🌐 · 🔔 · ...

🚀 L'Intelligenza Artificiale a supporto delle filiere corte: scopri il progetto Field2Fork!

L'innovazione digitale sta trasformando il settore agroalimentare, offrendo nuovi strumenti per valorizzare la prossimità, l'efficienza e la sostenibilità delle produzioni locali.

Ne parleremo domani, giovedì 9 luglio, alle ore 16:30 durante il webinar gratuito:

🔥 "L'AI a supporto delle filiere corte - L'attività del progetto Field2fork"

Un'occasione per fare il punto sulle soluzioni tecnologiche già sviluppate e sulle prospettive economiche per il comparto.

📅 Il Programma del Webinar:

16:30 | Introduzione: Il progetto Field2fork – Giovanni Scaramuzza (EXO)

16:45 | Le soluzioni digitali realizzate – Bruno Giordano (EXO)

17:00 | L'economia sviluppata dalle filiere corte e l'esperienza del DARE – Antonio Stasi (DARE Puglia)

17:15 | Spazio Domande & Risposte (Q&A)

🔊 Come partecipare:

📅 Quando: Giovedì 9 luglio 2026, ore 16:30

📍 Dove: Online (Webinar)

🔗 Link di accesso: [Inserisci qui il link del Webinar]

📧 Per informazioni:
gestioneprogetti@distrettoagroalimentareregionale.org

Non mancare a questo appuntamento con il futuro dell'agroalimentare!

👤👤👤

#Field2Fork #PoliRuralPlus #IntelligenzaArtificiale #FilieraCorta
#Agrotech #Innovazione #DAREPuglia #Webinar Vedi meno



WEBINAR

**L'AI A SUPPORTO DELLE FILIERE CORTE -
L'ATTIVITÀ DEL PROGETTO FIELD2FORK**

📅 Giovedì 09 luglio 2026 ⌚ Ore 16.30 📍 [Link Webinar](#)

PROGRAMMA:

Distretto Tecnologico Agroalimentare
9 luglio · 🌐

🛒 Vuoi rivoluzionare il tuo modo di fare la spesa online? Aiutaci a testare Field2Fork!

Stiamo lavorando a **Field2Fork**, un progetto europeo che porta i prodotti genuini delle nostre campagne direttamente a casa tua. La vera novità? Un assistente virtuale super intelligente che ti guiderà passo dopo passo nei tuoi acquisti, in base ai tuoi gusti e alle tue necessità!

Il progetto è ancora un prototipo e **#Foggia** è stata scelta come area pilota in **#Puglia**. Per questo il tuo parere è fondamentale.

Ecco come puoi aiutarci in 2 semplici mosse:

- 1 Guarda il video qui sotto per scoprire come funziona la piattaforma e come l'assistente virtuale ti aiuterà a fare la spesa.
- 2 Compila questo brevissimo questionario per dirci cosa ne pensi:
👉 <https://forms.gle/XXXX5sToXaYNV7uf6>

Il tuo contributo ci aiuterà a migliorare la piattaforma prima del lancio ufficiale. Grazie di cuore! 🙏

Partner di progetto: **EXO** Vedi meno



LinkedIn

Dare Puglia
31 follower
1m · 🌐

A Foggia nasce il "Negoziente Digitale" per la filiera corta! 🥕🍷
Come si accorcia la distanza tra i campi ... altro

Field2Fork - Al Hub

How can I help you today?

7 · 2 diffusioni post

Dare Puglia
31 follower
5 giorni · 🌐

🛒 Vuoi rivoluzionare il tuo modo di fare la spesa online? Aiutaci a testare Field2Fork! ... altro



Dare Puglia
31 follower
1s · 🌐

SAVE THE DATE | EVENTO RIVOLTO AGLI STAKEHOLDER
Parte il conto alla rovescia per il **#PanelTest** ... altro





Dare Puglia
 31 follower
 36 minuti • Modificato •

 Il futuro della filiera corta in Puglia è digitale grazie a un assistente virtuale!

Si è concluso con successo a Foggia il progetto pilota "Field2Fork AI Hub", sviluppato nell'ambito dell'iniziativa europea **#PoliRuralPlus** (Horizon Europe) finanziato dalla Commissione europea. Grazie alla collaborazione tra **EXO** (coordinamento e tecnologia) e **Dare Puglia** (coinvolgimento della community rurale), si è dimostrato come l'Intelligenza Artificiale possa mettersi al servizio del territorio, accorciando le distanze tra chi produce e chi consuma.

 La novità? Il "Personal Farmer"
 Non un semplice e-commerce, ma un ... altro

 1 • 1 diffusione post






Instagram



Field2Fork
AI HUB & MARKETPLACE

PANEL TEST UAT (USER ACCEPTANCE TEST)

Martedì 7 luglio 2026

Ore 10.00-12.00

Dip. Dafne - Università degli Studi di Foggia Via Napoli, 25 - Foggia

Incontro rivolto agli stakeholder

Per informazioni scrivere a: gestioneagricola@distrettosviluppamentoregionale.org

Field2Fork
AI HUB & MARKETPLACE

Visualizza insight

Piace a 2 persone
3 luglio

Aggiungi un commento...

Pubblica

Field2Fork
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Visualizza insight

Piace a 2 persone
3 luglio

Aggiungi un commento...

Pubblica



Field2Fork
AI HUB & MARKETPLACE

WEBINAR

L'AI A SUPPORTO DELLE FILIERE CORTA - L'ATTIVITÀ DEL PROGETTO FIELD2FORK

Clonati 26 luglio 2026

Ore 16.30

Ore 16.45

Ore 17.00

Ore 17.15

Programma:

16.30 Introduzione: il progetto Field2Fork - Giovanni Scaramuzza (EXO)

16.45 Intervento: Le soluzioni digitali realizzate - Bruno Giordano (EXO)

17.00 Conclusione: L'economia sviluppata dalle filiere corte e l'esperienza del DAF - Antonio Stasi (Dafne Puglia)

17.15 Spazio Domande & Risposte

Per informazioni scrivere a: gestioneagricola@distrettosviluppamentoregionale.org

Field2Fork
AI HUB & MARKETPLACE

Visualizza insight

Piace a 2 persone
3 luglio

Aggiungi un commento...

Pubblica

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Pubblica



EXO – WEBSITE

News 1

Agri-food, Digital Transition, European projects, News

EXO drives the future of Europe in Puglia: Field2Fork AI Hub, a revolution for the entire regional supply chain from Foggia



Shortening the distance between growers and consumers through artificial intelligence: the European challenge for a digital short supply chain starts from Foggia. Field2Fork AI Hub transforms technology into a direct bridge between the fields and the tables of Puglia, ensuring fresh produce for citizens and proper value for the work of our farmers.

News 2

Agri-food, Digital Transition, European projects, News

Field2Fork AI Hub: short supply chains, just a click away



At a time when food sustainability is at the center of the global debate, connecting local producers to urban consumers is no longer just an ethical necessity, but a technological challenge. To address this need, Field2Fork AI Hub, an innovative project that aims to radically transform short supply chain management through digital, was created and funded under the Horizon Europe PoliRuralPlus project (Grant Agreement No 101136910).

News 3

Agri-food, News

The future of the short supply chain in Puglia is digital: the “Field2Fork AI Hub” project concludes successfully



The synergy between artificial intelligence and local agriculture has given rise to the “Personal Farmer”: technology that serves producers and consumers, enabling them to shop for locally sourced, healthy, and sustainable products.



[EXO - News 4](#)

Agri-food, News

Field2Fork AI Hub: Artificial Intelligence Supporting Apulian Short Supply Chains



With the conclusion of operational activities and the presentation of the final results during the dedicated webinar, the project "Field2Fork AI Hub: Bridging Apulia's Rural Roots and Urban Markets" has come to a close. The initiative marked a decisive step forward in the path of technological innovation applied to Apulia's agri-food sector, demonstrating how Artificial Intelligence can become a valuable ally in connecting local agricultural production to urban markets.

The Context and Funding

Developed and completed as part of the European **PoliRural Plus** funding program, the project aimed to address the logistical and commercial challenges faced by local producers. Support from the European program has made it possible to organize an advanced pilot project in the region, focused on the economic and ecological sustainability of locally sourced products.

Goals and Challenges Faced

Social Media EXO:

[EXO Facebook](#)

EXO

Pubblicato da Enza Murano · 29 gennaio ·

Quanto sarebbe comodo avere un "assistente personale" che ci aiuti a fare una spesa sana e a km zero?

Per questo motivo, abbiamo pensato al progetto [#Field2ForkAIHub](#).

Siamo felici di annunciare il lancio di questa iniziativa europea che vede coordinatori e in partenariato con [Distretto Tecnologico Agroalimentare](#). Insieme, creeremo un legame diretto e trasparente tra produttori e consumatori e lavoreremo all'area pilota che interesserà il territorio di Foggia.

Il progetto si avvale dell'IA per aiutare il cliente a scoprire le eccellenze locali, suggerendo i prodotti migliori di stagione e i punti di ritiro.

Partiamo da Foggia per creare una piattaforma e-commerce scalabile all'intera filiera [#agroalimentare](#) del Sud Italia!

Di più: <https://exo-ricerca.it/.../nasce-field2fork-ai-hub-la.../>

PoliRuralPlus ha ricevuto finanziamenti dall'Unione Europea nell'ambito del programma di ricerca e innovazione Horizon Europe, ai sensi del Grant Agreement n. 101136910. Le opinioni e i punti di vista espressi sono tuttavia esclusivamente quelli dell'autore o degli autori e non riflettono necessariamente quelli dell'Unione Europea o dell'European Research Executive Agency. Né l'Unione Europea né l'autorità che concede il finanziamento possono essere ritenute responsabili per tali opinioni. Vedi meno



HORIZON EUROPE AGRI-FOOD(D) DIGITAL TECHNOLOGIES

Field2Fork AI Hub

POLIRURALPLUS DEVELOP CALL






Il progetto

Field2Fork AI Hub è un progetto che si propone di creare un ponte digitale tra produttori agricoli locali e consumatori urbani, utilizzando l'Intelligenza Artificiale (AI) e la tecnologia blockchain per garantire la tracciabilità e la qualità dei prodotti.

Il progetto è finanziato dall'Unione Europea e dalla Regione Puglia.

Field2Fork AI Hub

Il progetto è finanziato dall'Unione Europea e dalla Regione Puglia.

Il progetto è finanziato dall'Unione Europea e dalla Regione Puglia.

Chi coinvolge il progetto?

Il progetto è finanziato dall'Unione Europea e dalla Regione Puglia.

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EXO
 Pubblicità di Enza Murano © 9 luglio 2021

L'AI a supporto delle filiere corte agroalimentari

La tecnologia può diventare un alleato prezioso per i piccoli produttori locali, aiutandoli a valorizzare le proprie produzioni e a creare nuove connessioni con i consumatori.

Ne parleremo oggi alle 16:30 nel webinar organizzato con il Distretto Tecnologico Agroalimentare, durante il quale presenteremo il progetto #Field2ForK e la soluzione digitale sviluppata per avvicinare produttori e consumatori attraverso l'intelligenza artificiale.

🔗 Partecipa: <https://meet.google.com/ekp-yew-chi2?authuser=3>

Polirural H2020 Project Distretto Tecnologico Agroalimentare

PoliruralPlus ha ricevuto finanziamenti dall'Unione Europea nell'ambito del programma di ricerca e innovazione Horizon Europe, ai sensi del Grant Agreement n. 101136910. Le opinioni e i punti di vista espressi sono tuttavia esclusivamente quelli dell'autore o degli autori e non riflettono necessariamente quelli dell'Unione Europea o dell'European Research Executive Agency. Né l'Unione Europea né l'Executive Agency che concede il finanziamento possono essere ritenute responsabili per tali opinioni. Vedi meno




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FIELD2FORK

WEBINAR

L'AI A SUPPORTO DELLE FILIERE CORTE - L'ATTIVITÀ DEL PROGETTO FIELD2FORK


 Giovedì 09 luglio 2026


 Ore 16:30


[Link Webinar](#)

PROGRAMMA:

Ore 16:30	Introduzione: Il progetto Field2fork <i>Giovanni Scaramuzzo (EXO)</i>
Ore 16:45	Intervento: Le soluzioni digitali realizzate <i>Bruno Giordano (EXO)</i>
Ore 17:00	Conclusioni: L'economia sviluppata dalle filiere corte e l'esperienza del DARE <i>Antonio Stasi (DARE Puglia)</i>
Ore 17:15	Spazio Domande & Risposte

Per informazioni scrivere a:
gestioneprogetti@distrettoagroalimentareregionale.org

EXO
Pubblicato da Enza Murano · 16 luglio ·

🌱 La filiera corta incontra l'Intelligenza Artificiale: si conclude #Field2ForkAIHub!
Si chiude il progetto pilota finanziato da Horizon Europe nell'ambito di **PoliRural H2020 Project**, nato per esplorare come il digitale possa rendere le filiere agroalimentari locali più sostenibili, accessibili e vicine alle persone.
Grazie alla collaborazione con il **Distretto Tecnologico Agroalimentare** è stato sviluppato il Personal Farmer, un assistente virtuale basato sull'**#AI** pensato per accompagnare i consumatori nella scoperta dei prodotti locali e creare un collegamento più diretto con i produttori del territorio.
Un percorso che dimostra come l'innovazione tecnologica possa supportare le comunità rurali, valorizzare le eccellenze locali e contribuire a costruire nuovi modelli di agricoltura più sostenibili e inclusivi. 🌱
Il futuro delle filiere agroalimentari passa anche dalla capacità di unire conoscenza del territorio, innovazione digitale e collaborazione tra persone.
Leggi l'articolo sul nostro sito: <https://bit.ly/4xP6HYU>

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EXO-RICERCA.IT

Il futuro della filiera corta in Puglia è digitale: si conclude consuccesso il progetto "Field2Fork AI Hub" - EXO RICERCA

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507 follower
6m · Modificato ·

We are coordinating the #Field2ForkAIHub (PoliRuralPlus), an innovative project realised together with our partner DAREPuglia.
Designed to enhance short food supply chains through the integration of #AI and #GISystems, #Field2ForkAIHub will connect rural producers with urban consumers and promoting healthy, local, and #sustainable food choices.
The pilot area will be implemented in Foggia (Apulia).
📖 Read the news on our website: <https://bit.ly/4tyBnN0>
📺 Watch the video on our contribution to the #JackDawCodeCamp in Prague last January, where we had the opportunity to present the work behind #Field2ForkAIHub: <https://lnkd.in/dZTij9eF>
PoliRural DAREPuglia
#AI #GIS #Field2ForkAIHub #rural #sustainable #Apulia #digitalHub #middleware

PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101136910. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Mostra traduzione



Field2Fork AI Hub
POLIRURALPLUS DEVELOPMENT CALL
PILLOT AREA 2023

Middleware
The project is a collaborative effort between EXO, DAREPuglia, and the University of Foggia. It aims to develop a digital platform that connects rural producers with urban consumers, promoting sustainable food choices.

Oltre 1
The project is a collaborative effort between EXO, DAREPuglia, and the University of Foggia. It aims to develop a digital platform that connects rural producers with urban consumers, promoting sustainable food choices.

 EXO ha diffuso questo post

 Dare Puglia

34 follower

2m • 

A Foggia nasce il "Negoziante Digitale" per la filiera corta! 🇮🇹 🍷

Come si accorcia la distanza tra i campi della Puglia e le tavole dei consumatori urbani? La risposta non è un semplice e-commerce, ma un ecosistema che unisce tecnologia, etica e territorio.

È questo il cuore di Field2Fork AI Hub, il progetto europeo (PoliRural Plus) guidato da Dare Puglia ed EXO.

👉 Un "Personal Farmer" virtuale.

Grazie a un'architettura ibrida avanzata, Field2Fork utilizzerà un chatbot intelligente basato su tecnologia RAG.

Cosa significa? Che alla domanda: "Cosa compro per una cena di 4 persone, con 50€ di budget e cerco opzioni vegetariane?". L'AI risponderà creando un carrello personalizzato e suggerendo ricette, attingendo esclusivamente dai dati reali dei produttori foggiani, selezionando solo prodotti stagionali.

Una piattaforma che favorisce:

- 1. Valore del racconto aziendale per spiegare la qualità dietro ogni prodotto.
- 2. Logistica a Km0 indicando l'Hub di ritiro (Masserie o aziende agricole) più vicino a te.
- 3. Lotta allo spreco con consigli d'uso e quantità su misura.
- 4. Equità algoritmica affinché il prezzo non sia l'unico criterio di scelta e ogni piccolo produttore abbia la giusta visibilità.

La transizione digitale rurale è appena iniziata. Continuate a seguirci per i prossimi step (stiamo già lavorando alla memoria a lungo termine del sistema! 🧠).

👉 Scopri di più sul progetto

https://lnkd.in/d/RUr_Pd8

#Field2Fork #IntelligenzaArtificiale #Agrifood #FilieraCorta #Puglia #Innovazione #DARepuglia #EXO #PoliRuralPlus #Sostenibilità

Field2Fork – AI Hub

How can I help you today?

Ask me about products, recipes, availability, or anything related to your Field2Fork experience.













Oltre 1

46/47



EXO

507 follower

1m • Modificato •

L'AI a supporto delle filiere corte agroalimentari

Come può la tecnologia aiutare i piccoli produttori locali a valorizzare le proprie produzioni e avvicinare i consumatori a scelte più sostenibili?

Ne parleremo nel webinar di questo pomeriggio **ore 16.30**

Insieme a **DAREPuglia** presenteremo i risultati del progetto **#Field2Fork** e la soluzione digitale sviluppata per connettere produttori locali e consumatori attraverso l'Intelligenza Artificiale.

Partecipazione libera e gratuita: https://lnkd.in/g_mYTJmn

PoliRural DAREPuglia

Giovanni Scaramuzzo Bruno Giordano Antonio Stasi

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