

**AGRI-LIFE Project. Good products obtainable with a click**

MAURO PREDÀ (Catholic University of Sacro Cuore, Italy, [mauro.preda@unicatt.it](mailto:mauro.preda@unicatt.it))

In Milan, 13 November 2008, there will be a meeting to present the Agri-Life service, an “online market” where each consumer can easily and quickly search the products they need, verify their availability and to find the quickest way to collect them.

The project, devised by Prof. Mauro Preda, teacher at the Catholic University of the Sacred Heart of Milan, and a group of students of the course of Economic Geography, tries to propose a management of the offer/demand of the network of “direct sale” so as to create a relation between the companies that carry out this type of sale and the potential clients.

Until now, in fact there is not a single channel that unites the needs of purchasers and cultivators. The consumers have to research, on the territory, the various agricultural companies, without knowing beforehand if having once reached the company they will have what they need, and at what price: this results in many consumers giving up on the whole idea, discouraged by the difficulty in researching the companies, and even more the products. Also the agricultural company is in a disadvantaged position, since it risks of accumulating non-sold goods.

The Agri-life service wants to offer a service using the new technologies like Internet, computers, cellular phones, in order to erase all those inefficiencies that keep away possible consumers nowadays and to offer a single channel of interaction instead. Agri-life offers an “online market” where each consumer can easily and quickly search the products they need, verify their availability and to find the quickest way to collect them.

Small steps, a few clicks are the secrets that bring the direct sale to all and are the way simplest and quickest way to do your shopping.

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