FACE Network Marketing & Promotion Workgroup

Annual meeting, 28 October 2025

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Farmhouse and

Artisan

Cheese & Dairy Producers

European Network

Marketing workgroup the challenge

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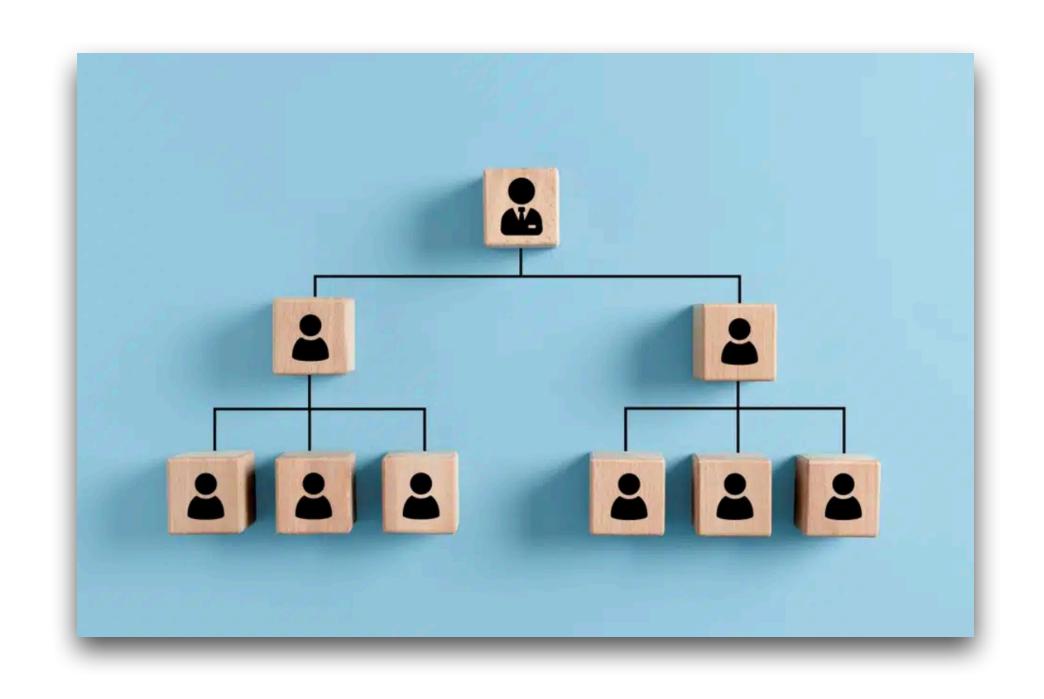
FACE Network has a complex structure

The Network is directly connected to National Organisations, but not to final members (producers)



objectives:

- to increase awareness
- to overcome difficulties of communication



Marketing workgroup the challenge

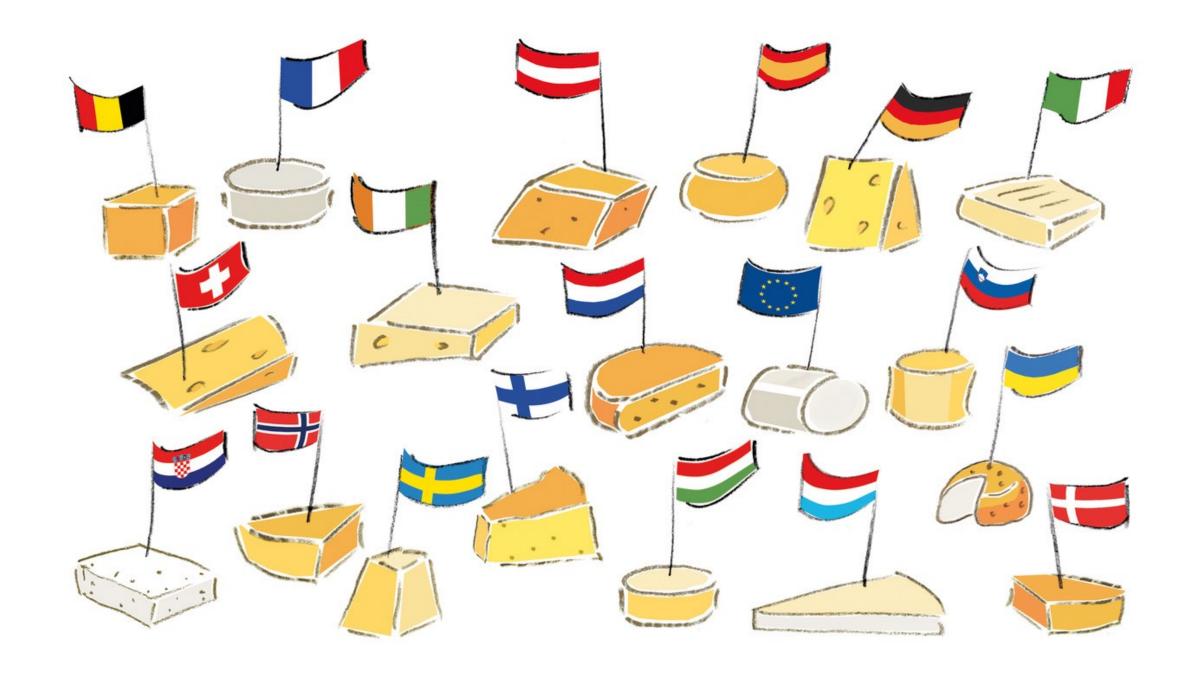
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FACE Network has a complex structure

As small-scale cheesemakers we share the SAME VALUES, but we belong to different cultures and speak different languages



- to valorise our richness
- to encourage exchange of information
- to find and use the right words suitable for all cultures



FACE NETWORK NEWSLETTER

• WHEN:

every 2 months

> to give enough time to national organisations to spread it to their members (producers)

• **WHY:**

The aim is:

- to share news from the European dairy small-scale sector;
- to increase awareness about FACE
 Network activities;



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NEV

[News from FACE] SAVE THE DATE!

FACE Network Annual Meeting in Bohinj, Slovenia 01 - 04/10/2022

After two years of pandemic, finally we will meet! Next October Slovenia will host the FACE annual meeting in Bohinj. Topic ... Read more



[Lobbying] NutriScore

Why we are asking for a derogation for farmhouse and artisan cheeses?

In the framework of the Farm to Fork strategy, the European Commission will make the Front of Pack Nutrition labelling mandatory. . . . Read



[News from the members] Sweden

Warming up to the Swedish Cheese Festival
Next Swedish Cheese festival will take place the
13.-15. May 2022 in Stockholm

LRF and collaborators are organizing the next Swedish Cheese festival to take place the 13.- 15. May 2022 in Stockholm – ... Read more



[News from the members] Norway

Norsk Gardsost - Norwegian Farm Cheese Association celebrates 25 years!

Norsk Gardsost is an organization for Norwegian cheese-makers who either produce cheese on their farm or small-scale craft cheese. In 2022, ... Read more



[News from the members] Spain International Cheese Market!

Our Spanish full member QueRed is coorganising the first edition of "FROMAGO" from 15 to 18 September 2022 in Zamora, Spain.... Read more



[Let's keep in touch!]

FOLLOW AND USE "#FACEnetwork" and "#europeancheesemakers"!

Let's create together a place where to meet among European cheesemakers... on Social Networks! Farmhouse and artisan cheesemakers of whole Europe are a ... Read more



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FACE NETWORK NEWSLETTER

- TOPICS:
 - [News from FACE]: about the Network activities, meetings and initiatives;
 - ► [News from members]: national organisations updates, events, cheese festivals, ...
 - [News from workgroups]: results from technology,
 hygiene or marketing groups;
 - [Lobbying]: updates about the relationship with EU institutions.

• HOW:



we collect news among the activists operating in the network > system to be improved!

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SOCIAL MEDIA

- TOPICS:
 - reposting of news from the newsletter to reach a wider audience and avoid language barriers;
 - live coverage of physical meetings;
 - live coverage of the European Farmhouse and Artisan Cheese Day





FOLLOW, TAG or ASK FOR COLLABORATION!



"EUROPEAN FARMHOUSE AND ARTISAN CHEESE DAY"

• WHEN:

the whole week of 1st of July

• WHO:

The aim is to involve:

- FACE network members organisations;
- producers in all countries;
- their customers



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"EUROPEAN FARMHOUSE AND ARTISAN CHEESE DAY"

- WHY:
- ► to focus the attention on small-scale productions, underlining the difference with the industrial branch;
- ► to show the world of handcrafted cheesemaking and explain about its added value and best practices
- to share our common values
 [sustainability relations with animals high quality traditions identity respect maintenance of landscapes]
- ► to generate a sense of belonging among the European cheesemakers



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"EUROPEAN FARMHOUSE AND ARTISAN CHEESE DAY"

HOW:

Digital tools

- creation of a special page in FACE network website about the cheese day;
- campaign on social media to be shared with the national organisation;
- creation of a media kit for the producers (frames for post and stories in social media);
- creation of a game for consumers about European cheese culture.



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"EUROPEAN FARMHOUSE AND ARTISAN CHEESE DAY"

• HOW:

Other tools

- creation of a printable poster to be exhibited by producers in their shops or markets;
- creation of an infographic to help producers to participate.





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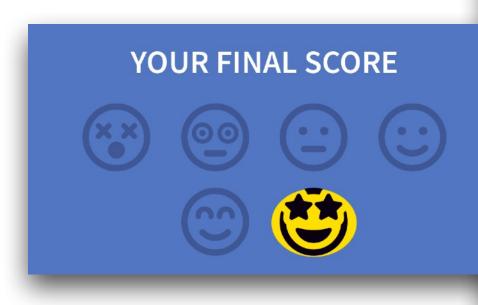
"EUROPEAN FARMHOUSE AND ARTISAN CHEESE DAY"

• HOW:

The game:

- ► The aim of the game is to help the producer to create animation (e.g. proposing a discount for the winners or give a little gift)
- How does it works?

A QR code (on the printable poster) will drive on the FACEnetwork website page where the game runs.



EUROPEAN FARMHOUSE AND ARTISAN CHEESE DAY

What European farmhouse and artisan cheesemakers and consumers have in common is for sure the cheese! So why not celebrate all together this fabulous food on a special day.

FACE Network is happy to establish on the **1st of July** the European Farmhouse and Artisan Cheese
Day!

In this occasion the farmhouse and artisan cheesemakers and cheese lovers of the whole Europe will hare tasty moments:

- meeting in real life at the producers' shops or at the markets;
- sharing pictures and communicating through social media, for a Europe-wide party!

How much do you know about farmhouse and artisan cheese?

Test your knowledge in the quiz!

Go!



"EUROPEAN FARMHOUSE AND ARTISAN CHEESE DAY"

• RESULTS OF THE FIRST EDITION 2025:

numbers:

- ► WEBSITE: the /cheeseday page has been visited by about 800 persons
- SOCIAL MEDIA: about 200 stories and 50 posts

most participating countries:

- ► Ukraine > the national organisation put up dairy equipment as a prize for active participants
- ► Italy > an inspiring message by the president of the association called to action and encouraged members participation

LOOKING FORWARD TO 2026: TO INCREASE NATIONAL ORGANISATIONS ENGAGEMENT

Marketing workgroup is open to new members!

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DO YOU LIKE MARKETING AND COMMUNICATION?

JOIN US!

FEEL FREE TO CONTACT US

DURING THE ANNUAL MEETING

OR

WRITE TO

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Marketing workgroup questionnaire

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Since one of the marketing pillars is the collection of information...



PLEASE ANSWER TO A FEW QUESTIONS

Thank you for your attention.

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