

FACE Network Marketing & Promotion Workgroup

Annual meeting, 28 October 2025

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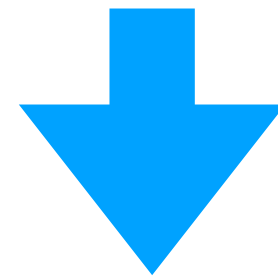
- Farmhouse and
- Artisan
- Cheese & Dairy Producers
- European Network

Marketing workgroup the challenge

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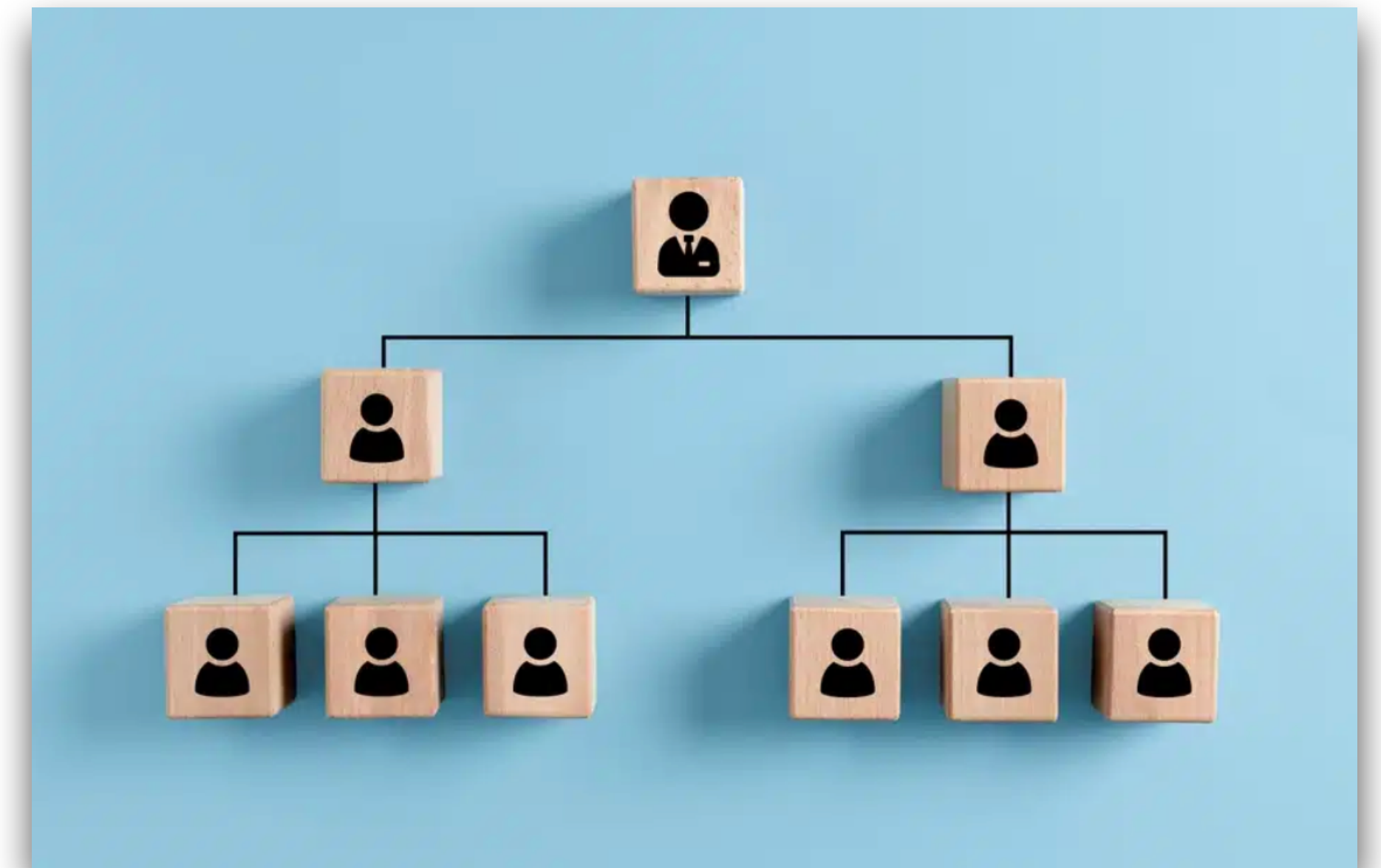
FACE Network has a complex structure

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



objectives:

- to increase **awareness**
- to overcome difficulties of **communication**

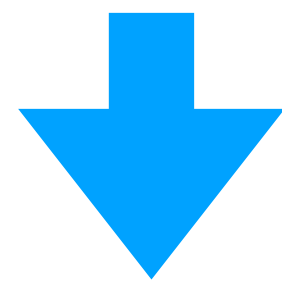


Marketing workgroup the challenge

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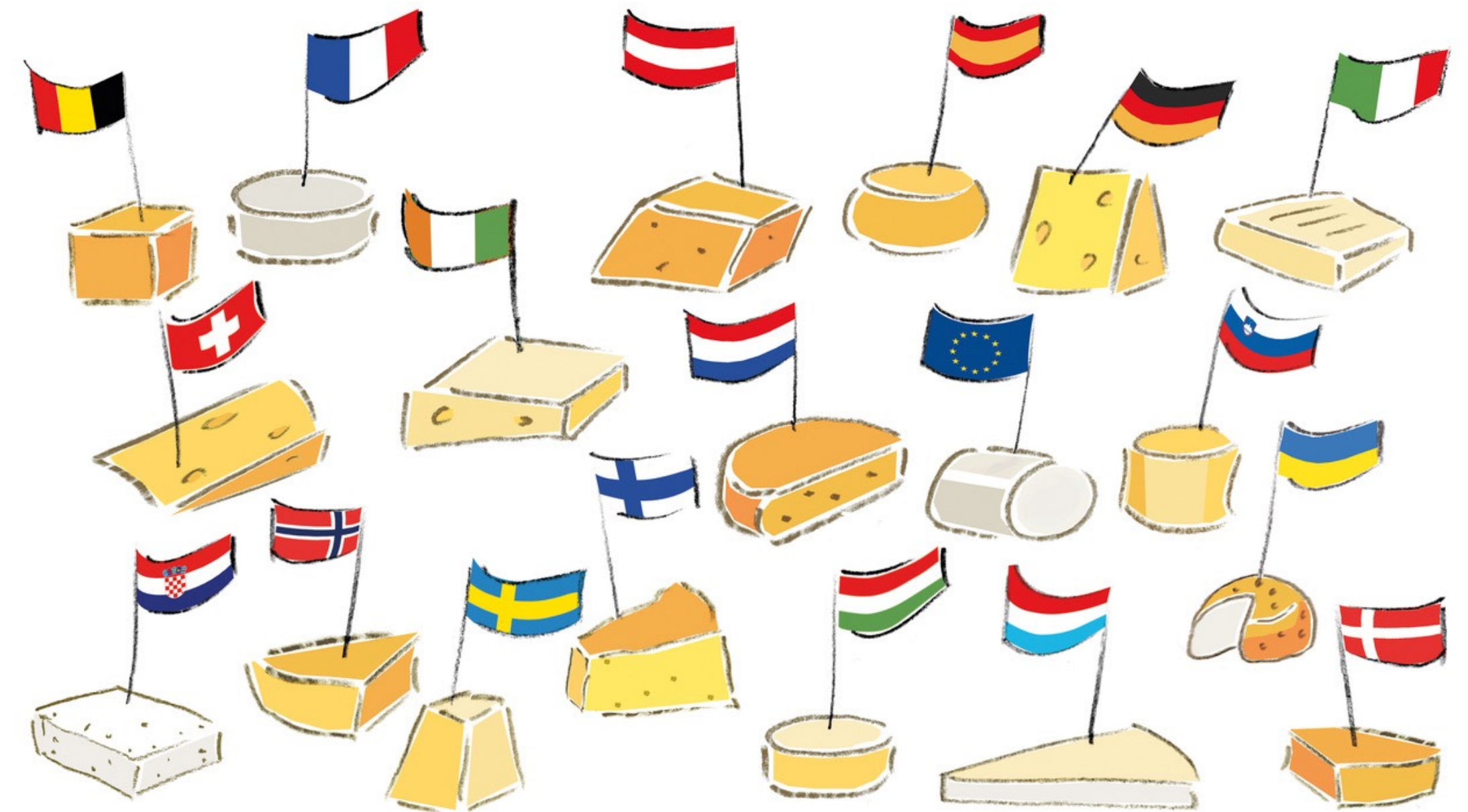
FACE Network has a complex structure

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



objectives:

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



Marketing workgroup

main activities

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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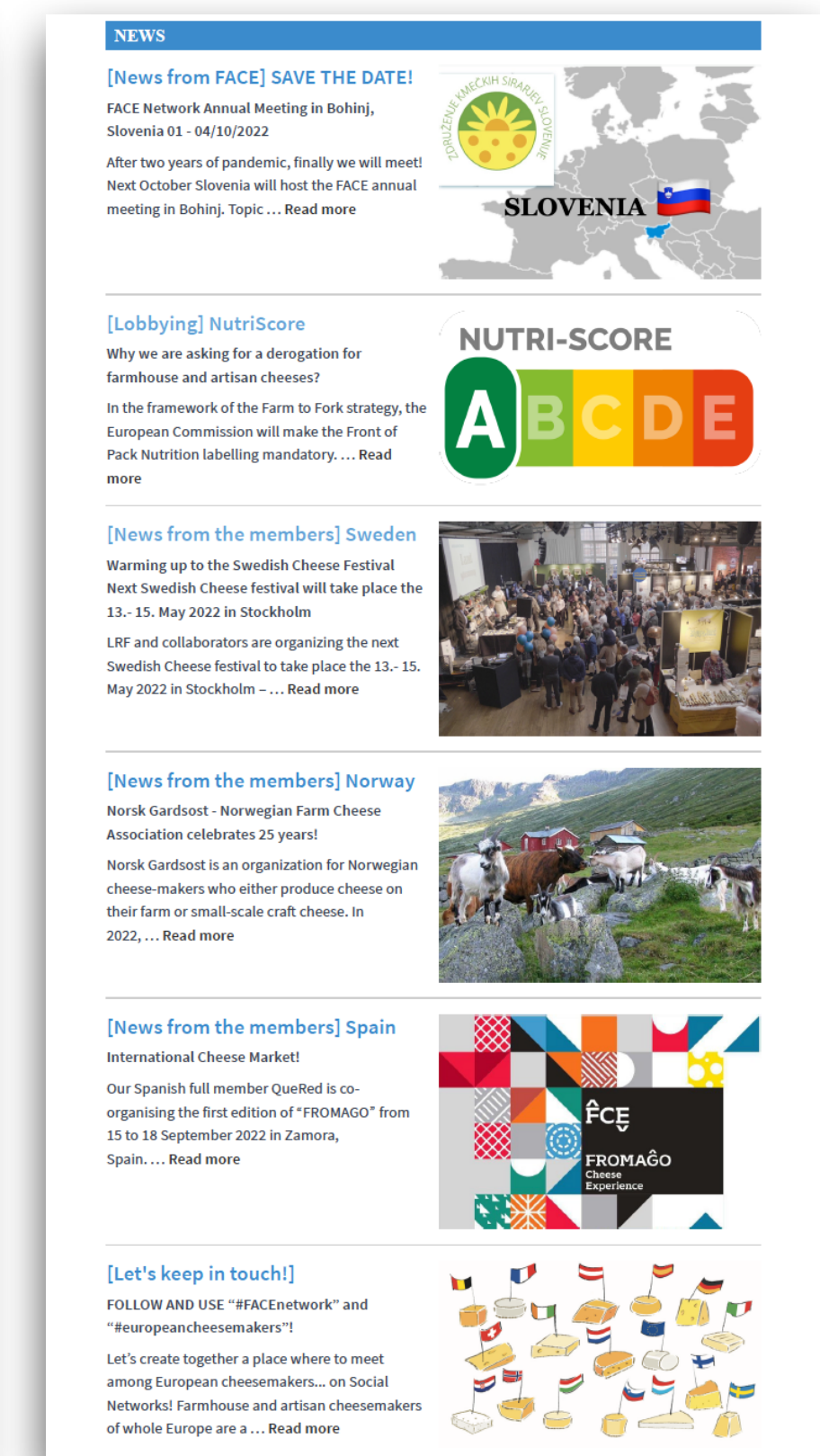
Marketing workgroup main activities

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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**



@FACEnetwork

@face_network



**FOLLOW, TAG or ASK FOR
COLLABORATION!**

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main activities

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“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”

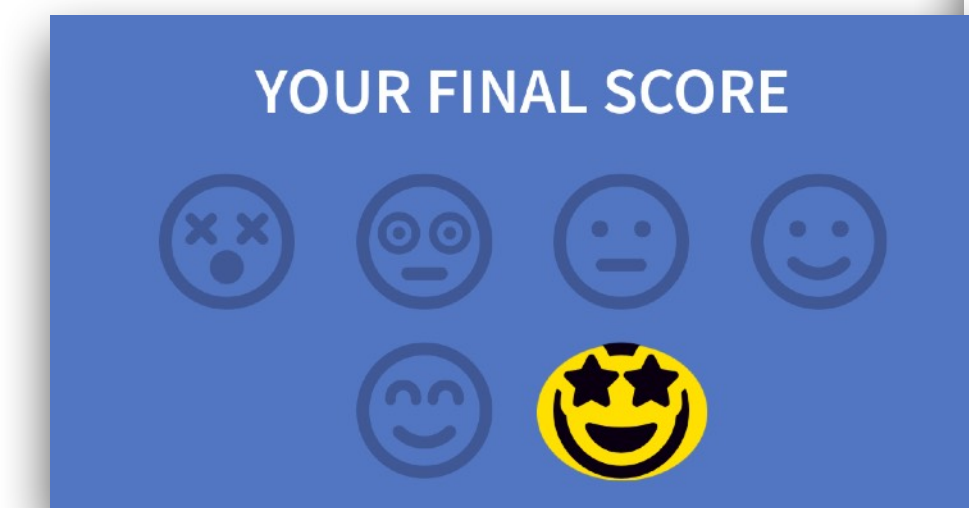
- **HOW:**

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.



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“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!

- Farmhouse and
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- Cheese & Dairy Producers
- European Network

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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Workgroup

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-  **Artisan**
-  **Cheese & Dairy Producers**
-  **European Network**