

MICRO2 CASE STUDY SPAIN



KEYWORDS

Rural Spain, olive farm, digital quality control system

"La Chinata," a small olive oil company based in the town of Plasencia in the province of Cáceres, Extremadura.

La Chinata **produces high-quality, extra-virgin olive oil using traditional methods and has been in operation since 1932. In recent years**, the company has embraced digital technology to improve its operations and reach new customers.

La Chinata has used digital technologies to create an e-commerce website (<https://lachinata.es/>) that allows customers to order their products online. This has helped the company expand its customer base beyond the local area and reach customers all over Spain and even internationally.

La Chinata has also leveraged social media platforms such as **Facebook** (<https://www.facebook.com/lachinata>) and **Instagram** to promote its products and engage new customers. By sharing photos and videos of its products and the olive oil production process, the company has been able to build a loyal following and generate buzz around its brand. Furthermore, La Chinata has implemented a digital quality control system that allows them to track the production process from the olive groves to the final product, ensuring that their olive oil meets the highest quality standards.

This system uses digital tools to track and monitor each step of the production process, from the cultivation of the olives to the bottling of the finished product.

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Here are some key features of La Chinata's digital quality control system:

1) **GPS tracking:** La Chinata uses GPS technology to track the location and movement of its olive harvesters. This allows the company to monitor the quality and quantity of the olives being harvested, and ensure that they are being picked at the right time and under the right conditions.

2) **Real-time data collection:** The company uses digital tools to collect real-time data about the production process, including the temperature and humidity levels during olive storage and the milling process. This data is then used to optimize the production process and ensure that the final product is of the highest quality.

3) **Quality analysis:** La Chinata's quality control system includes regular analysis of the olive oil at different stages of production to ensure that it meets the highest quality standards. The company uses a range of digital tools to perform this analysis, including spectrophotometers and gas chromatographs.

4) **Traceability:** La Chinata's digital quality control system allows the company to track each batch of olive oil from the moment the olives are harvested to the final product. This ensures that the company can quickly identify any quality issues and take corrective action.