

# **‘Marketing on local markets’**

**The study was written by Progress Consulting S.r.l. and Living Prospects Ltd.  
It does not represent the official views of the Committee of the Regions.**

More information on the European Union and the Committee of the Regions is available online at <http://www.europa.eu> and <http://www.cor.europa.eu> respectively.

Catalogue number : QG-30-11-057-EN-N

ISBN : 978-92-895-0539-0

DOI : 10.2863/34785

© European Union

Partial reproduction is allowed, provided that the source is explicitly mentioned.

**TABLE OF CONTENTS**

- Executive Summary ..... 1**
- PART 1 ..... 5**
- 1. Inventory of local and regional initiatives ..... 7**
  - 1.1 Local food systems: main concepts..... 7
  - 1.2 Categorisation of local food systems ..... 9
  - 1.3 Methodological remarks..... 11
  - 1.4 The inventory ..... 13
- PART 2 ..... 55**
- 2. Types of measures implemented at the local and regional level..... 57**
  - 2.1 Creating an ‘enabling environment’ ..... 57
  - 2.2 Intervening in the food supply chain..... 58
  - 2.3 Piloting and/or up-scaling ..... 59
  - 2.4 Funding..... 59
  - 2.5 Selection of initiatives for a detailed description ..... 60
- PART 3 ..... 61**
- 3. Selected initiatives ..... 63**
  - 3.1 The Danish Internet-based box scheme business Aarstiderne ..... 63
  - 3.2 ‘Local and Organic Food’ Interreg Project ..... 68
  - 3.3 Legislative framing for ‘Km 0’ initiatives – Veneto region..... 72
  - 3.4 PROVE Project – Promover e Vender ..... 76
  - 3.5 MURA Programme - Pomurje region ..... 82
  - 3.6 Good Food on the Public Plate Project – City of London..... 86
- PART 4 ..... 93**
- 4. Conclusions and recommendations ..... 95**
- References ..... 101**



## Executive Summary

*Local food systems* imply a smaller number of actors involved in the processes of production, processing, distribution, consumption and waste disposal, as compared to traditional systems. Furthermore, distances, both in space and time, are consistently reduced. Hence, the concepts of ‘*short*’ food supply chains and of food supply chains of ‘*proximity*’, the latter referring to defined geographical boundaries or, more generally, to a limited distance travelled by products between the place of production and the place of consumption.

Local food systems and marketing mechanisms of proximity are generally developed with a view to bringing benefits to those involved, such as greater interaction and mutual understanding between consumers and producers; increased access for consumers to fresh, seasonal produce; clearer traceability of produce origin; values of identity and social responsibility; increased viability of rural area economies; presence of ‘quality designations’; or valorisation of local assets such as landscapes, territory, or biodiversity.

Notwithstanding some research-based evidence on the positive effects of local food systems, these systems are still not equated to higher quality of products, environmental benefits and increased food security.

This report reviews the initiatives undertaken throughout the European Union (EU) for the establishment or development of local food systems, characterised either by a closer relationship between producers and consumers, or by proximity. Emphasis has been placed on those initiatives implemented at the local and regional level and on the role played by local and regional authorities (LRAs). The aim of the review is to identify the main categories of intervention by LRAs and the tools for implementation, as well as to draw conclusions about how these interventions may be further supported with a view to a more effective development of marketing initiatives on local markets.

Part 1 includes an inventory of 110 initiatives from 23 EU Member States, compiled on the basis of a bibliographic search. Each initiative within the inventory is briefly described enabling the gathering of preliminary information with regard to the type of main interventions and on their characteristics.

Part 2 focuses on the definition of a typology of the measures undertaken by LRAs, and, within each type, of the tools for implementation. The types of measures identified include ‘creating an enabling environment’, ‘intervening in the food supply chain’, ‘piloting and/or up-scaling’, and ‘funding’.

Marketing on local markets may be hindered or facilitated by the legislative,

policy and institutional settings existing at the local and regional level. Research and training are additional tools available to LRAs to develop the necessary knowledge and to influence mindsets and behaviours.

LRAs may intervene in the food supply chain as implementing stakeholders by facilitating or directly undertaking certification or logo/brand development processes, by participating in processing and/or distribution activities of produce, by establishing public-private-partnerships or by introducing sustainable food within public catering services.

Pilot initiatives, trials, or demonstration cases are the tools available to LRAs for the testing of potentially successful initiatives or for the showcasing of good practices. Replication and dissemination allow the upscaling of successful interventions, thus providing the possibility to LRAs of significantly increasing the impact on their territories.

Finally, the provision of financial resources is, in several cases, the main form of support provided by public authorities.

Part 3 provides the detailed description of six of the cases included in the inventory. The cases were selected with a view to covering, as comprehensively as possible, the types of measures undertaken by LRAs for supporting marketing on local markets. Geographical balance across the EU was also considered.

Among the categories of local food systems, the selected cases refer to systems characterised by a direct relationship between producers and consumers (with or without the sharing of risks and rewards of production), or by the presence of local outlets or collective marketing mechanisms facilitating the distribution of the produce by producers, even though this may not be directly to the final consumers.

The first case, the Danish *Aarstiderne* box scheme, is a privately-owned and -led business, whose establishment has clearly been influenced by the enabling policy environment for organic farming that started to be developed in-country since the late eighties. Originally created according to the principles of ‘community supported agriculture’ (CSA), the scheme soon turned to a profit-oriented and innovative strategy that has nonetheless been characterised by an eco-friendly mindset and approach.

The ‘Local and Organic Food’ (LOF) Interreg IIIC project, implemented in Estonia, Sweden and the United Kingdom, is the second selected case. LOF is an example of small-scale intervention addressing locally some of the difficulties authorities and stakeholders face in the practical implementation of

direct marketing strategies, including compliance with EU legislation in the field of food safety. Knowledge-sharing and mutual learning among regions and pilot/demonstration interventions seem effective, within this initiative, in designing and testing concrete approaches in the target areas.

The third case reports on the recent development in the Veneto region, Italy, of legislative framing for 'Km 0' (kilometre zero) initiatives. The regional law is potentially very supportive of the development of short food supply chains through a diverse range of initiatives, while still complying with the EU acquis, in particular in the fields of competition and internal market. The experience of the regional authorities, that had to go through a review of the first version of the law because it was not compliant with EU regulations, may be significant for other LRAs.

The fourth case, the PROVE project (*Promover e Vender*), in Portugal, was established with the aim of positively impacting on the target territories, while supporting small and micro agricultural producers through a fair, sustainable and participatory approach to the development of marketing mechanisms of proximity. The PROVE approach, developed within an EQUAL initiative, mixes a kind of box-scheme logistics (products delivered into boxes, Internet platform for the selling and ordering), with RECIPROCO principles (agreement between consumers and producers, groups of producers and groups of consumers).

The MURA Programme, in Slovenia, is the fifth case and an example of concerted initiative by local and national stakeholders where the development of local food systems is only one of the several components necessary for achieving better health and quality of life. MURA demonstrates how the multiple use of several tools, such as policy framing, networking, education, research, piloting, public procurement, and so on, is possible and even necessary when the establishment of local food systems is addressed within a broader and inter-sectoral approach for economic and regional development.

Finally, the 'Good Food on the Public Plate' Project, in the City of London, provides evidence that the introduction of sustainable food within public catering is not an immediate process. Instead, it requires mindset, commitment and skill, besides the existence of proper logistical and organisational arrangements linking the supply and demand sides of the chain. The project, gradually taken over financially and strategically by the local authorities, develops ways to support public procurement of local, seasonal and/or organic food that are alternative to the establishment of mandatory requirements on public sector organisation purchases.

In Part 4, conclusions are drawn, and recommendations are outlined, the

implementation of which could potentially support LRAs in tackling the establishment and development of local food systems and marketing.

# PART 1



# 1. Inventory of local and regional initiatives

## 1.1 Local food systems: main concepts

A *food system* is a process linking producers (farmers) to consumers. The system consists of several components, including production, processing, distribution, consumption and waste disposal.

In a *local* food system the number of actors involved in the process and the distances, in space and time, are considerably smaller than those of a traditional system. Hence, the concepts of ‘short’ and ‘proximity’.

*Short food supply chains* are those where the number of intermediaries between the producer and the consumer is reduced or, ideally, is nil allowing for a direct producer-consumer marketing relationship. In the concept of short food supply chain there are no explicit references to geographical boundaries delimiting the system. This is particularly evident when considering the application of ICT tools in the marketing of agricultural produce. A direct producer-consumer relationship, implemented through web-based shops followed by home delivery services, is an example of short food supply chain not necessarily characterised by a geographical or local dimension.

*Food supply chains of proximity* are those referring to the marketing of products produced and consumed within a well defined area. This area may be characterised by geographical or administrative boundaries and it may vary in size (from a village to a region). What counts is that the reference to the territory in these systems is important.

In general, local food systems imply:

- Greater interaction and mutual knowledge/understanding between consumers and producers.
- Reducing the food kilometres (miles).
- Providing fresh, seasonal produce.
- Offering traceability of produce origin and identity values.
- Supporting local economies and viability of rural areas, often allowing access to the market by small or micro rural food producers and business opportunities for on-farm or localised food processing.
- Valorising local assets such as landscapes, territory, or biodiversity.

**Higher quality of products, environmental benefits and increased food security are not necessarily equated to local food systems.** However, since a

local food system is expected to bring benefits to all those involved if it is to remain viable, these systems are commonly characterised by ‘quality designations’, from generic ones to registered certification schemes. These ‘quality designations’ may, in fact, simply evoke locality/region or speciality, tradition or nature; they may refer to compliance with rules and principles established within charts regulating the producer-consumer relationship; they may be linked to the application of organic and integrated agricultural practices; or they may derive from the adherence to labels, brands, logos or to voluntary certification schemes, such as the EU-regulated product designations linked to a geographical region or territory of Protected Designation of Origin (PDO) and of Protected Geographical Indication (PGI).

In addition, there seems to be some research-based evidence on the positive effects of local food systems, as acknowledged by the Committee on Agriculture and Rural Development of the European Parliament in its draft report on fair revenues for farmers, when referring to the sustainability benefits of direct producer-consumer relations and short food supply chains ‘*which have been documented by EC research projects*’.<sup>1</sup>

The latest findings in this respect are within the FAAN project - Facilitating Alternative Agro-food Networks: Stakeholder Perspectives on Research Needs (2008 – 2010), funded under the 7th EU Research Framework Programme. The project, on the basis of case studies undertaken in five Member States<sup>2</sup>, concluded that local food systems ‘*provide many societal benefits – such as environmentally more sustainable cultivation methods, high-quality and fresh food, community engagement, re-linkages between rural and urban areas, local economic development. Consumers gain awareness of those societal benefits through greater proximity to producers, thus developing knowledge and trust as a basis for their economic relationship. Often these benefits are integral to the practices of a LFS (Local Food System)*’.<sup>3</sup> Namely, some of the benefits highlighted through the research include<sup>4</sup>:

- Social benefits, through the strengthening of ‘*social cohesion and community development, particularly in areas with fragile economies, such as peripheral and disadvantaged rural regions*’ or by improving access in urban areas – particularly those with low-income populations – to fresh and healthy food.
- Cultural and ethical benefits, reflected in higher agri-food diversity

---

<sup>1</sup> European Parliament, Committee on Agriculture and Rural Development (2010)

<sup>2</sup> Austria, France, Hungary, Poland and the United Kingdom

<sup>3</sup> Karner S., *et al.* (2010)

<sup>4</sup> Facilitating Alternative Agro-Food Networks (2010)

achieved ‘*by upholding or re-introducing traditional crops, livestock and production methods, or by creating new specialties linked to the specific geographic area*’.

- Economic benefits for farmers/producers, tackled by reducing intermediaries such as manufacturers, processors, retailers as well as by adding value locally through processing or by raising the sale price through regional branding.
- Environmental benefits, ‘*by employing sustainable farming systems, low-input farming practices and resource-conserving techniques*’ such as organic farming.

Nevertheless, while emerging in the context of the continuous process of reform of the Common Agricultural Policy (CAP), notwithstanding their expansion, local food systems still remain marginal within the wider agro-food system.<sup>5</sup>

## 1.2 Categorisation of local food systems

Within local food systems, the components of the systems from farming to processing and distribution may take different forms. The categorisation below refers to the type of relationship that may exist between producers and consumers in an effort to reducing the number of actors of conventional food chains:

- (i) *Producers as consumers*, where consumers grow their own products.
- (ii) *Producer-consumer partnerships*, where consumers share the risks and rewards of production with the producer(s) and a written agreement regulates the direct sale of produce.
- (iii) *Producers’ direct sale to consumers* without preliminary agreements among the two categories, as is the case for sales at farmers’ markets, at on-farm shops, or via Internet platforms.
- (iv) *Producers’ sales through local outlets or collective marketing mechanisms* allowing a more direct or easier delivery of the produce to the final consumers than via traditional channels.

### (i) Producers as consumers

The distance between producers and consumers is nil if consumers themselves become producers. ‘Community gardens’, ‘urban agriculture’ and ‘city farming’ fall within this category; they are also often referred to as ‘grow your own’

---

<sup>5</sup> In particular, in the 1990s, Goodman (2009) identifies as milestones for local food systems-related initiatives ‘*the closer targeting of the European Union (EU) Structural Funds on local rural development in depressed agricultural regions and support for endogenous, ‘bottom up’ socio-economic development under LEADER*’.

initiatives. Community or collective gardens are usually developed on unused public land made available by local authorities. ‘Grow your own’ schemes developed in an urban environment often show an innovative character, as is the case for mobile vegetable gardens developed on sites awaiting to be built (Ørestad scheme in Copenhagen) or for the systematic use of flat roof spaces for planting purposes (London).

Categories (ii) and (iii) encompass initiatives aiming at direct producer-consumer relations. These initiatives are divided into those usually relying on social gathering at local or regional level (category (ii)) and those simply pursuing the direct sale of agricultural produce (category (iii)).

*(ii) Producer-consumer partnerships*

This category encompasses partnering initiatives between producer(s) and consumers usually regulated by contractual agreements. In these partnerships, consumers share the risks of farming with the producer(s) by buying a share of, or the whole, annual produce in order to then receive a weekly delivery of seasonal products. Initiatives like CSA (Community Supported Agriculture), AMAP (*Association pour le maintien d’une agriculture paysanne*) in France and RECIPROCO (*Relações de Cidadania entre PROdutores e CONsumidores*) in Portugal fall within this category. The differences among these types of partnerships usually reflect the characteristics of the places where they develop. As socially-driven initiatives, the involvement of public authorities is not a necessary condition for their start-up. However, in the light of their social and economic value, public authorities often play a supportive role.

*(iii) Producers’ direct sale to consumers*

The following initiatives fall within this category: farmers’ markets, ‘pick your own’ farms, roadside stands, on-farm shops, Internet sales, etc. For these initiatives the challenge is often to up-scale the volume of sales, although the use of ICT has proven to be extremely supportive in this sense. Direct selling initiatives are found in all countries. In the inventory, there are several examples of farmers’ markets from all over the EU, all similar in the basic concept but often reflecting country-specific peculiarities in the way the markets are established and managed. In the UK, for example, there seems to be a concern on the excessive reliance of these markets on the input of local authorities and the establishment of cooperative enterprises for the management and development of the markets is currently being piloted. On the contrary, in Hungary and Latvia, local authorities only became supportive of the establishment process of farmers’ market after popular action.

*(iv) Producers’ sales through local outlets or collective marketing mechanisms*

This category includes those initiatives facilitating the marketing of local produce by small-scale or micro farmers through the establishment of local

outlets or other collective mechanisms meant to shorten or localise the supply chain. Local procurement by public authorities (public procurement) is an important initiative in this sense. Examples of efforts to facilitate the development of short (quality, organic) food supply chains through public catering in schools, hospitals etc. are included in the inventory from all over the EU. Collective points of sale or associations/networks of producers/processors gathering together to strengthen their marketing capacity may also be considered to fall under this category.

Among the mechanisms facilitating the local or regional marketing of agricultural produce is the development of regional brands. Initiatives establishing a regional brand usually refer to comprehensive approaches, normally involving a type of umbrella-label to market different products and services from the same region but from different sectors (agriculture, tourism, handicraft, culture). The same approach is used within areas having boundaries defined by other criteria than the administrative ones, as is the case of parks, with examples of park brands developed in Germany and France.

All these initiatives are often territorially organised and include farmers, small regional processors, other rural entrepreneurs and local public institutions. They are not necessarily complex (Hungary provides an example of an inexpensive and easy to administer certification scheme for farmers and service providers) nor do they necessarily refer to registered trademarks (Sweden provides an example of successful, unregistered regional brand emotionally associated by consumers to the territory).

### 1.3 Methodological remarks

A total of 110 initiatives were identified at the EU level. Table 1 reports the detail of the geographical breakdown of the initiatives included in the inventory.

**Table 1 - Breakdown of initiatives by country**

<b>AT</b>	5	<b>FI</b>	4	<b>MT</b>	2
<b>BE</b>	4	<b>FR</b>	17	<b>NL</b>	6
<b>BG</b>	-	<b>GR</b>	3	<b>PL</b>	3
<b>CY</b>	-	<b>HU</b>	3	<b>PT</b>	3
<b>CZ</b>	2	<b>IE</b>	4	<b>RO</b>	1
<b>DE</b>	6	<b>IT</b>	12	<b>SE</b>	4
<b>DK</b>	2	<b>LT</b>	1	<b>SK</b>	-
<b>EE</b>	1	<b>LU</b>	-	<b>SL</b>	2
<b>ES</b>	7	<b>LV</b>	1	<b>UK</b>	17
<b>Total: 110</b>					

The bibliographic search was undertaken using the following languages: English, French, German, Greek, Italian, Portuguese and Spanish.

The selection was based on the following criteria:

- Regional and local initiatives were given priority; however, some national projects were appealing for their focus on, and support to, the development of short food supply chains and since, in most of the cases, these projects were expected to be implemented at lower administrative levels, they have been included in the inventory.
- An effort has been made to focus only on local food systems. However, mainly due to the increasing use of ICT in food marketing, exceptions were made for (i) initiatives originally developed on a local scale but having lost their ‘proximity’ character in a natural up-scaling process (for example, the *Villgrater Natur Produkte* Project in Austria); (ii) initiatives not specifically linked to a local or regional context but nevertheless pointing to interesting types of short food supply chains (for example, the case of the *Van Eigen Erf* Foundation in the Netherlands).
- The involvement of local and regional authorities in the initiatives was a compulsory element for the selection and inclusion in the inventory. Several records were discharged because evidence of this involvement could not be documented but a few exceptions were made for successful, or extremely supportive, initiatives undertaken by the private sector, such as the Internet-based box scheme business *Aarstiderne* in Denmark, and the dedicated credit line made available by a commercial bank to support ‘Km 0’ initiatives in Italy.
- In terms of countries, while an effort was made to select examples from as many countries as possible, it is evident that some Member States have a longer or more publicly available track record in the development of local food systems and are hence over-represented in the inventory.<sup>6</sup> Within these overrepresented countries, an effort was made to provide a wide range of types of initiatives, avoiding as much as possible reporting on similar initiatives, even though these were implemented in different locations by different actors.
- Attention was paid to report on recent initiatives. When reporting on old initiatives, care was taken to check whether these initiatives had been

---

<sup>6</sup> In the UK, for example, initiatives related to the development of local food systems started being implemented in the 1980s and were boosted in the 1990s.

recently followed up and to report on any significant development.

- Some initiatives were identified following the screening of reports and/or proceedings of EU co-funded research projects. These research projects, undertaken within the 5th, 6th and 7th Framework Programmes, or INTERREG, have contributed greatly to the understanding and documenting of local food systems throughout Europe. For this reason, footnotes explaining the objectives of these projects are systematically provided.
- The classification of the type of involvement of LRAs is specified under the field ‘Measures (tools)’. Such classification, at the time of the compilation of the inventory, was done on a tentative and preliminary basis. It was adjusted successively, on the basis of the overall information gathered, once the types of measures implemented at the local and regional level and the tools for implementation were clearly categorised, as presented in PART 2 of this report.

## 1.4 The inventory

The initiatives are presented according to an alphabetical order by country code.

<b>AT_1</b>	‘Land & Wirt’- Boosting farm products quickly and easily into the gastronomic sector
<b>Location</b>	National
<b>Measures (tools)</b>	Intervening in the food supply chain (marketing, promotion) Funding (national)
<i>A B2B short food supply chain supporting the marketing of regional products by directly linking farmers to hotels and restaurants.</i>	
Through this initiative an Internet platform directly links farmers to hotels and restaurants, without any middlemen. The overall aim of this regional logistics project is to improve the supply of local agricultural products to the gastronomic and catering sector. For producers, it becomes easier to trade their specialties through a logistics hub into a much larger number of enterprises than those available regionally; on the other hand, gastronomic stakeholders and hoteliers have access to regional products from any supplier partner to the project, and thus are able to introduce these products into their menus. This Business-to-Business (B2B) initiative reduces the virtual distance between producers and market outlets but not the actual ‘food miles’. The regional Chambers of Agriculture are responsible for the provision of the cluster data necessary to the functioning of the platform, whereas the Austrian Internal Ministry is co-financing the project. <i>Source: ‘Land &amp; Wirt’ website: <a href="http://www.landundwirt.at/">http://www.landundwirt.at/</a></i>	
<b>AT_2</b>	‘Gailtaler Almkäse’ Project
<b>Location</b>	Federal State of Carinthia
<b>Measures (tools)</b>	Intervening in the food supply chain (certification) Funding (regional, local)
<i>Establishment of protected denominations of origin (POD) within an integrated ‘regional</i>	

*identity’ approach to support local marketing and increase producers’ income.*

In 1995, the regional government of Carinthia (Kärnten) initiated the project ‘*Gailtaler Almkäse*’ to obtain the status as protected designation of origin (PDO) for the *Gailtaler Almkäse* (cheese). The certification process, though initiated by the local authorities, was afterwards continued by local stakeholders including Local Action Groups, farmers and other networks or groups of companies. Furthermore, the process was integrated within the overall promotion of a ‘regional identity’ also encompassing tourism, gastronomy, agriculture and handicrafts. The POD succeeded in adding value to local produce and in increasing food producers’ income.

*Source: Rytönen P., Gratzner K. (2010). When do trademarks create new markets? Entrepreneurship, brands and growth – experiences from small scale cheese production in Austria, Spain and Sweden. In: Proceedings of the 9th European IFSA Symposium, 2010 - Building sustainable rural futures. The added value of systems approaches in times of change and uncertainty:*

[http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010\\_WS4.2\\_Rytönen.pdf](http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010_WS4.2_Rytönen.pdf)

<b>AT_3</b>	<i>Villgrater Natur Produkte</i> Project
<b>Location</b>	Eastern Tyrol
<b>Measures (tools)</b>	Creating an enabling environment (networking, administrative support). Funding (regional, local)

*Promotion of the processing and marketing of sheep products, for an integrated development of the territory.*

This project started in 1986 with a small subsidy by the Province of Tyrol. The aim was to generate regional added value in an outlying, rural and alpine region characterised by a weak economy. The project focus was on a regional resource that up to then was hardly exploited: sheep. The Economic Chamber of Tyrol and the Chamber of Agriculture were also partners to the project, providing networking and support in applying for funds. The project revitalised the processing and marketing of sheep products. It created a link with the tourism and health and wellness industry and introduced innovative products, several of which were certified. In 1992, in Innervillgraten, a production site for the processing of sheep wool was established and about 30 farmers started selling their products directly through the shop located at the site. *Villgrater Natur Produkte* is nowadays a successful business. Marketing of regional products (within and outside the region) is continuously enhanced through the evaluation of market trends and potential.

*Source: Commission Internationale pour la Protection des Alpes (CIPRA) best practice:*

<http://www.cipra.org/alpknowhow/bestpractice/Villgrater%20Nature/?searchterm=farmer%20market%20germany>

<b>AT_4</b>	<i>Gutes vom Bauernhof</i> (‘Good stuff from the farm’) Project
<b>Location</b>	Federal States of Burgenland, Carinthia, Lower Austria, Upper Austria, and Styria
<b>Measures (tools)</b>	Intervening in the food supply chain (marketing, promotion, certification) Funding (EU, regional)

*Making production and direct marketing ‘professional’.*

This project (2008-2009), co-funded by the EU, established a quality brand that is currently used by rural marketing enterprises for the identification of quality farm products. The brand is awarded to companies meeting standard criteria in terms of product origin, know-how, service, product processing, quality and hygiene. The project also aimed at making ‘professional’ the production and direct marketing sectors and at raising awareness amongst the consumers on the high-quality regional produce. Partners in implementation were the regional Chambers of Agriculture (co-financing the initiative) and the provincial associations for direct marketing (for technical and managerial matters). Over 1350 companies participated in the project from the target states. In 2010, a marketing strategy for 2020 was

designed as a follow up to the project's activities.

Source: Gutes vom Bauernhof website [www.gutesvombauernhof.at](http://www.gutesvombauernhof.at)

<b>AT_5</b>	<i>Almenland Bauernspezialitäten Association</i>
<b>Location</b>	Federal state of Styria
<b>Measures (tools)</b>	Funding (EU, national, regional)

*Farmers' initiative for the direct marketing of high quality products through the establishment of an association.*

Funded in 1997 as a non-profit association of eight farmers, *Almenland Bauernspezialitäten's* objectives were to develop and market high quality products. The association joined the *Gutes vom Bauernhof* quality brand (initiative AT\_4) and, within the LEADER programme 2007–2013, has facilitated the direct marketing to consumers of members' agricultural produce through joint promotional activities, a common brand and cooperation with local gastronomic and tourism enterprises. Additional funds from the national and federal level allowed the development of product lines for meat, honey, bread and cheese. Today, the association includes 40 members directly selling their products.

Sources: Balázs B. (2009). *Comparative analysis of the context of AAFNs at the local, national and European level (FAAN report)*:

[http://www.faanweb.eu/sites/faanweb.eu/files/FAAN\\_D3\\_Comparative\\_analysis\\_AAFNs.pdf](http://www.faanweb.eu/sites/faanweb.eu/files/FAAN_D3_Comparative_analysis_AAFNs.pdf)

FAAN booklet (2010). *Local Food Systems in Europe – Case studies from five countries and what they imply for policy and practice*: [http://www.faanweb.eu/sites/faanweb.eu/files/FAAN\\_Booklet\\_PRINT.pdf](http://www.faanweb.eu/sites/faanweb.eu/files/FAAN_Booklet_PRINT.pdf)

<b>BE_1</b>	<i>Association Saveurs Paysannes ('Local flavour' Association)</i>
<b>Location</b>	Region of Wallonia
<b>Measures (tools)</b>	Funding (regional)

*Facilitating the distribution and sale of local produce through networking, linking of producers and consumers and direct marketing initiatives, also in urban areas.*

*Saveurs Paysannes* is a non-profit association recognised and financed by the Ministry of Agriculture of the Region of Wallonia. Its main objectives are to promote short food supply chains, facilitate networking of producers and develop direct linkages between producers, consumers, artisans and restaurants. Members are committed to ten fundamental principles with the overall objective of promoting a sustainable agriculture. Among the marketing initiatives facilitated by the association are: direct sales, on-farm sales, doorstep delivery of products, participation in markets and fairs, e-commerce, and development of strategically located farm-based outlets for the sale of products from various producers/artisans. The association also facilitates the access to local produce by urban dwellers through the development of *Groupes d'Achats Solidaires de l'Agriculture Paysanne* (Groups for the Equitable Purchase of Local Agricultural Products) and the establishment of points of sale in urban areas.

Source: *Saveurs Paysannes* website <http://www.saveurspaysannes.be/m/>

<b>BE_2</b>	Collective gardens
<b>Location</b>	Région de Bruxelles-Capitale
<b>Measures (tools)</b>	Creating an enabling environment (making land available)

*'Urban agriculture' development to bring people closer to the environment they live in while producing food on a local scale and for their own consumption.*

The idea behind collective gardens is based on the concept of participatory co-management by a group of citizens/growers of a piece of land where they grow and collect fruit and vegetables for their personal consumption. The area is usually managed taking into account

biodiversity values, conservation and cultivation of local species, use of organic farming (pesticides and fertilisers are not used) and recycling, and it is handed over by private or public owners; if a local authority, a memorandum of understanding for the collective and non-profit use of the area is often signed. During 2009, a growing number of these initiatives occurred, with the number of collective gardens established in the Brussels area being on the rise.

Source: *Haricots asbl, Jardins collectifs ou 'jardins partagés*, 2006: <http://www.haricots.org/jardinscollectifs>

<b>BE_3</b>	'Den Diepen Boomgaard'
<b>Location</b>	Flanders (Grimbergen)
<b>Measures (tools)</b>	Funding (regional)

*Originally started as a social project to create employment opportunities, the initiative also developed direct marketing mechanisms for locally produced vegetables.*

Started as a workshop to create employment opportunities for socially excluded persons, *Den Diepen Boomgaard* later specialised in food production, with an emphasis on the production of organic vegetables. In 1999, the Flemish Ministry of Employment granted some financial support to the workshop that today counts 20 permanent staff and other employees under social integration contracts. Commercial products include fresh vegetables, bakery and cooked meals that can be purchased at the workshop site, through sale points in Brussels and in the Flemish Brabant, or via Internet (e-commerce).

Source: *Den Diepen Boomgaard website*: <http://www.diepenboomgaard.be/fr>

<b>BE_4</b>	'De Westhoek Hoeveproducten'
<b>Location</b>	Westhoek region
<b>Measures (tools)</b>	Creating an enabling environment (administrative support) Intervening in the food supply chain (promotion) Up-scaling (replication/dissemination) Funding (regional)

*Collective initiative for the regional direct sale and promotion of farm products (both vegetable and meat).*

The initiative started in 1994 when a farmers' wives organisation successfully applied for funding (European Regional Development Fund). Initially, the project's aims were higher sales, creation of added value through collective action and development of a regional brand. Some activities (such as promotion and alignment of the production practices) were organised in a collective way but each of the farmers was responsible for his/her individual sales. The products were sold at the farm gate and in some cases at farmers' markets nearby. In 2001, while the project was still active, the stakeholders decided to formalise their cooperation through the establishment of a non-profit association aimed at enhancing the quality of the products and their promotion in the region. In 2003, the Flemish authorities started supporting the initiative: at the provincial level, support was mainly to comply with legal requirements alongside the production cycle and to promote farmers' produce, while subsidies were received from the Flemish Ministry of Agriculture. However, it is in the

<sup>7</sup> SUS-CHAIN: Marketing sustainable agriculture: an analysis of the potential role of new food supply chains in sustainable rural development. Funded under the 5th EU Research Framework Programme, the project (2003 – 2005) engaged academics and NGOs in the assessment of the potential role of food supply chains in improving sustainable food production and rural development. The project identified critical points in food supply chains constraining the further dissemination of sustainable production and made recommendations for enhancing the prospects for sustainable food markets. <http://www.sus-chain.org/>

dissemination stage that local authorities played an important role, as they initiated replicating the initiative in two other regions (Brugse Ommeland and Leiestreek) according to the same principle: direct sale of farmers' products with a common label that refers to the geographical area.

Sources: *De Westhoek Hoeveproducten – Case study report, SUS-CHAIN project*<sup>7</sup>: <http://www.sus-chain.org/results/WP5/BE%20Westhoek%20hoeveproducten%20-%20final%20report.pdf>; *De Westhoek website*: <http://www.toerismewesthoek.be/westhoek/algemeen.aspx?id=143593>

<b>CZ_1</b>	Farmers' markets in Prague
<b>Location</b>	Municipality of Prague
<b>Measures (tools)</b>	Intervening in the food supply chain (marketing) Funding (local)

*Supporting the regular organisation of farmers' markets in Prague.*

In 2010, an open-air produce market was successfully organised in the Metropolitan District Prague 6. Farmers' markets have been a rarity in Prague in recent years and local authorities have planned to revitalise these events with a view to supporting small farmers and agricultural producers. The first and second editions of the event were financed by Prague 6 and the City Hall; additional markets were expected to be financed by charging participation fees to farmers.

Source: Press release: <http://www.praguepost.com/tempo/4016-a-sequel-to-the-farmers-market.html>

<b>CZ_2</b>	'Traditions of the White Carpathians' label
<b>Location</b>	Hostětín village, Uherské Hradiště District, Zlín Region
<b>Measures (tools)</b>	Creating an enabling environment (partnering) Intervening in the food supply chain (marketing, processing, certification) Funding (national, local)

*Wide partnering for the promotion of small-scale processing and marketing of local organic products through a regional label.*

To address the crisis faced by the agricultural sector, the local authorities of Hostětín, the Veronica Ecological Institute and other local actors initiated a series of small-scale sustainable development projects in the village. Among these projects were the establishment of fruit juicing plants from apples grown in the areas and the setting up, in 1998, of the civic association 'Traditions of the White Carpathians' (still active today). Funded by the Luxembourg Ministry of Environment, through a grant, and by the national Czech authorities, the initiative aimed at encouraging organic farming practices, preserving the gene pool of different species of fruit trees, promoting organic agriculture and facilitating the small-scale processing and marketing of traditional local products. The juice produced at the plant in Hostětín was the first organic fruit drink on the Czech market. The 'Traditions of the White Carpathians' label is the first regional trademark in the Czech Republic.

Sources: WWF website, case study 'Rural Development and Environment: Initiative that make a difference' <http://assets.panda.org/downloads/czechrepubliccasestudy.pdf>; Veronica Ecological Institute website: <http://hostetin.veronica.cz/>

<b>DE_1</b>	<i>Upländer Bauernmolkerei</i> - producing and marketing of regional dairy products
<b>Location</b>	Upland region, Federal State of Hesse
<b>Measures (tools)</b>	Creating an enabling environment (administrative support, advice) Funding (national)

*Establishment of a high quality, organic food chain valorising regional resources and economy.*

Started in 1996, the initiative represents a successful example of establishment of a high quality, organic food chain within a region where the dairy sector was undergoing a

concentration process with the closure and/or merging of small enterprises, the increase of delivery routes and transport costs, and the loss of a regional trade structure. Public funding, totalling EUR 125 000, was important at the kick-off stage and the advice (consultation, application for State funds, compliance with legal requirements) of municipal and regional authorities was crucial alongside the complex establishment process where several stakeholders, including commercial banks and other private actors, were involved. The *Upländer Dairy* is committed to the use of territorial and local resources, the avoidance, as far as possible, of long transport distances, a fair distribution of added value to the actors of the chain, the development and/or strengthening of networks, consumer involvement (for example, through the introduction of organic milk in 60 regional schools) and the development of a regional/collective brand as a standardised corporate identity.

Sources: *Upländer Dairy – Case study report, SUS-CHAIN Project, deliverable no. 16.7b* - <http://www.sus-chain.org/results/WP5/DE%20Uplaender%20dairy%20-%20final%20report.pdf>; *Upländer Dairy website: <http://www.bauernmolkerei.de/>*

<b>DE_2</b>	'RegionamMarke Eifel GmbH' Project
<b>Location</b>	Eifel region, Federal States of Rhineland-Palatinate and North Rhine-Westphalia
<b>Measures (tools)</b>	Creating an enabling environment (networking) Intervening in the food supply chain (marketing, certification) Funding (national, regional, local)

*The first German regional brand, ensuring the quality of products originating in the Eifel region.*

This is an integrated initiative horizontally touching upon the sectors of agriculture, forestry, tourism and handicraft. The initiative has been strongly supported by public authorities at all levels through federal, state and district funding but also institutionally, for the development of regional marketing and short chains. In 2005, 10 districts, 53 local governments and 8 regional Chambers of Commerce in the two neighbouring Federal States of Rhineland-Palatinate and North Rhine-Westphalia and in the German-speaking community of Belgium, affiliated in the association 'Eifel Initiative' with the aim of establishing a regional partnership for the creation of added value and competitiveness. The initiative supports the joint marketing of regional products (creating synergies alongside the production chain), ensures the quality of all products and services (through the Eifel logo) and undertakes marketing activities, including promotion and training of affiliates.

Sources: COFAMI<sup>8</sup> project synopsis: [http://www.cofami.org/documents/case\\_studies/DE1\\_EIFEL.pdf](http://www.cofami.org/documents/case_studies/DE1_EIFEL.pdf); 'Eifel Initiative for the Future', presented at the 'Urban-Rural linkages enhancing European territorial competitiveness' seminar, Brussels, 17 September 2008: [http://ec.europa.eu/regional\\_policy/conferences/urban\\_rural/2008/doc/pdf/6c\\_eifel.pdf](http://ec.europa.eu/regional_policy/conferences/urban_rural/2008/doc/pdf/6c_eifel.pdf)

<b>DE_3</b>	Naturpark Schwarzwald Mitte/Nord ('Black Forest Nature Park Centre/North')
<b>Location</b>	Federal State of Baden-Württemberg
<b>Measures (tools)</b>	Intervening in the food supply chain (marketing, promotion)

*Supporting local farming within the park area through local marketing and catering.*

<sup>8</sup> COFAMI - Encouraging Collective Farmers Marketing Initiatives. Funded under the 6th EU Research Framework Programme, the project (2005 – 2008) aimed to identify the social, economic, cultural and political factors limiting or enabling the formation and development of collective marketing initiatives. The project investigated collective marketing approaches and their role in promoting sustainable rural development and safe and quality food production. <http://www.cofami.org/>

In 2002, 105 local communities, 7 district authorities, 2 town councils, and several associations and individuals created the ‘Black Forest Nature Park Centre/North’, an incorporated society headed by a member of the regional forestry commission. In 2003, the park was officially designated as a major conservation area by the Federal State. The society aims to conserve and protect the area, the landscapes and the functions of the forests while fostering, among others, regional identity and traditional agriculture with its regional specialities. Agriculture is practiced over one third of the park’s area but it is on the retreat because farming no longer pays. To maintain agricultural activities, farmers’ markets selling the park’s produce are held regularly and park’s products are offered within the restaurants located in the park as well as through an online shop. The quality of the agricultural produce is guaranteed by the park’s brand ‘echt Schwarzwald’.

Source: Naturpark Schwarzwald website: <http://www.naturparkschwarzwald.de/home/index.html>

<b>DE_4</b>	Rhenish Farmers’ Markets
<b>Location</b>	Federal State of North Rhine-Westphalia
<b>Measures (tools)</b>	Creating an enabling environment (networking, partnering) Intervening in the food supply chain (marketing, promotion)

*Establishment of a registered association of farmers’ markets, networking for the promotion of a wide range of regional products.*

Initiated by the Chamber of Agriculture of North Rhine-Westphalia, district office of Heinsberg/Viersen, the ‘Rhenish Farmers’ Markets’ is a registered association of farmers from the Rhineland, aiming at the direct sale of fresh produce through a network of farmers’ markets. The principle is to offer on one farmers’ market all the products produced from member farmers located in North Rhine-Westphalia, within a maximum distance of 80 km from the market location. The scope of this initiative is to ensure maximum freshness of produce and transparency of origin, and to promote regional products, from agricultural and horticultural products to specialties of beekeeping, meat, sausage, bread, eggs, poultry, flowers, bedding and balcony plants, herbs, etc. The Chamber of Agriculture of North Rhine-Westphalia has coordinated the cooperation among farmers and is responsible for the ‘Rhenish Farmer’s Markets’ operation rules and website.

Source: Rheinische Bauernmarkt website: <http://www.bauernmarkt.netzwerkagraruero.de/index.php?id=55>

<b>DE_5</b>	‘Olching Agenda 21’ local farm shops network
<b>Location</b>	Olching, Fürstenfeldbruck district, Federal State of Bavaria
<b>Measures (tools)</b>	Creating an enabling environment (networking)

*The initiative supports local farmers in directly selling their products within the municipality’s boundaries.*

The ‘Olching Agenda 21’ is an organisation through which citizens take part in the development discussion and planning of the municipality of Olching. Recently, the Olching Agenda 21 presented a local network composed by nine local farmers, a gardener and a beekeeper directly selling on-farm their products through farm shops. The main task of the organisation is to build a direct relationship of trust between these producers and potential consumers. Specific information on the cultivation or the use of chemical inputs is, for example, made available, together with a flyer informing on the offer, a particularly useful tool since the produce, selections and their locations vary according to the season. Consumers may expect fresh products, not industrially processed, with a clear origin, and at a fair price for both the consumers and the producers.

Sources: Gemeinde Olching website: <http://www.olching.de/>; Press release ‘Hofläden in Olching’ (2008): <http://www.myheimat.de/olching/hoflaeden-in-olching-d28344.html>

<b>DE_6</b>	Establishment of a city centre shop for the direct sale of local produce
<b>Location</b>	Zweibrücken, Federal State of Rhineland - Palatinate
<b>Measures (tools)</b>	Creating an enabling environment (policy framing, infrastructure development)

*Development of market opportunities for local products in the city centre, with particular emphasis on those produced within a 25 kilometre distance.*

In the municipality of Zweibrücken, the local urban planning authority cooperates with the 'Lokale Agenda 21' organisation to address the current economic crisis also by means of innovative interventions. One of these initiatives is the upgrading of the city centre through the establishment of a food market in a vacant warehouse building. Within this market, a shop will be for the sale of regional products directly from the producers to the consumers. To ensure territoriality of the economic transactions and support to local small and medium enterprises, marketing from a 25 kilometre distance circle defined around Zweibrücken, reaching to the Bliesgau area and even to the French territory on the other side of the border, are particularly boosted.

Source: Lokale Agenda 21 forum: <http://www.agendaforum.gmxhome.de/Stadtentwicklung.htm>

<b>DK_1</b>	The Internet-based box scheme business <i>Aarstiderne</i>
<b>Location</b>	Copenhagen area (mostly)
<b>Measures (tools)</b>	Creating an enabling environment (policy framing)

*Private initiative in the e-business of organic foods, home-delivered in boxes.*

The business was started in 1999 by two partners. Today, the company employs 110 people and home-delivers in individual boxes organic fruit and vegetables to approximately 30 000 Danish households weekly. Around 80% of the boxes are delivered within the Copenhagen area. Internet is the company's major selling platform. The company owns three farms, one of which is used for large scale organic vegetable production; the rest of the domestic produce is coming from about 20 regional suppliers. About 40% of the total turnover comes from produce purchased abroad; since the quality of this produce cannot be satisfactorily monitored, this sourcing undermines the sustainability performance of the business but the current consumption patterns do not allow relying only on Danish products, in terms of both sufficient quantities and quality, and the integration of fair trade principles into the business policy is considered too expensive. Nevertheless, the company has a good record of eco-friendly mindset and approach. In 2002, it was awarded the first Royal Green Food Award. It also took part in the EU LIFE funded project 'Short-Circuit' (2000-2005) with the task of collecting vegetable residues from customers while delivering the boxes.

Sources: COFAMI (2007). *National Synthesis Report on Case Studies in The Netherlands (D 4.5)*: [http://www.cofami.org/documents/WP4\\_nat\\_synt\\_NL\\_000.pdf](http://www.cofami.org/documents/WP4_nat_synt_NL_000.pdf); Newsletter from Danish Research Centre for Organic Farming, March 2005, No. 1: <http://www.darcof.dk/enews/mar05/recycle.html>

<b>DK_2</b>	Ørestad Urban Gardens Project
<b>Location</b>	Copenhagen
<b>Measures (tools)</b>	Creating an enabling environment (making available unused developing sites)

*A mobile garden scheme allowing the self-production of vegetables in empty sites waiting to be built.*

The project is run by an association of city dwellers growing their own organic vegetables in small 'mobile gardens' that can be moved around from year to year according to the urban development of the site. This initiative is useful in securing green areas during the development of the Ørestad district. Each member is distributed two individual 'plant boxes'

where flowers, herbs and vegetables can be grown; in addition, a common garden is cultivated by all members as a shared resource. The developing sites are owned by the urban development corporation *By & Havn* ('City & Harbour') whose shares are owned by the municipality of Copenhagen and the State. Today, the scheme is permanent and many Ørestad residents are on the waiting list to get their plant boxes.

Source: Sustainable cities website, Copenhagen – Urban gardens liven up Ørestad  
<http://sustainablecities.dk/en/city-projects/cases/copenhagen-urban-gardens-liven-up-oerestad>

<b>EE_1</b>	'Local and Organic Food' Interreg IIC Project
<b>Location</b>	Saaremaa and Hiiumaa, West Estonian Archipelago
<b>Measures (tools)</b>	Creating an enabling environment (institutional framing) Piloting (demonstration initiatives) Funding (EU, regional, local)

*Development of direct marketing mechanisms for local and organic food.*

The INTERREG IIC project – 'Contributing to Sustainable Rural Development Through Sharing Experience and Building Capacity in Processing and Marketing of Local and Organic Food' (LOF) was implemented over the period 2005 – 2007, with partners from the United Kingdom, Sweden and Estonia. For Estonia, the Saaremaa Local Government Association and the Association of Hiiumaa Local Municipalities were participating. The overall objective of LOF was to develop and promote local and organic food as instruments for supporting sustainable rural development. In particular, the targets were: to develop small-scale processing of local and organic food by farmers and other enterprises; to improve direct marketing and increase sales of local and organic food; and to maintain and enhance traditional local food culture, including local speciality products, fresh seasonal products, traditional food preservation techniques and the collection of wild foods. The project's activities, in Estonia, related to '*direct marketing of local and organic food, including establishing and developing local and organic food organisations in Saaremaa and Hiiumaa, developing contacts between different actors alongside the food chain, sales of organic and local products at farmers markets, preparatory work for establishing a local and organic food restaurant and processing centre, and a variety of promotional events*'.

Source: LOF project:

<http://www.interreg3c.net/sixcms/media.php/5/Local+and+Organic+Food+%28LOF%29.pdf>

<b>ES_1</b>	Initiative ARCo ( <i>Agricultura de Responsabilidad Compartida</i> )
<b>Location</b>	National level, several autonomous communities
<b>Measures (tools)</b>	Creating an enabling environment (networking, partnering) Intervening in the food supply chain (marketing) Funding (national, regional)

*National initiative encompassing various actions aimed at reducing the distance between consumers and producers at the level of the autonomous communities.*

The initiative aims at supporting all those actions bringing closer producers and consumers on the basis of a mutual compromise and within the framework of a partnership, to reach the common goal of having quality and healthy food at reasonable prices for all. Actions vary according to the characteristics of the target region and include: groupings of consumers purchasing baskets of seasonal products at fixed prices, collective catering (in schools, hospitals, and residences for old people) and farmers' markets. Successful experiences (mentioned for Sevilla, Andalucía, the Basque Country and Galicia) are shared through the COAG (*Coordinadora de Organizaciones de Agricultores y Ganaderos*) network. Support is given to the initiative by the Ministry of Environment (*Ministerio de Medio Ambiente y Medio Rural y Marino*) and the agricultural councils of the autonomous communities of Spain.

Sources: López M. (2009). *AgroNegocios*, 26 - 2 Julio '09. ARCo - Agricultura de Responsabilidad Compartida [http://www.coag.org/rep\\_ficheros\\_web/a28cd6f5739b2a3bc6dca5db44f1b097.pdf](http://www.coag.org/rep_ficheros_web/a28cd6f5739b2a3bc6dca5db44f1b097.pdf); COAG-ARCO website: <http://www.coag.org/index.php?s=html&n=40a5ee9d0785b9a0cbfe683903705df1>.

<b>ES_2</b>	Establishment of protected designation of origin (PDO) for locally produced cheese
<b>Location</b>	Autonomous Community of Cantabria
<b>Measures (tools)</b>	Intervening in the food supply chain (certification, marketing, promotion) Funding (EU, regional)

*Regional authorities promote the establishment of brands to maintain local, small-scale produce and marketing.*

The establishment of protected designation of origin status for cheese in the Cantabria region was strongly supported by the regional government that initiated and coordinated all necessary steps to obtain the PDO (organisation of producers, application for EU funding, promotion and marketing initiatives, including massive awareness campaigns on the importance of the consumption of local products). In this initiative, the authorities took on some of the entrepreneurial functions that the cheese producers were lacking and by doing so ensured the survival of local products that would have otherwise disappeared in the open competition with products coming from neighbouring countries.

Source: Rytönen P., Gratzner K. (2010). *When do trademarks create new markets? Entrepreneurship, brands and growth – experiences from small scale cheese production in Austria, Spain and Sweden. In: Proceedings of the 9th European IFSA Symposium, 2010 - Building sustainable rural futures. The added value of systems approaches in times of change and uncertainty:*

[http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010\\_WS4.2\\_Rytönen.pdf](http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010_WS4.2_Rytönen.pdf)

<b>ES_3</b>	<i>Proyecto Fomento de la Agroecología</i> ('Ecological Agriculture Promotion Project')
<b>Location</b>	Castilla-La Mancha, Andalucía and Extremadura
<b>Measures (tools)</b>	Creating an enabling environment (training, awareness raising) Intervening in the food supply chain (promotion, Internet platform) Funding (EU, national, regional)

*Supporting the conversion of traditional agricultural systems into ecologically sustainable agricultural systems, including the promotion of short food supply chains.*

Within the framework of the national *Emplea Verde* programme, Castilla-La Mancha, Andalucía and Extremadura have been allocated EUR 237 000 (partially co-financed through the European Social Fund) for the following initiatives related to the promotion of short food supply chains: awareness raising, establishment of a web-based platform, and training. At the end of 2010, an international seminar to share experiences with CSA and AMAP initiatives is scheduled. The *Emplea Verde* programme is coordinated by the '*Fundación Biodiversidad*', a public foundation of the Spanish government, and it is implemented with the support of 15 organisations.

Sources: *Emplea Verde* website: <http://www.fundacion-biodiversidad.es/inicio/noticias/noticias/112629>;

Various press releases: <http://pagina.jccm.es/fondosestructurales/noticias/noticia/articulo/castilla-la-mancha-andalucia-y-extremadura-dispondran-de-237000-euros-para-fomentar-la-agroecolo/>;

<http://www.ecoticias.com/alimentos/20093/Medio-ambiente-energias-renovables-verdes-Proyecto-Ecoagriculturas-para-el-fomento-de-la-produccion-agroecologica-en-Andalucia>

*Ecologistas en Acción* press release: <http://www.ecologistasenaccion.org/spip.php?article16361>

<b>ES_4</b>	<i>red de Restaurantes Andaluces con Productos Ecológicos (RAPE)</i> – Network of Andalusian restaurants using ecological food
<b>Location</b>	Andalucía
<b>Measures (tools)</b>	Creating an enabling environment (networking) Intervening in the food supply chain (certification) Funding (regional)

*Regional network of restaurants using ecological products possibly produced within the region.*

Supported by the Regional Ministry of Agriculture and Fisheries, the initiative aims at increasing the consumption, in the region, of ecological food, and at strengthening the ecological food supply to restaurants by regional producers. The project is developed within the framework of the II Andalusia Plan of Ecological Agriculture 2007 - 2013, in collaboration with the Association of Restaurants and Suppliers of Andalusia (AGRAS) and the certification services of the Andalusia Committee of Ecological Agriculture (CAAE).

Sources: Various press releases: <http://sostenibilidadyenergia.blogspot.com/2010/03/red-de-restaurantes-ecologicos.html>; [http://www.infohoreco.es/noticias/detalle\\_noticia/-/asset\\_publisher/O6cV/content/nace-una-red-de-restaurantes-andaluces-que-promovera-el-consumo-de-productos-ecologicos](http://www.infohoreco.es/noticias/detalle_noticia/-/asset_publisher/O6cV/content/nace-una-red-de-restaurantes-andaluces-que-promovera-el-consumo-de-productos-ecologicos); [http://www.infoagro.com/noticias/2010/3/14769\\_los\\_alimentos\\_ecologicos\\_restauracion.asp](http://www.infoagro.com/noticias/2010/3/14769_los_alimentos_ecologicos_restauracion.asp)

<b>ES_5</b>	<i>Programa Alimentos ecológicos para el consumo social de Andalucía</i> (Programme on ecological food for ‘social consumption’ in Andalusia).
<b>Location</b>	Andalusia
<b>Measures (tools)</b>	Creating an enabling environment (networking) Funding (regional)

*Consumption within collective outlets of ecological food along with the strengthening of ecological producers’ networking.*

Started in late 2005, within the framework of a cooperation agreement among the Regional Ministry of Agriculture and Fisheries and the councils for education, environment, equality and welfare, the programme facilitated the consumption of ecological food within collective catering in schools and hospitals (referred to as ‘social consumption’). Along with this programme a network of eco-producers of the regions was created and, consequently, local consumption of regional products encouraged.

Source: *Canales cortos de comercialización y consumo social de productos ecológicos en Andalucía. Su aplicación en la Sierra de Segura (Jaén)*: <http://sociologiadelalimentacion.es/site/sites/default/files/Lozano.%20Canales%20cortos%20Andaluc%C3%ADa.pdf>

<b>ES_6</b>	<i>Plan para la Promoción de la Agricultura Ecológica en la comarca de la Sierra de Segura</i> – Supporting ecological agriculture in Sierra de Segura
<b>Location</b>	Sierra de Segura, province of Jaén, region of Sierra de Segura in the East of Andalusia
<b>Measures (tools)</b>	Creating an enabling environment (networking) Funding (regional)

*Participatory and integrated approach for the development of ecological agriculture and local consumption.*

The initiative involved an integrated approach encompassing: (i) identification of problems and of possible solutions with local stakeholders; (ii) diversification of agricultural activities and of products with the aim of creating a local market offering a sufficiently wide range of products; (iii) cooperation among the producers to encourage products’ synergies and complementarities; (iv) establishment of ‘bio points’ within the weekly local markets in the various municipalities; (v) support to the ‘social consumption’ of ecological products within

the hospital of *alta Resolución de la Sierra de Segura*; and (vi) creation of a producers/consumers association (*Segura Ecológica*) and of an enterprise (*Cestas Ecológicas Sierra de Segura*) for the coordination and distribution of the production.

Source: *Canales cortos de comercialización y consumo social de productos ecológicos en Andalucía. Su aplicación en la Sierra de Segura* (Jaén):

<http://sociologiadelaalimentacion.es/site/sites/default/files/Lozano.%20Canales%20cortos%20Andaluc%C3%ADa.pdf>

<b>ES_7</b>	GRIPIA project - school of local production and processing of wool
<b>Location</b>	Autonomous Community of Cataluña
<b>Measures (tools)</b>	Creating an enabling environment (training)

*Valorisation of local products and traditions through the teaching of skills to new generations.*

The GRIPIA project aims at maintaining a traditional economic activity in a mountain environment (Catalonian Pyrenees) through the teaching to young people of shepherding and wool marketing. The project has the support of several local and regional authorities (*Departament de Treball - SOC – FSE; Departament d’Agricultura, Alimentació i Acció Rural; Departament de Medi Ambient i Habitatge; Diputació de Lleida (Àrea de Medi Ambient); Institut de Desenvolupament de l’Alt Pirineu i Aran; Obra Social Caixa de Catalunya; Artesania de Catalunya; Consell Comarcal del Pallars Sobirà*).

Source: GRIPIA brochure: [http://www.montanyanes.net/gripia/Bases\\_Escola2010.pdf](http://www.montanyanes.net/gripia/Bases_Escola2010.pdf)

<b>FI_1</b>	KEKEPAMPO Project
<b>Location</b>	National
<b>Measures (tools)</b>	Creating an enabling environment (research)

*Sustainable public procurement as a supporter for local food culture and awareness of food sustainability, rural food entrepreneurship and regional economy.*

The project started in 2009 and is due to be completed at the end of 2011. It aims at analysing, among others, the role of public food procurement in supporting sustainable entrepreneurship and regional economy. To this end, the project is expected: (i) to report on the impact of public food procurement on regional economics and on regional environmental performance; (ii) to develop a model to improve the compatibility and environmental performance of the regional food catering enterprises; and (iii) to provide an analysis of the role of public food procurement as part of municipal strategies and rural development. Local and regional authorities will participate in the project as one of the main target group of the investigation.

Source: MTT Agrifood Research Finland project website:

[https://portal.mtt.fi/portal/page/portal/mtt\\_en/mtt/research/projectdatabase/Projectdetail?p\\_kielikoodi=GB&p\\_hanke\\_segno=299617&p\\_kysely\\_segno=8378&p\\_hakutyyppi=perus](https://portal.mtt.fi/portal/page/portal/mtt_en/mtt/research/projectdatabase/Projectdetail?p_kielikoodi=GB&p_hanke_segno=299617&p_kysely_segno=8378&p_hakutyyppi=perus)

<b>FI_2</b>	Towards sustainable food systems through public catering at municipal level
<b>Location</b>	National, all regions
<b>Measures (tools)</b>	Intervening in the food supply chain (public procurement)

*Facilitating the purchase of local food within public procurement.*

Notwithstanding the severe natural circumstances that constraint food production in Finland, municipal public catering is often largely based on domestically produced food. There are several local food procurement initiatives undertaken by various municipalities from the nine Finnish regions. According to these initiatives, local public procurement may be facilitated, for example, by dividing the tender into products’ classes and by accepting partial offers

(Haapajärvi, Northern Ostrobothnia); by city council decree (Juankoski, Northern Savonia); by requesting specific supply and product's quality and refinement levels (Jämsä, Central Finland); by not reaching the minimum amounts requiring mandatory tendering (Konnevesi, Central Finland) and thus directly contracting local suppliers.

Sources: *Local food in municipal catering – A survey of local food purchasing in Finnish municipalities*: <http://www.docstoc.com/docs/47447276/Local-Food-in-Municipal-Catering---rossir24-0005>;

Risku-Norja H., Mikkola M. (2010). *Towards sustainable food systems through innovative networks in public catering*. Presented at the 9th European IFSA Symposium, 4-7 July 2010, Vienna (Austria). [http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010\\_WS4.2\\_Risku-Norja.pdf](http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010_WS4.2_Risku-Norja.pdf)

<b>FI_3</b>	EXPLORE - EXPeriencing LOcal food REsources in the Nordic countries
<b>Location</b>	municipalities in Finland and Sweden
<b>Measures (tools)</b>	Creating an enabling environment (research)

*Investigating the positive effects of the cooperation between local suppliers (including niche food producers) and restaurants.*

The project, funded by the Nordic Innovation Centre, ran from May 2007 to February 2010. The research, through the analysis of case studies, shows how rural high quality restaurants can contribute to the upgrading of local food and production systems by offering locally produced food. In particular, by linking local producers to restaurants, niche food producers having low or non-existing profit may become part of the local economy without necessarily increase the volume of their production. The research includes recommendations for improvements, also at the level of public authorities.

Sources: EXPLORE website: <http://www.nordicinnovation.net/prosjekt.cfm?Id=3-4415-269>;

EXPLORE Final Report: [http://www.nordicinnovation.net/img/06380\\_explore\\_-\\_experiencing\\_local\\_food\\_resources\\_in\\_the\\_nordic\\_countries\\_final\\_report\\_web11.pdf](http://www.nordicinnovation.net/img/06380_explore_-_experiencing_local_food_resources_in_the_nordic_countries_final_report_web11.pdf)

<b>FI_4</b>	Municipal support for local food
<b>Location</b>	Kiuruvesi, Eastern Finland province, Northern Savonia region
<b>Measures (tools)</b>	Creating an enabling environment (policy framing, training) Funding (local)

*Promoting the introduction of local and organic food catering in schools as part of a strategy to combat low-profit farming.*

As part of a multi-sectoral strategy fostering sustainable development, in the mid-nineties, the town council of Kiuruvesi decided to develop organic farming and encourage the use of local and organic food in municipal school kitchens. The initiative supported small local producers and created an alternative local food chain. Investments were made in infrastructures, new food products and processing activities, as well as in building the skills to secure the availability of local and organic food. The strategy covered a period up to 2005, but organic food catering in the schools of the municipality is still ongoing.

Sources: 'Municipal support for local food' in 'Obstacle and solution in use of local and organic food' *Ecological Agriculture-44*, December 2005: <http://orgprints.org/7067/1/ekolant44.pdf>; Bioforsk Report, Vol. 4, No.145, 2009. A comparative study of the implementation of organic food in school meal systems in four European countries: <http://orgprints.org/16670/1/16670.pdf>

<b>FR_1</b>	Agriculture locale et circuits courts dans la restauration scolaire du Tarn
<b>Location</b>	Department of Tarn, Midi-Pyrénées region.
<b>Measures (tools)</b>	Intervening in the food supply chain (public procurement)

*Consumption of local agricultural products within school catering.*

The *Eco citoyeneté* commission of the *Conseil général jeunes* of Tarn put among its priorities the development of short food supply chains. With the collaboration of a supplier and of the teaching staff of the department, seasonal and local products were successfully

used for the school catering of four colleges (*Albert Camus* à Gaillac, *Augustin Malroux* à Blaye les Mines, *Louis Pasteur* à Graulhet et *Pierre Suc* à Saint-Sulpice). The aim was to support the local economy, protect the environment and promote healthier food.

Sources: Durable.com press release: [http://www.durable.com/actualite/article\\_agriculture-locale-et-circuits-courts-dans-la-restauration-scolaire-du-tarn\\_850](http://www.durable.com/actualite/article_agriculture-locale-et-circuits-courts-dans-la-restauration-scolaire-du-tarn_850); Le Conseil général des jeunes de Tarn website: <http://www.tarn.fr/index.php?id=195>; Comité 21 press release 2010: [http://www.comite21.org/collectivites/index.html?page=College\\_Collectivites&statut=1&level=1](http://www.comite21.org/collectivites/index.html?page=College_Collectivites&statut=1&level=1)

<b>FR_2</b>	Project ‘Valorisation des produits’ (‘Valorisation of products’)
<b>Location</b>	Auvergne region
<b>Measures (tools)</b>	Creating an enabling environment (policy framing, networking, partnering) Funding (regional)

*Regional comprehensive approach for the development of sustainable and quality agriculture, including short food supply chains.*

Within a comprehensive approach tackling the significant development of biological agriculture and of quality mechanisms (through labelling) along with the establishment of local and sustainable supply chains, the ‘valorisation of products’ initiative also involved the development of short food supply chains. Overall, some 87 projects have been supported since 2007, for a total regional contribution of approximately EUR 2 million. The current regional development plan for biological agriculture 2009-2012 also includes three initiatives, under axis 2, dedicated to short food supply chains: (i) analysis and structuring of short food supply chains’ network; (ii) direct aid to support processing and marketing within short food supply chains; (iii) support to the organisation of local consumers in Haute-Loire.

Sources: Bio en Auvergne website : <http://www.auvergnebio.fr/>; Région d’Auvergne, regional development plan for biological agriculture 2009-12: activities for axis 2: structuring of food supply chains: [http://draaf.auvergne.agriculture.gouv.fr/IMG/pdf/Annexe\\_fiches\\_AXE\\_2\\_cle8bf1fb.pdf](http://draaf.auvergne.agriculture.gouv.fr/IMG/pdf/Annexe_fiches_AXE_2_cle8bf1fb.pdf)

<b>FR_3</b>	Project SALT – ‘Systèmes Alimentaires Territorialisés’ (‘Localized Food Systems’).
<b>Location</b>	Brittany region
<b>Measures (tools)</b>	Creating an enabling environment (research)

*Funding of locally-relevant cooperative research.*

The Regional Council of Brittany co-financed (75% of direct costs), under the cooperative research line ‘Appropriation Sociale des Sciences’, a 3.5 year programme (2007 – 2010) on the characterisation and evaluation of the economic impact on the territory of networked short food chains. Afterwards, the project was added an environmental component and was continued by the implementing partners within work package 4 of the project CRÊPE, funded under the 7th Framework Programme. Developments are discussed with stakeholders through the organisation of events.

Sources: CRÊPE project <sup>9</sup> - WP4 web page: Local agri-food networks and environmental effects in Brittany [http://crepeweb.net/?page\\_id=37](http://crepeweb.net/?page_id=37); Press release on the ‘2ndes Assises bretonnes de la vente directe’ : [http://www.agrocampus-ouest.fr/infoglueDeliverLive/digitalAssets/10782\\_Assises\\_vente\\_directe\\_27avril2010.pdf](http://www.agrocampus-ouest.fr/infoglueDeliverLive/digitalAssets/10782_Assises_vente_directe_27avril2010.pdf)

<sup>9</sup> CRÊPE: Cooperative Research on Environmental Problems in Europe. Funded under the 7th EU Research Framework Programme, the project (2008 – 2010) brings together civil society organisations and academics to investigate agri-environmental issues, among which local agri-food networks. [http://crepeweb.net/?page\\_id=37](http://crepeweb.net/?page_id=37)

<b>FR_4</b>	AMAP - <i>Association pour le maintien d'une agriculture paysanne</i> ('Association for the support of local agriculture')
<b>Location</b>	National level, all regions
<b>Measures (tools)</b>	Creating an enabling environment

*Partnering (association) between a group of consumers and one local producer for the direct delivery of all of the producer's production to the members of the association.*

Each association usually results from the encountering of a group of consumers and of one producer. The relationship is based on a contractual agreement, by means of which the production is sold in advance. Each member of the association pays a fixed amount per year to the producer and is delivered on a weekly basis (during the production seasons) a 'basket' of fresh products. The price to be paid is determined in an equitable manner; it takes into account the production costs and allows the producer to make some revenue. Products (as much diversity as possible) and agricultural practices are usually agreed within the association, meaning that consumers may also influence the way products are grown. These associations have a local character but are spread all over France and may also network to up-scale the economies through specific initiatives. The AMAP concept is similar to the Japanese 'Teikei' and the Anglo-Saxon 'Community Supported Agriculture'.

Sources: AMAP website <http://www.reseau-amap.org/>; AMAP Aquitaine website <http://www.amap-aquitaine.org>

<b>FR_5</b>	<i>Opération Paniers Fraîcheur</i> ('Fresh baskets initiative')
<b>Location</b>	Ile-de-France, spreading to other regions (Lorraine, Nord-Pas-de-Calais, PACA, Poitou-Charentes)
<b>Measures (tools)</b>	Intervening in the food supply chain (public-private-partnership)

*Organisation of weekly sales of fresh products at train stations.*

Started four years ago with the sale in a few train stations, the initiative is now considered a successful example of direct sale of food products, developed within the framework of a partnership between the *Transilien* SNCF and the Chamber of Agriculture of Ile de France (and, progressively, of other regions). In 2010, fresh products were sold in about 60 train stations, 41 of which in the suburb areas of Paris (Ile-de-France), for a total of 20 tonnes of produce marketed on a weekly basis.

Sources: Press releases: <http://www.quoialigne.fr/story/operation-paniers-fraicheur-disponible-dans-soixante-gares-sncf>; <http://www.transilien.com/web/site/accueil/service-transilien/panier-fraicheur-SNCF>

<b>FR_6</b>	Local engagement in developing short food supply chains
<b>Location</b>	Puy de Dôme, Auvergne region
<b>Measures (tools)</b>	Creating an enabling environment (policy framing) Intervening in the food supply chain (promotion) Funding (local)

*Through several small initiatives the Conseil général du Puy de Dôme has long supported quality agricultural produce, in-situ processing and short supply chains.*

The *Conseil général du Puy de Dôme* has been supportive of local and quality marketing through various, small initiatives, such as: (i) the support to BIO63, the association of bio-producers and consumers of Puy de Dôme; (ii) the development and publishing of the '*Puy-de-Dôme côté terroir: Guide des producteurs fermiers et bio*', issued in 2010; (c) the provision of direct aid (EUR 2000 per entrepreneur) to encourage milk processing and on-farm sale of milk.

Sources: *Politique publique: quand un département s'engage*, in '*Longue vie aux circuits courts*' Dossier n° 313, 4 July 2006:

<http://www.agrireseau.qc.ca/grandsgibiers/documents/Longie%20vie%20circuits%20courts%201.pdf>  
 Deliberation of 29.03.1020 on the milk crisis– Department of Puy de Dôme:  
<http://deliberations.cg63.fr/NetelibInternetDocs/CommissionPermanente/2010/03/29/Deliberation/T035J.pdf>

<b>FR_7</b>	‘Saveurs du Coin’ (‘Local Flavour’) initiative
<b>Location</b>	Rhône department, Rhône-Alpes region
<b>Measures (tools)</b>	-

*Development of one local food supply chain at the department level, on the initiative of producers.*

This initiative is an example of food supply chain of proximity determined by the distance between the place of production and the place of consumption of the produce; such distance shall be within 90 km. The aim of the producers’ association, created in 2006, is to maintain viable the agricultural production of the department while tackling produce quality and transparency for the benefit of the consumers.

Source: Saveurs du Coin website: <http://www.saveursducoin.fr/saveurs-du-coin-association.php>

<b>FR_8</b>	Internet platform for the direct sale of labelled products
<b>Location</b>	Eure-et-Loire department, Centre region
<b>Measures (tools)</b>	Intervening in the food supply chain (marketing, promotion)

*Promoting local markets and territorial identity through the creation of a label and the facilitation of marketing through e-commerce.*

The label ‘Terres d’Eure-et-Loir’ was created in 2002 by the Chamber of Agriculture of Eure-et-Loir and with the support of the General Council of Eure-et-Loir. The brand has the specific aim to promote local products, territorial identity (knowledge of origin) and ensure quality. All producers labelling their products with the ‘Terres d’Eure-et-Loir’ shall in fact comply with the cultivation methods and with other principles contained in a chart. The sale of products is facilitated by the Internet-based ‘boutique en ligne’ (shop online).

Source: Terres d’Eure-et-Loir website <http://www.terre-eure-et-loir.fr/>

<b>FR_9</b>	Initiative ‘Achat local conso Rhône-Alpes’ (‘Buy local in Rhône Alpes’)
<b>Location</b>	Rhône-Alpes region
<b>Measures (tools)</b>	Intervening in the food supply chain (promotion)

*The initiative is meant to facilitate the introduction of locally produced products within collective catering, with the overall objective to support regional development.*

Several regional partners and associations from the public and private sector contribute to this initiative. The ‘achat local’ website provides a meeting platform between producers and suppliers through: the yearly publishing online of the list of suppliers of the Rhône-Alpes region for collective catering; the hosting of a document centre; and the exchange of good practices as through the ‘Développement de l’approvisionnement de la restauration collective en circuit court’ promoted by the Association pour le Développement de l’Agriculture dans l’Y Grenoblois.

Source: achat local website: <http://www.achatlocal-consorhonealpes.com/>

<b>FR_10</b>	‘Marchés des Producteurs de Pays’ initiative (‘Producers’ markets)
<b>Location</b>	20 departments
<b>Measures (tools)</b>	Intervening in the food supply chain (marketing) Funding (local)

*Network of locally-based markets for the direct sale of agricultural products.*

Originally created and managed through the departmental Chambers of Agriculture, the

initiative has currently 20 departments joining for a total of 150 market places, 1300 markets per year and 1800 producers. These markets comply with the principles outlined in a ‘chart’; they are to promote the local economies through the sale of the producers’ products and to provide a meeting point for producers and consumers.

Source: *Marchés des Producteurs de Pays* website : <http://www.marches-producteurs.com/>

<b>FR_11</b>	<i>Points de Vente Collectif</i> (PVC) (‘Collective sale points’)
<b>Location</b>	Rhône-Alpes region
<b>Measures (tools)</b>	Creating an enabling environment (partnering) Funding (EU, regional)

*Regional development of collective sale points under a common associative umbrella.*

With the support of the regional and departmental Chambers of Agriculture, an association of agricultural producers, created in 1990, fosters the establishment of collective sale points for the direct sale of their products. Collective sale points networked under the association ‘*AVEC Rhône-Alpes*’ comply with the principles outlined in a chart. The initiative is financed, among others, with regional and European funds.

Source: *Terre d’envies* association website <http://www.avec-ra.fr/quest-point-de-vente-collectif.html>

<b>FR_12</b>	Initiative ‘ <i>Bienvenue à la Ferme</i> ’ (‘Welcome to the farm’)
<b>Location</b>	National level
<b>Measures (tools)</b>	Creating an enabling environment (networking) Intervening in the food supply chain (marketing)

*National network of farms spread all over the country, directly selling services and products to the visitors.*

‘*Bienvenue à la Ferme*’ is a national network gathering about 5900 farmers. It is managed through the Chambers of Agriculture. The label of the network guarantees quality of products and of services, all of which are directly offered by the member farms to the visiting people.

Source: *Bienvenue à la Ferme* website <http://www.bienvenue-a-la-ferme.com>

<b>FR_13</b>	Local products for collective catering
<b>Location</b>	Meurthe-et-Moselle department, Lorraine region
<b>Measures (tools)</b>	Creating an enabling environment (partnering) Intervening in the food supply chain (public procurement)

*Valorisation of local agricultural produce within urban areas through the supply of a determined amount of local produce into school catering.*

In October 2007, the Urban District of Greater Nancy and the Chamber of Agriculture of Meurthe-et-Moselle signed a framework agreement for the sustainable and equitable development of the territory of Greater Nancy (20 municipalities and 250 000 inhabitants). Within this framework is included the introduction into primary schools’ meals of 30% of local agricultural products.

Source: *Convention de partenariat entre la Communauté urbaine du Grand Nancy et la Chambre d’Agriculture de Meurthe-et-Moselle*

<b>FR_14</b>	Short food supply chains development within natural regional parks of France
<b>Location</b>	Several regions
<b>Measures (tools)</b>	Funding (EU, national, regional)

*Supporting the development of local marketing for agricultural products produced within the boundaries of natural parks.*

Short food supply chains represent a way to valorise the agricultural produce of those enterprises established within natural parks’ boundaries, either through the direct sale of

products to consumers or the supply of produce to catering services. For example, in the *Parc naturel régional de Brière*, there are about 330 agricultural enterprises established over its 50 000 hectares that, overall, realise 25% of their sales directly. Direct sale is supported by the establishment of processing facilities, the presence of collective storage facilities and of a market place, and the organisation of welcoming initiatives for customers. The Federation of Parks (*Fédération des Parcs Naturels Régionaux de France*) applied for and obtained the national financing of a project on the development and organisation of the territory into short food supply chains, through the CASDAR (special account for agricultural and rural development). These funds add to the financing received so far by some parks through the LEADER programme 2007-2013.

Sources: *Circuits courts: les parcs assument une mission d'expérimentation*. Magazine de la Fédération des Parcs Naturels Régionaux de France - Décembre 2009 - N° 64 [http://www.parcs-naturels-regionaux.fr/upload/doc\\_telechargement/Parcs%2064%20def.pdf](http://www.parcs-naturels-regionaux.fr/upload/doc_telechargement/Parcs%2064%20def.pdf); *Developpement des circuits courts: plus-value pour les producteurs et les territoires*, 2007. Parc naturel régional de Brière. [http://www.parcs-naturels-regionaux.fr/upload/doc\\_telechargement/Actes%20circuits%20courts%20Bri%C3%A8re%20-%20copie.pdf](http://www.parcs-naturels-regionaux.fr/upload/doc_telechargement/Actes%20circuits%20courts%20Bri%C3%A8re%20-%20copie.pdf)

<b>FR_15</b>	Short supply chain in the agri-urban project of the Plain de Versailles
<b>Location</b>	Yvelines department, Île-de-France Region
<b>Measures (tools)</b>	Intervening in the food supply chain (public-private-partnership)

*Supporting short supply chain of local produce through the establishment of a public-private-partnership.*

In 2004, farmers, inhabitants and policy makers of the Plaine de Versailles, recognising the role of agriculture in protecting the landscape from urbanisation, created an association to encourage the development of short food supply chains and the creation of linkages among inhabitants and farmers. The *Association Patrimoniale de la Plaine de Versailles et du Plateau de Alluets* (APPVPA) supported new forms of commercial activities, from weekly market places to farm shops, ‘pick-your-own’ initiatives and on-farm sales. Today, the association is still working on enhancing the quality of agricultural produce, rural marketing and know-how exchange on sustainable development. It has also created a network of local producers directly selling their products in the local markets or on-farm.

Sources: *Plaine de Versailles association website*: <http://www.plainedeversailles.fr/>; Aubry C. et al. (2008). *Short supply chains in periurban zones: a way to maintain rurality near the city? Some examples taken in the Île-de-France Region*. Proceedings of the Conference ‘Rurality near the city’ Leuven, 7-8 February 2008: [http://www.vlm.be/SiteCollectionDocuments/Rurality%20near%20the%20city/rnc\\_proceeding\\_aubry\\_06.08.08.pdf](http://www.vlm.be/SiteCollectionDocuments/Rurality%20near%20the%20city/rnc_proceeding_aubry_06.08.08.pdf)

<b>FR_16</b>	A case of short supply chain for organic food: the Pain Bio d’Ile de France
<b>Location</b>	Yvelines, Essonne et Seine et Marne departments, Île-de-France Region
<b>Measures (tools)</b>	Intervening in the food supply chain (public procurement) Piloting

*Supporting local producers while enhancing quality of food in schools through the piloting of public procurement of organic products.*

*Le Groupement des Agriculteurs Biologiques et Biodynamiques* (GAB) of the Île de France region was created in 1998. GAB is part of Parc Bio (*Plan d'Actions Régional Concerté pour le développement de l'agriculture Biologique*) together with the departmental Chambers of Agriculture and the regional Institute for Farming (*l'Etablissement régional de l'Elevage*). A label ‘*Bio d’Ile de France*’ guarantees the origin and quality of the products. The organic bread (‘*Pain Bio*’) and the development of a specific food chain for this product were particularly supported by the Regional Council of Île de France and the Regional Centre for the Valorisation and Innovation of Food and Agriculture (CERVIA), including through piloting its introduction into schools’ canteens and catering. The lessons learnt from the

piloting phase were published as a guidebook in August 2009.

Sources: Pain 'Bio d'Île de France' website: <http://www.bioiledefrance.fr>; GAB website: <http://www.bioiledefrance.fr/gp/index.html>; Aubry C. et al. (2008). *Short supply chains in periurban zones: a way to maintain rurality near the city? Some examples taken in the Île-de-France Region. Proceedings of the Conference 'Rurality near the city' Leuven, 7-8 February 2008*: [http://www.vlm.be/SiteCollectionDocuments/Rurality%20near%20the%20city/rnc\\_proceeding\\_aubry\\_06.08.08.pdf](http://www.vlm.be/SiteCollectionDocuments/Rurality%20near%20the%20city/rnc_proceeding_aubry_06.08.08.pdf)

<b>FR_17</b>	CROC ( <i>Compétences, Réseaux, Observatoire, Communication</i> ) Project
<b>Location</b>	Languedoc-Roussillon and Hérault regions
<b>Measures (tools)</b>	Creating an enabling environment (research) Funding (EU, national, regional, local)

*Investigating alternative local food supply chains to maintain sustainable economic development.*

The CROC project was co-funded by EU Structural Funds over the period 2000-2008, within the framework of an EQUAL initiative, and by funds coming from national, regional (Languedoc-Roussillon) and departmental (département de l'Hérault) level. The project promoted the development of local food supply chains with the aim of maintaining sustainable economic activities in rural and peri-urban areas. Alternative food supply chains shortening the distance between producers and consumers while distributing local and quality produce were also explored. Activities included analysis, monitoring the efficiency of local business initiatives, training and awareness programmes in the Languedoc-Roussillon and Hérault regions.

Source: CROC Project website: <http://equal-croc.eu/spip.php>

<b>GR_1</b>	Bi-regional cooperation for the improvement of the initiative 'From the Farmer to the Consumer'
<b>Location</b>	Prefectures of Heraklion (Crete) and Piraeus
<b>Measures (tools)</b>	Creating an enabling environment (planning)

*Cooperation commitment on commerce, disposal and distribution of local agricultural produce.*

An 'Open Discussion' event was organised in February 2010 by the prefectures of Heraklion and Piraeus on the problems faced in producing and distributing agricultural products on the market. The event took place at the initiative and cost of the two local authorities. Key stakeholders that participated in the discussion included representatives of governmental authorities, entrepreneurs, farmers' associations, farmers' markets and agricultural cooperatives. The main aim of the event was to examine distortions, unfairness, lacks and omissions in the supply chain, with a view to come up with viable, feasible and effective solutions benefiting both producers and consumers. Both prefectures have taken the commitment to follow up on the decisions made at the end of the event.

Source: e-aftodioikisi (e-local governance) website: <http://www.e-aftodioikisi.gr/>

<b>GR_2</b>	Local Products Network
<b>Location</b>	Stereia Ellada region
<b>Measures (tools)</b>	Intervening in the food supply chain (marketing, promotion) Funding (EU, regional)

*Promotion and direct sale of local products via Internet.*

The 'Local Products Network' is promoted by all prefectures of the region of Stereia Ellada; it was established in the framework of measure 4.7 of the Operational Programme of Stereia Ellada 2000-2006, funded through EU Structural Funds. The network maintains a registry of enterprises per prefecture and per product's category. The registry is available online on the

network's website, where direct sale of products is possible.

Sources: Local Products Network website: <http://www.proiontastereas.gr/about>; Project description: <http://www.proiontastereas.gr/description>

<b>GR_3</b>	Women's small businesses of local agri-food products
<b>Location</b>	national
<b>Measures (tools)</b>	Creating an enabling environment (making available infrastructure)

*Local authorities' recognition of and support to small-scale food supply chains developed by women entrepreneurs in the countryside.*

In the last years, in the Greek countryside, both on the mainland and in the islands, women's small businesses engaged in the production and direct sale of local agri-food products have flourished. Such successful initiatives have been developed, typically, on a cooperative basis, and in practice represent the transformation of domestic skills into income generating labour in the form of catering for tourists and processing and sale of food. In almost all cases the premises of the cooperative is a public building that has been made available by the local authorities; this contribution demonstrates how local authorities recognise the social and economic function of these cooperatives, both in generating workplaces in rural communities and in promoting local products and culture.

Source: Anthopoulou T., Koutsou S. (2010). *Local agri-food products of women's cooperatives. The 'feminine side' of quality (Greece). Presented at the 9th European IFSA Symposium, 4-7 July 2010, Vienna (Austria).* [http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010\\_WS4.2\\_Anthopoulou.pdf](http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010_WS4.2_Anthopoulou.pdf)

<b>HU_1</b>	The outdoor farmers' market of Hunyadi Square Food Market
<b>Location</b>	Budapest
<b>Measures (tools)</b>	Creating an enabling environment (planning)

*Recognising the value of a long-established farmers' market jeopardised by upcoming urban development plans and taking a commitment for its maintenance and upgrading.*

The outdoor market of Hunyadi Square Food Market, in Budapest, gives space to 75 contracted farmers, most of which come from within 100 km of Budapest. Many are primary producers, including retired persons, carrying out farming as a secondary activity to complement their income. The farmers' market has been established since long and offers fresh and affordable food to local people. Local authorities were forced by a popular initiative ('The Market: Our Treasure') to change their plans over the development of the area, accepting to keep the market in place while modernising and renewing it. Plans for the future are ambitious and include increasing the number of stalls available and of farmers selling their products, rationalising the use of the market by introducing afternoon and evening markets, improving the quality and the range of produce, and carrying out promotion and awareness events.

Source: FAAN project <sup>10</sup>: *Local food systems in Europe – Case studies from five countries and what they imply for policy and practice:* [http://www.faanweb.eu/sites/faanweb.eu/files/FAAN\\_Booklet\\_PRINT.pdf](http://www.faanweb.eu/sites/faanweb.eu/files/FAAN_Booklet_PRINT.pdf)

---

<sup>10</sup> FAAN - Facilitating Alternative Agro-food Networks: Stakeholder Perspectives on Research Needs. Funded under the 7th EU Research Framework Programme, the project (2008 – 2010) engaged academics and civil society organisations in a 'cooperative research' project investigating local food systems in five European countries to identify policies and other factors influencing their development. <http://www.faanweb.eu/>

<b>HU_2</b>	Collective agricultural marketing centre
<b>Location</b>	Budapest
<b>Measures (tools)</b>	Creating an enabling environment (planning, research, training) Intervening in the food supply chain (marketing, promotion)

*An institution operating under the government's supervision, for improving market penetration and creating a high-standard support to sales.*

Established in 1996, the Hungarian Collective Agricultural Marketing Centre of the Ministry of Agriculture and Regional Development (AMC) is meant to implement collective marketing strategies to assist the sales of Hungarian agricultural products, both in the domestic and in the foreign markets. The Centre is also meant to support the marketing activities of small and medium-sized producers, as well as regional development. Among its tasks are: promotion, organisation of events, training, research, trademarks, and product-specific initiatives.

Source: AMC website: <http://www.amc.hu/en/english>

<b>HU_3</b>	Szövet – An Alliance for the Living Tisza
<b>Location</b>	Nagykorú and Tarpa, Northern Great Plain region
<b>Measures (tools)</b>	Creating an enabling environment

*Networking of small-scale farmers to establish new direct marketing opportunities, also through the development of a simple certification label.*

Established in 2006, the association had among its targets the revitalisation of the economy of the area and of the livelihood of the local farmers. These targets were to be achieved by supporting small-scale family farming and by fostering the direct marketing of products. Regular participation in farmers' markets in Budapest, partnering with one store in Budapest, promotional activities to attract new customers, and the development of the 'Living Tisza' label, were successful in incrementing direct sales. The certification scheme in particular, developed for farmers and service providers in the region, adds value according to the special origin of food and the ecologically sustainable farming methods applied; furthermore, it is adapted to the needs of small-scale farmers since it is inexpensive and easy to administer. Today, the association has some 30 members. *Szövet* is supported by some municipal authorities.

Sources: FAAN booklet (2010). *Local Food Systems in Europe – Case studies from five countries and what they imply for policy and practice*: [http://www.faanweb.eu/sites/faanweb.eu/files/FAAN\\_Booklet\\_PRINT.pdf](http://www.faanweb.eu/sites/faanweb.eu/files/FAAN_Booklet_PRINT.pdf)  
Balázs B. (2009). *Comparative analysis of the context of AAFNs at the local, national and European level (FAAN report)*: [http://www.faanweb.eu/sites/faanweb.eu/files/FAAN\\_D3\\_Comparative\\_analysis\\_AAFNs.pdf](http://www.faanweb.eu/sites/faanweb.eu/files/FAAN_D3_Comparative_analysis_AAFNs.pdf)

<b>IE_1</b>	Community gardening
<b>Location</b>	County Galway
<b>Measures (tools)</b>	Creating an enabling environment (provision of land)

*Development of community (organic) gardening on public land.*

Ballybane Community Garden was set up on the east side of Galway City about three years ago. An area of about half an acre of public land, neglected for years, was fenced and a community group was established to operate and manage the Garden. The land belongs to the City Council reservoir. The Garden operates according to community development principles (inclusion, collective action, consultation and participation of those involved) and to strict organic standards.

Source: *Changing Ireland – The National Magazine for the Local and Community Development Programme. No such thing as 'a derelict site' - Ballybane Organic Community Garden, Galway*: <http://www.changingireland.ie/communitygardening.html>

<b>IE_2</b>	Ireland's farmers markets
<b>Location</b>	National
<b>Measures (tools)</b>	Creating an enabling environment (partnering)

*Engagement of local authorities in participatory farmers' markets.*

There are two categories of Irish farmers' markets that focus on supporting small, local and artisanal producers: (i) farmer/producer-driven markets, concentrated in the south and west of the country and typically associated with a strong agri-food network and wide community; (ii) participatory markets, representing a more recent phenomenon and found all over the country. It is in the participatory markets that local authorities are likely to be engaged with different functions, often together with a wide range of stakeholders such as rural and community development organisations, tourism groups, local economic actors, colleges, etc.

*Source(s): Moroney A. et al. (2009). The Potential of the Cooperative Form for Farmers' Markets in Ireland – Some lessons from the USA and UK. Department of Food Business and Development and Centre for Cooperative Studies, University College Cork, Ireland.*

<b>IE_3</b>	WestCork Fuchsia Brand
<b>Location</b>	County Cork, Munster Province
<b>Measures (tools)</b>	Intervening in the food supply chain (public-private-partnership) Funding (EU, regional, local)

*Regional brand initiative integrated across the sectors of food, tourism and craft.*

The initiative was started in the early nineties within the framework of the LEADER programme but the development of a common identity and brand started being shaped only within the lifetime of LEADER II (1995-2000). The objectives of the Fuchsia Brand initiative were: to develop a branded identity for local goods and services, underlining both origin and quality; to integrate the development and marketing of the tourism, craft and food sectors for a mutual benefit; to support the economic development of the region; to assist in attracting outside investments into the region. Brand quality criteria for food include the origin of raw material, value adding, use of traditional or unique processing methods, sensorial quality characteristics, product packaging and labelling, and compliance with relevant national food safety and quality regulations. Public authorities are involved within the framework of a public-private-partnership and contributed to the financing of the initiative.

*Sources: West Cork website: <http://www.fuchsiabrands.com/>; COFAMI (2007). National Synthesis Report on Case Studies in The Netherlands: [http://www.cofami.org/documents/WP4\\_nat\\_synt\\_NL\\_000.pdf](http://www.cofami.org/documents/WP4_nat_synt_NL_000.pdf)*

<b>IE_4</b>	Claire Good Food Circle
<b>Location</b>	County Clare
<b>Measures (tools)</b>	Creating an enabling environment (networking) Funding (EU, regional, local)

*Networking of local food producers and restaurants for their mutual benefit in terms of market outlets and promotional activities.*

A Food Circle is a mechanism to achieving and monitoring the quality of locally produced food while at the same time fostering the promotion and development of the region where the food is produced. Food Circles comprise a number of small-scale food producers and restaurants working together for a mutual benefit. The Clare Good Food Circle was one of the Circles started under the coordination of Shannon Development, a regional development body for the Shannon Region. Initiated in 1997, LEADER funding supported, in 2001, the expansion of the initiative to new rural areas and introduced in the process the concepts of innovation, financial viability and sustainability. Members of the Circle have to meet

specific criteria. The Circle promotes its members and encourages improvement of products' quality; it also works as a market outlet for many of the food producers of the County.

Source: Rural Enterprise Development & Sustainability – Innovative approaches to the needs of rural areas. Adding value by networking in the agri-food sector. Technical report. Department of Food Business and Development, 2004. <http://www.ucc.ie/acad/foodbus/FoodBusiness/Reds/REDS%20Report%20no.3.pdf>

<b>IT_1</b>	Regional Project 'Filiere corta - Rete regionale per la valorizzazione dei prodotti agricoli toscani' (Short supply chain – Regional network for the promotion of the agricultural products of Tuscany)
<b>Location</b>	Several provinces and municipalities, Tuscany region
<b>Measures (tools)</b>	Funding (regional)

*Financial support for the start up of initiatives undertaken by local stakeholders on the promotion and marketing of quality and local products.*

Up to 80% regional co-financing is provided for the start up of initiatives undertaken by local stakeholders (provinces, municipalities, mountain communities, local producers) related to: (i) agricultural producers' direct sale of local products through commonly managed points of sale or 'shops'; (ii) local producers' direct sale of local and quality products at events organised on a regular basis (farmers' markets); (iii) supply chain partnerships among agricultural producers' and entrepreneurs of other relevant sectors (tourism, commerce, food distribution); (iv) set up of 'art and food' points within museums for the promotion and sale of products' samples and distribution of information material on a selected number of quality products of the region.

Source: ARSIA (Agenzia Regionale per lo Sviluppo e l'Innovazione nel Settore Agricolo-forestale) website <http://filierecorta.arsia.toscana.it/pagebase.asp?p=576>

<b>IT_2</b>	'FiliereCorta Picena'
<b>Location</b>	Ascoli Piceno province, Marche region
<b>Measures (tools)</b>	Creating an enabling environment (networking) Intervening in the food supply chain (marketing, promotion, public procurement)

*Valorisation and promotion of local and biological products and facilitation of their distribution.*

The initiative has been implemented since 2005 by the provincial authority of Ascoli Piceno, with the collaboration of AIAB, the Italian Association for Biological Agriculture. It aims to raise the general public's awareness on the province's agricultural produce and to provide instruments facilitating produce's marketing. Among the undertaken initiatives are: the development of a portal, the networking of restaurants offering bio-products, the promotion of bio-products within the catering of the schools of the province, and the organisation of information events.

Source: Filiera Corta Picena website:

[http://www.filierecorta.org/index.php?option=com\\_content&task=view&id=1&Itemid=8](http://www.filierecorta.org/index.php?option=com_content&task=view&id=1&Itemid=8)

<b>IT_3</b>	Supporting the 'Km 0' direct sale
<b>Location</b>	National level
<b>Measures (tools)</b>	-

*Commercial bank support through a credit line dedicated to agricultural enterprises undertaking 'Km 0' (kilometre zero) initiatives.*

Cariparma Crédit Agricole has allocated EUR 150 million for the financing of two types of activities: (i) the direct sale from producers to consumers of agricultural produce within 'Km zero' initiatives; and (ii) green energy investments. The credit line was established to

support, overall, the national project implemented by Coldiretti (a national organisation of agricultural producers) whose aim is to establish 20 000 direct points of sale through the portal ‘Campagna Amica’.

Source: CARIPARMA Crédit Agricole press release of 09/02/2010

<http://www.cariparma.it/repository/comunicati/IlGruppoCariparmaFriulAdriarafforzalpartnerhipconCreditAgiColdiretti.pdf>

<b>IT_4</b>	Establishment of farmers’ markets
<b>Location</b>	Several provinces and municipalities, Piedmont region
<b>Measures (tools)</b>	Funding (regional)

*Financial support for the establishment of farmers’ markets and for other initiatives facilitating the direct interaction between producers and consumers.*

On the basis of an open call launched at the beginning of 2009, the Piedmont region has approved the implementation of 28 initiatives for a total cost of EUR 1.45 million. Beneficiaries (municipalities and mountain communities) will receive up to 70% of the eligible costs for infrastructure development, capacity building and visibility activities. Each market shall offer only products produced within the region and products shall comply with given quality rules. Another call for proposals, to the value of EUR 450 000 euro, has been launched by the region to (i) associated consumers that pay attention to products’ quality and origin and (ii) associated producers interested in directly selling their produce and/or in doorstep delivery of the produce. The overall aim of the call is to facilitate the direct interaction between the two categories.

Sources: Press release: <http://www.impresamia.com/bandi/6175-regioni-piemonteaagricoltura-la-regione-punta-sulla-filiera-corta-450-mila-euro-di-finanziamento-per-due-nuovi-bandi.html>; Piemonte region website [http://www.regione.piemonte.it/cgi-bin/ufstampa/comunicati/dettaglio\\_agenzia.cgi?id=14800](http://www.regione.piemonte.it/cgi-bin/ufstampa/comunicati/dettaglio_agenzia.cgi?id=14800)

<b>IT_5</b>	Farmers’ market: from planning to implementation
<b>Location</b>	Municipality of Castelvetro, Sicily region
<b>Measures (tools)</b>	Creating an enabling environment (institutional framing, administrative support) Funding (national, local)

*Financial and administrative support for the establishment of one farmers’ market.*

On the basis of an expression of interest launched at the national level in April 2008, the municipality of Castelvetro applied for the co-financing of the establishment of one farmers’ market. Local authorities went through a demanding process to comply with all legislative, administrative and financial requirements, from the application stage to the practicalities necessary for implementing the market. The farmers’ market was successfully opened on 5 December 2009, some 18 months after the launching of the expression of interest. The municipality received EUR 15 000 euro co-financing.

Source: Proceedings of the seminar ‘Lo Sviluppo Rurale in Sicilia: esperienze a confronto tra emergenze e nuove opportunità’ sul tema ‘La filiera corta’:

[http://www.inea.it/sedi\\_regionali/sicilia/it/index.php?action=detail&id\\_cat=2&id\\_art=635](http://www.inea.it/sedi_regionali/sicilia/it/index.php?action=detail&id_cat=2&id_art=635)

<b>IT_6</b>	Regional law on short supply chains
<b>Location</b>	Lazio region
<b>Measures (tools)</b>	Creating an enabling environment (legislative framing)

*Facilitating short supply chain with the appropriate legislative framework.*

The Lazio Regional Law No 29 of 24.12.2008 establishes rules on: (i) the organisation of agricultural producers; (ii) the necessary arrangements for integrating supply chains; and (iii) short supply chains. The latter are promoted through the allocation of financial contributions

and subsidies for both producers and consumers.

Sources: *Il progetto Filiera Corta*, M.Minnicino:

[http://www.colorcity.info/index.php?option=com\\_content&view=article&id=117%3Aminnicinofilieracorta&catid=1%3Apolitica-e-societa&Itemid=2](http://www.colorcity.info/index.php?option=com_content&view=article&id=117%3Aminnicinofilieracorta&catid=1%3Apolitica-e-societa&Itemid=2); Legge Regionale 24 Dicembre 2008, n. 29:  
[http://www.consiglio.regione.lazio.it/binary/consiglio/consiglio\\_wordpress/filiere\\_corte.1237542783.pdf](http://www.consiglio.regione.lazio.it/binary/consiglio/consiglio_wordpress/filiere_corte.1237542783.pdf)

<b>IT_7</b>	Spreading of milk slot machines
<b>Location</b>	Turin province, Piedmont region
<b>Measures (tools)</b>	Intervening in the food supply chain (quality control) Funding (local)

*Though not within the framework of a single initiative, the Province of Turin has constantly supported the spreading of milk slot machines over its territory.*

The Province invested about EUR 100 000 euro over the period 2007-2009 to support milk producers' associations to develop the direct sale of fresh milk through slot machines. About EUR 30 000 also contributed to laboratory tests for produce quality control, before its distribution to consumers.

Sources: Press release (2007): <http://www.diariodelweb.it/Articolo/Economia/?d=20071109&id=8764>  
Press release(2009): <http://www.aamterrannuova.it/article3225.htm>

<b>IT_8</b>	'CompraMI' ('BuyMi') – A guidebook to the agricultural farms of the province of Milan that sell their products directly to consumers
<b>Location</b>	Milan Province, Lombardy Region
<b>Measures (tools)</b>	Intervening in the food supply chain (promotion)

*The publication, produced by the Province of Milan, promotes the direct marketing of agricultural produce within the Province.*

Issued in 2008, the guidebook individually presents the agricultural products of the province and provides detailed information (address, map, opening hours, etc.) on the farms directly selling their products to customers. A webpage and e-mail address hosted by the province are dedicated to keep the contacts update and allow the search of points of sale by 'the nearest' criterion.

Sources: *The Guide*: [http://temi.provincia.milano.it/agricoltura/pdf/Guida\\_compraMi.pdf](http://temi.provincia.milano.it/agricoltura/pdf/Guida_compraMi.pdf); Milano Province website, Settore Agricoltura: <http://ambiente2.provincia.mi.it/agricoltura/Cittadino/venditadiretta.php>

<b>IT_9</b>	Public partnership for the support of short supply chains
<b>Location</b>	Municipalities of Lucca and Capannori, Lucca province, Tuscany region
<b>Measures (tools)</b>	Creating an enabling environment (partnering) Funding (regional, local)

*Set up of a partnership among local public authorities for the development of short food supply chains.*

The Province of Lucca, the Chamber of Commerce of Lucca and the municipalities of Lucca and Capannori, in Tuscany, finalised a protocol for the support, within the two municipalities, of short supply chains for agricultural produce, in particular through the establishment of two farmers' markets. The protocol specifies responsibilities, timeframes and financial contributions by the partners. The initiative has been allocated EUR 158 000 euro, out of which EUR 100 000 are provided by the regional authority; it will be implemented over a period of three years (2008-2010).

Sources: Press release: <http://www.agroalimentarenews.com/a-lucca-e-il-momento-della-filiera-corta.htm>  
Protocol: [http://fileracorta.arsia.toscana.it/UserFiles/File/Filiera%20corta/Protocollo%20d%27intesa\\_27\\_11\\_08.pdf](http://fileracorta.arsia.toscana.it/UserFiles/File/Filiera%20corta/Protocollo%20d%27intesa_27_11_08.pdf); ARSIA: <http://fileracorta.arsia.toscana.it/pagebase.asp?p=1103>

<b>IT_10</b>	Project 'Filiera Corta Bio' (Short supply chain for biological products)
<b>Location</b>	19 regions
<b>Measures (tools)</b>	Creating an enabling environment (networking) Intervening in the food supply chain (marketing, promotion)
<i>National networking for the valorisation of biological products, including the shortening of the supply chain.</i>	
<p>The national network on short supply chain of biological food was created in 2009 as a follow-up to some national and inter-regional projects focusing on biological agriculture. The network currently involves 19 regions; it aims at (i) supporting the shortening of the supply chain putting in direct contact demand and supply (groups of consumers, groups of producers); (ii) emphasising the value of knowing the origin of the products; (iii) increasing the capacities of relevant stakeholders to aggregate; (iv) building up the network within regions and among regions; (v) promoting the biological production of agriculture.</p> <p>Source: Filiera corta bio website: <a href="http://www.filieracortabio.it/index.htm">http://www.filieracortabio.it/index.htm</a></p>	
<b>IT_11</b>	'Km 0' supermarket
<b>Location</b>	Municipality of Ponte di Piave, Veneto region
<b>Measures (tools)</b>	Creating an enabling environment (legislative framing)
<i>Establishment of one 120 m<sup>2</sup> point of sale for 'Km 0' products and other quality products from the region.</i>	
<p>The supermarket, where local agro-food products are sold directly from producers to consumers, has been established following the concerted efforts of private and public stakeholders. The initiative was implemented by <i>Coldiretti</i> and two '<i>consorzi agrari</i>' (national and local organisations, respectively, of agricultural entrepreneurs) within the framework of a regional law (3/2010) supporting the so-called 'Km zero' products. Other regional products are sold in the supermarket, provided that they are quality certified by means of a special regional label.</p> <p>Source: Press release Regione Veneto: <a href="http://www.regione.veneto.it/Notizie/Comunicati+Stampa/Marzo+2010/619.htm">http://www.regione.veneto.it/Notizie/Comunicati+Stampa/Marzo+2010/619.htm</a></p>	
<b>IT_12</b>	'Opening of farms' gates' initiatives – ' <i>Cantine Aperte</i> ', in Italy, and ' <i>La France de ferme en ferme</i> ', in France
<b>Location</b>	All regions in Italy. Nord-Pas-de-Calais, Aquitaine, Loire Atlantique, Languedoc-Roussillon, Lower Normandy, Pays de Loire, the Centre, Rhône-Alpes, and Midi-Pyrénées regions in France.
<b>Measures (tools)</b>	Intervening in the food supply chain (promotion)
<i>Strengthening consumers-producers relationship by opening farms and canteens to visitors and providing tasting of produce.</i>	
<p>'<i>Cantine Aperte</i>' ('Open canteens') focuses on one agricultural product: wine. It is promoted by the Movement for the Tourism of Wine. The movement, established in 1993, has since then run the event to which regions apply independently. During the event, wine producers open their canteens to visitors, providing free tasting sessions of wine and of other local produce, along with the possibility to purchase products. In the last edition of the event, over 800 canteens participated, for about 1 million of visits.</p> <p>'<i>La France de ferme en ferme</i>' ('France, from farm to farm'), launched in 1993 by a group of farmers in the department of Drôme (Rhône-Alpes), is about the opening of farms to visitors through guided visits, with tasting sessions and direct sale of farms' products. The initiative,</p>	

coordinated through CIVAM (*Fédération Nationale des Centres d'Initiatives pour Valoriser l'Agriculture et le Milieu rural*) since 2000, strengthens the linkages between producers and consumers, rural and urban areas. In 2010, it took place in about 600 farms in 21 departments over 8 regions.

Sources: CIVAM: <http://www.civam.org/>; Movimento turismo del vino: <http://www.movimentoturismovino.it/>

<b>LT_1</b>	Farmers' markets
<b>Location</b>	Kaunas, Vilnius
<b>Measures (tools)</b>	Creating an enabling environment (supporting)

*Supporting the start up of farmers' markets with the overall aim to explore new business opportunities in the agricultural sector.*

In the country, increasing attention is being paid to natural farming: farmers' markets are being rapidly established in order to promote the use of natural agricultural produce, on one hand, and to maintain jobs in the agricultural sector, on the other hand. The initiative to open farmers' markets was initially supported by the city leaders of Kaunas, the second largest city of Lithuania, at the end of 2008. Organised by the Lithuanian Family Farmers' Union, the first farmers' market was opened in Kaunas in October 2008. Another open-air farmers' market (Central Farmers' Market) was opened in Vilnius in May 2009. The Farmers' Market offers a basket of all basic produce, such as dairy products, bread, pies, vegetables, fruit, meat and honey.

Source: EIROOnline (Eurofond): Lithuania – Greening the European economy: responses and initiatives by Member States and social partners <http://www.eurofound.europa.eu/eiro/studies/m0908019s/lt0908019q.htm>

<b>LV_1</b>	<i>Bazars Berga Bazara</i> Farmers' Market
<b>Location</b>	Riga
<b>Measures (tools)</b>	Creating an enabling environment (partnering, supporting)

*Partnering by local authorities with other community stakeholders for the successful establishment of a farmers' market in Riga and its future joining of the Earth Markets.*

Launched in 2006, the farmers' market was established by Slow Food Riga at the *Bazars Berga Bazara* and quickly became a popular attraction with more than 50 produce stalls. Products at the market are sold directly to local residents by small-scale producers at fair prices and with guaranteed environmentally sustainable production methods. In a strongly cosmopolitan country as is Latvia today, the *Bazars Berga Bazara* Farmers' Market provides an important link to traditional roots and local produce. In the near future, the market is supposed to join the Earth Markets network of markets, run according to Slow Food's philosophy, meaning that additional guarantees on quality and fairness will be provided to consumers. Local authorities' support to the *Berga Bazara* and to the joining of the Earth Market network was facilitated by the arrangement of a visit, in 2008, to Montevarchi to learn about 'Mercatale' – the pilot Earth Market project in Tuscany. Earth Markets are farmers' markets established upon the initiative of a community (producers, local authorities, citizens and other interested stakeholders) looking for a meeting place for consumers and food producers, with the focus being on small-scale farmers and artisan producers.

Sources: Earth Markets website: <http://www.earthmarkets.net/>; Press release, Slow Food Times, Issue July 2008: [http://newsletter.slowfood.com/slowfood\\_time/03/eng.html](http://newsletter.slowfood.com/slowfood_time/03/eng.html)

<b>MT_1</b>	Project Nadur
<b>Location</b>	Nadur Local Council, Gozo and Comino region
<b>Measures (tools)</b>	Creating an enabling environment

*Comprehensive tourism development strategy encompassing small-scale agro-tourism*

*initiatives such as ‘pick your own’ operations.*

As part of its tourism development strategy, the Local Council of Nadur entered into discussions with farmers and convinced them to open up their fields and allow tourists to experience fruit picking. The ‘pick-your-own’ mechanism is one of the three main types of direct buying systems from producers (farmers’ markets and roadside stands being the other two) existing in Malta.

Source: EDEN - European Destinations of Excellence website:

[http://ec.europa.eu/enterprise/sectors/tourism/eden/themes-destinations/countries/malta/nadur/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/eden/themes-destinations/countries/malta/nadur/index_en.htm)

<b>MT_2</b>	‘Naturalment Malti’ campaign
<b>Location</b>	National level
<b>Measures (tools)</b>	Intervening in the food supply chain (promotion)

*Promotion of locally produced food through events.*

Led by the Ministry of Resources and Rural Affairs, the ‘Naturalment Malti’ campaign promotes consumption of local fruit and vegetables, and of other locally produced foods, in-country and abroad. In-country events are usually organised in collaboration with local councils. The *Festa Frawli* (strawberry celebration in Māarr Malta) is an example of these types of events.

Sources: Dolceta press release: <http://www.dolceta.eu/malta/Mod5/spip.php?article83>; Buying directly from producers: advantages and disadvantages:

[http://www.dolceta.eu/malta/Mod5/IMG/pdf/Buying\\_Directly\\_From\\_Producers\\_-\\_ADVANTAGES\\_AND\\_DISADVANTAGES.pdf](http://www.dolceta.eu/malta/Mod5/IMG/pdf/Buying_Directly_From_Producers_-_ADVANTAGES_AND_DISADVANTAGES.pdf)

<b>NL_1</b>	‘Proeftuin’ (‘test/taste garden’) Amsterdam Food Strategy
<b>Location</b>	Randstad region
<b>Measures (tools)</b>	Creating an enabling environment (policy framing, networking) Intervening in the food supply chain (public procurement) Funding (local)

*Multi-faceted strategy initiated by the city of Amsterdam, aimed at creating a more environmentally-friendly food chain to benefit urban and rural dwellers.*

Started in 2007, the strategy is meant to be an umbrella for bringing together initiatives with respect to healthy and sustainable food chains. A steering committee was appointed, consisting of representatives of municipal, regional and national authorities, to oversee, coordinate and monitor the various projects and their implementation. Initiatives include: (i) organising local food markets by community groups in collaboration with the city boroughs, organisations, like Slow Food, and farmers’ associations of the region; (ii) re-thinking of the role of the centrally-located wholesale food market as a sustainable fresh food hub, especially for regional products; (iii) mapping supply and demand of regional products in order to overcome existing problems in the delivery of fresh and local foods. In addition, Amsterdam has produced guidelines for the public procurement of (organic, regional) food in municipal canteens and is providing subsidies to some local farmers for switching from conventional to organic food production methods. The province of North Holland and the municipalities of Zaanstad and Amsterdam have also initiated projects to stimulate innovation and sustainability in food-related enterprises.

Source: Case Study elaborated by ICLEI Europe/Northumbria University, 2008.

<b>NL_2</b>	Landwinkel Farm shops
<b>Location</b>	National
<b>Measures (tools)</b>	Funding (regional)

*Local initiative organised under a common umbrella and focusing on local food production*

and trading.

The *Landwinkel* Farm shops organised into a national network some 10 years ago, gathering about 37 members over the country. Though selling individually at the farm level, some initiatives such as sharing of a brand, promotion, and coordination activities, remain collective. The establishment of '*landwinkel*' has been supported within the framework of various projects. For example, within the 'Sustainable Open Space' (SOS) II project, completed in 2006 and implemented by the province of Utrecht as lead applicant, about 15 agricultural entrepreneurs were supported to open farm shops and sell regional and certified products like cheese, apples or yoghurt.

Sources: *Landwinkel* website: <http://www.landwinkel.nl/site/nl/home.htm>; *Achieving ambitions - Europe and the Zuid-Holland experience*. 2nd edition, Province of Zuid- Holland.

<b>NL_3</b>	<i>Van Eigen Erf</i> (From the own Farmyard) Foundation
<b>Location</b>	National
<b>Measures (tools)</b>	Funding (national)

*Collective initiative for the direct sale of regional organic produce through the Internet.*

*Van Eigen Erf* (VEE) Foundation is an umbrella organisation for 9 regional initiatives that are actively involved in the direct marketing of organic produce, through online ordering. The Foundation owns, exploits and promotes a quality label for organic food of local/regional origin. Although there are several examples of direct sale of organic produce from farmers to consumers via the Internet, VEE is interesting in that it seeks to integrate separate regional initiatives at the national level while reducing accounting and distribution costs for the individual regions and enlarging the assortment of produce. The Foundation is very dependent on public support.

Sources: COFAMI (2007). *National Synthesis Report on Case Studies in The Netherlands*: [http://www.cofami.org/documents/WP4\\_nat\\_synt\\_NL\\_000.pdf](http://www.cofami.org/documents/WP4_nat_synt_NL_000.pdf); COFAMI brochure: [http://www.cofami.org/documents/case\\_studies/NLI\\_Van%20Eigen%20Erf.pdf](http://www.cofami.org/documents/case_studies/NLI_Van%20Eigen%20Erf.pdf)

<b>NL_4</b>	<i>Groene Woud</i> – regional brand project
<b>Location</b>	Province of North Brabant
<b>Measures (tools)</b>	Creating an enabling environment (policy framing, networking, learning) Intervening in the food supply chain (public-private-partnership) Funding (regional)

*Regional brand initiative closely linked with territorial policies for supporting collective marketing.*

The project involved a wide range of stakeholders, from rural entrepreneurs to farmers' organisations, public administrations and universities. The main aim was to develop territory-based networks among rural enterprises, regional identity, rural-urban linkages and collective learning. The initiative was characterised by strong links with territorial policy schemes and may be considered an attempt to create new public-private alliances tackling alternative, multi-functional agricultural development models. A milestone in the implementation process was the willingness of the Province to grant its *Groene Woud* National Landscape logo to the *Groene Woud* foundation for commercial use. Creation of *Groene Woud* identity also implies a process of collective learning that is carried out by the regional partnering knowledge institutions. In general, the initiative's financing was project-based and very dependent on public support.

Source: COFAMI (2007). *National Synthesis Report on Case Studies in The Netherlands*: [http://www.cofami.org/documents/WP4\\_nat\\_synt\\_NL\\_000.pdf](http://www.cofami.org/documents/WP4_nat_synt_NL_000.pdf)

<b>NL_5</b>	<i>De Nieuwe Ronde</i> ('The New Circle') – A case of Community Supported Agriculture
<b>Location</b>	Municipality of Wageningen, Province of Gelderland
<b>Measures (tools)</b>	Creating an enabling environment (provision of farmland)

*A successful example of CSA.*

In 2008, this initiative, started in 1998, was serving 150 households on 1.5 hectares of land. The business model consists of a producer and an association of members (consumers). Members pay a fixed annual membership fee that covers all farming costs as well as the producer's salary; in return, they can harvest a pre-defined share of vegetables. *De Nieuwe Ronde* is committed to use the farmland in a socially, environmentally and economically sustainable manner. In particular, the farm is organically certified according to the standards of the Dutch certification company SKAL. The producer started the farm without any external financial support; however, over time, the association convinced local authorities to offer additional farmland.

Source: *Community Supported Agriculture: An alternative local food system. LEISA Magazine 24.1 march 2008*: [http://www.leisa.info/index.php?url=getblob.php&o\\_id=204076&a\\_id=211&a\\_seq=0](http://www.leisa.info/index.php?url=getblob.php&o_id=204076&a_id=211&a_seq=0)

<b>NL_6</b>	<i>Fossa Eugenia</i>
<b>Location</b>	Euregio Venlo
<b>Measures (tools)</b>	-

*Vegetable growers' partnership to supply products to consumers via the shortest possible chain.*

*Fossa Eugenia* currently numbers 30 vegetable growers from the Euregio Venlo, on the Dutch-German border, for a total production area of approximately 62 hectares of greenhouses and 1,200 hectares of arable land. The aim is to supply premium quality produce from the growers to the consumers via the shortest possible chain. All members are ISO 9001-2000 certified; produce quality is monitored through the 'TÜV quality seal for quality vegetables' and regular Agro Quality Support audits. The produce is sold via *Fossa Eugenia B.V.*

Source: *Fossa Eugenia website*: [http://www.fossaeugenia.com/fossaeugenia\\_en.html](http://www.fossaeugenia.com/fossaeugenia_en.html)

<b>PL_1</b>	<i>Oscypek</i> cheese – local food in transition
<b>Location</b>	Podhale region
<b>Measures (tools)</b>	Intervening in the food supply chain (promotion, marketing, certification) Funding (local)

*Adapting local production to consumers' demand and changing circumstances for the benefit of regional economic development and for sustaining the local market.*

*Oscypek* cheese has a high economic and traditional value and is the base of a large and diversified production and retail sector. However, in the nineties, due to changing economic circumstances (deep crisis of the agricultural sector) and tourism patterns (a tourism boom was experienced by the whole region) the commercial strategy of the cheese had to change. Tourism turned out to be a powerful outlet for the direct sale of the cheese but it was concentrated during the winter season while the production of *oscypek* was in May-September. As a consequence, the traditional recipe for the cheese based on sheep's milk was changed to include only cow's milk that allows for an all-year-round production cycle. This led to the creation of a 'false' *oscypek* for a local market that was, nevertheless, composed of non-local consumers (tourists). The flourishing of this local market led to the establishment of a nationwide market of the cheese that was accompanied by further adaptations to the

product's receipt (such as the use of pasteurised milk). Regional and local authorities had a strong role in the promotion of the product as part of a tourism development strategy (the festival of *oscypek*, *oscypek* route, *oscypek* farms network, are some of the initiatives undertaken in this sense). However, and because of the dualism created between the cheese and the region, institutional actors became to be concerned about the quality of the product. The registration of the product was financially supported by the local governments of three Podhale districts, in a first instance within national regulations, and after EU accession in 2004, within EU schemes.

Source: CORASON Project<sup>11</sup>, WP 6: Country Report – Poland.

[http://corason.hu/download/wp6/wp6\\_poland.pdf](http://corason.hu/download/wp6/wp6_poland.pdf)

<b>PL_2</b>	Bicycle route to improve the networking of local farmers' shops
<b>Location</b>	Kluczbork , Opole Voivodeship
<b>Measures (tools)</b>	Creating an enabling environment (networking) Funding (EU, local)

*Local partnership to support the networking of organic farms and local marketing through the development of a bicycle path.*

Proposed in 2003 by a local family-run farm to the municipal government of Kluczbork and to the Polish Ecological Club (PKE), the initiative, subsequently supported by other several local producers and processors, aimed at connecting organic farms surrounding Kluczbork with a bicycle path. The idea was included in the application to the 2004 Phare programme prepared by the PKE to finance their activities within the INTERREG IIIB project 'BERAS' and it was then financed through Phare co-funding. The project brought together farmers, NGOs and local authorities to enhance farmers' business opportunities through the promotion of their products and the increase in the number of local markets and points of sale of their produce.

Sources: CUL - Centrum for Uthalligt Lantbruk, 'Obstacle and solution in use of local and organic food' *Ekologiskt Lantbruk* n. 44, December 2005: <http://www.cul.slu.se/publikationer/ekolantbruk44.pdf>; BERAS project<sup>12</sup> 'Travel report Poland 10-15 December 2003: <http://www.jdb.se/beras/default.asp?page=32>; BERAS newsletter: [http://www.jdb.se/beras/files/BERAS\\_Newsletter\\_1\\_2004\\_06.pdf](http://www.jdb.se/beras/files/BERAS_Newsletter_1_2004_06.pdf)

<b>PL_3</b>	The Vistula Valley Friends Association
<b>Location</b>	Lower Vistula watershed area
<b>Measures (tools)</b>	Creating an enabling environment (partnering) Funding (EU)

*Farmers-businesses cooperation to enhance business opportunities, including the promotion of direct sales.*

The Vistula Valley Friends Association was created as a result of a bottom-up initiative of farmers and business partners, supported by local associations and authorities. The

<sup>11</sup> CORASON - A Cognitive Approach to Rural Sustainable Development the dynamics of expert and lay knowledge. Funded under the 6th EU Research Framework Programme, the project (2004 – 2007) investigated the changes towards sustainable development in rural Europe through 12 case studies of rural development projects oriented towards increasing sustainability. <http://www.corason.hu/>

<sup>12</sup> INTERREG III B - Baltic Ecological Recycling Agriculture and Society (BERAS). Over the period 2003 – 2006, the BERAS project engaged 20 partners including research institutes, universities and authorities in eight partner countries of the Baltic Sea. The project benefited from additional funds from the EU Phare programme due to its implementation in Estonia, Latvia and Poland. The aim of the project was to develop a knowledge base on ways to significantly decreasing consumption of non-renewable energy and other limited resources, and reducing the negative environmental impacts of agricultural production, distribution, processing and consumption of food. [www.jdb.se/beras](http://www.jdb.se/beras). A follow up to this project, called BERAS Implementation Programme, is being implemented over the period 2007-2013. <http://www.beras.eu/>

objectives were to enhance local food production and business opportunities by adding value to traditional local produce, namely fruit products. The association is working to reintroduce old varieties of plum trees and to recreate traditional orchards; to promote direct selling and traditional processing of food; and to develop local events such as the Festival of Taste, Plum Day and the Day of Kijewo Municipality. It is supported within a LEADER programme.

Sources: FAAN booklet (2010). *Local Food Systems in Europe – Case studies from five countries and what they imply for policy and practice*: [http://www.faanweb.eu/sites/faanweb.eu/files/FAAN\\_Booklet\\_PRINT.pdf](http://www.faanweb.eu/sites/faanweb.eu/files/FAAN_Booklet_PRINT.pdf)  
Balázs B. (2009). *Comparative analysis of the context of AAFNs at the local, national and European level* (FAAN report): [http://www.faanweb.eu/sites/faanweb.eu/files/FAAN\\_D3\\_Comparative\\_analysis\\_AAFNs.pdf](http://www.faanweb.eu/sites/faanweb.eu/files/FAAN_D3_Comparative_analysis_AAFNs.pdf)

<b>PT_1</b>	<i>Estudo de Identificação dos Produtos Tradicionais com Tipicidade e Potencialidades Económicas</i>
<b>Location</b>	Municipalities of Amarante, Baião and Marco de Canaveses (District of Porto), Cabeceiras de Basto and Celorico de Basto (District of Braga), and Mondim de Basto (District of Vila Real)
<b>Measures (tools)</b>	Creating an enabling environment (research) Funding (national, local)

*The study investigates some typical and traditional products of the territory, outlining their marketing potential and strategies for their valorisation.*

The study was carried out within the project ‘*Diversificação e Promoção do Cabaz Regional de Produtos de Qualidade*’ (Diversification and promotion of quality regional products); it was funded under the framework ‘Agreement for the development of Baixo Tâmega’, concluded in 2001 between the central government and the association of municipalities of Baixo Tâmega (*Associação de Municípios do Baixo Tâmega*). The marketing potential of typical and traditional products was investigated together with the strategies for their valorisation and promotion, including product labelling and establishment of short supply chains.

Source: Baixo Tâmega, *Relatório Síntese: Estudo de Identificação dos Produtos Tradicionais com Tipicidade e Potencialidades Económicas*, 2008: <http://www.cetrad.info/static/docs/documentos/115.pdf>

<b>PT_2</b>	PROVE – <i>Promover e Vender</i> (PROVE – Promoting and Selling)
<b>Location</b>	Palmela and Sesimbra municipalities, district of Setúbal
<b>Measures (tools)</b>	Creating an enabling environment (partnering, training) Intervening in the food supply chain (marketing, promotion) Piloting and up-scaling (demonstration initiatives, dissemination) Funding (EU, national)

*Development, testing and dissemination of a local marketing system for agricultural products.*

An EQUAL initiative, co-financed by the European Social Fund, aiming at developing new way of marketing food products through short supply chains. The project targets small and micro producers and the valorisation of local products through: the enhancement of the entrepreneurship skills of producers; the local marketing development as a sustainable process; the establishment of linkages between producers and consumers. Over the period 2004 – 2009 the project has been allocated about EUR 650 000. In its first phase the project focused on the municipalities of Palmela and Sesimbra, both of which were represented in the implementing partnership.

Sources: Projecto PROVE website: <http://www.prove.com.pt/projecto/>;

Press release: <http://www.minhaterra.pt/spip.php?article33>;

Project brochure: [http://www.prove.com.pt/files/PROVE\\_Brochura\\_Definitiva.pdf](http://www.prove.com.pt/files/PROVE_Brochura_Definitiva.pdf);

EQUAL fact-sheet: <https://webgate.ec.europa.eu/equal/jsp/dpComplete.jsp?cip=PT&national=2004-126>

<b>PT_3</b>	Reciproco ( <i>RElações de Cidadania entre PROdutores e CONsumidores</i> ) Project
<b>Location</b>	National, Alentejo region
<b>Measures (tools)</b>	Creating an enabling environment (partnering, networking) Piloting and upscaling (demonstration initiatives, dissemination) Funding (EU, national)

*Partnering between one group of consumers and one group of producers for the direct sale of agricultural produce.*

The RECIPROCO system is based on the same principle of the French Associations pour le Maintien d'une Agriculture Paysanne (AMAP) and of the Community Supported Agriculture (CSA) programme, but the contractual agreement for the seasonal provision of baskets of fresh products at an agreed price is between one group of consumers and one group of producers rather than only one producer (as is the case for the AMAP). In 2003, RECIPROCO was piloted in the municipalities of Odemira and Poceirão, in the south of Portugal, with the support of the LEADER programme and the cooperation of Local Action Groups. Since then, RECIPROCO has gained the support of the Ministry of Agriculture which is currently promoting its dissemination through a national network.

Sources: Rede Portuguesa LEADER+, RE.CI.PRO.CO – Guia conceptual e metodológico, 2007: [http://www.leader.pt/guia\\_rep/Guia\\_RECIPROCO.pdf](http://www.leader.pt/guia_rep/Guia_RECIPROCO.pdf); Rede Nacional RECIPROCO, Comunicação apresentada no VII CIER – Cultura, Inovação e Território, 2008: [http://www.sper.pt/actas7cier/PFD/Tema%20V/5\\_4.pdf](http://www.sper.pt/actas7cier/PFD/Tema%20V/5_4.pdf)

<b>RO_1</b>	Targul Taranului Farmers' Market
<b>Location</b>	Bucharest
<b>Measures (tools)</b>	Creating an enabling environment (partnering)

*Partnering by local stakeholders for the establishment of a farmers' market in Bucharest and its successful membership into the Earth Markets network.*

In 2007, the farmers' market 'Targul Taranului' was started as the first market in the country to focus on small producers selling their own products directly to the public. The market has on average 20-25 stalls but it can reach 50 stalls on specific occasions. The establishment of the market was possible through the efforts and assistance of a wide range of stakeholders including civil society actors (such as Slow Food, Adept Foundation and the NGO *Grupul de Initiativa Radu Anton Roman*), institutions (Rural Life Museum, the representation of the EU to Romania) and the owner of the building where the market takes place. Since 2010, *Targul Taranului* has joined the Earth Markets network. The latter aspect most likely implies that local authorities were involved in the establishment process and management of the market, as local authorities' involvement and support is in the philosophy of the Earth Markets network.

Sources: Targul Taranului website: <http://www.targultaranului.ro>; Earth Markets website: <http://www.earthmarkets.net/>

<b>SE_1</b>	The regional brand of Gotland - Creation of an emotional link between products and consumers based on territoriality
<b>Location</b>	Gotland county
<b>Measures (tools)</b>	Creating an enabling environment (networking) Intervening in the food supply chain (promotion)

*Strengthening of the local agri-food system under the initiative of local authorities through the development of a non-registered regional brand.*

The municipality of Gotland created an umbrella organisation, *Tillväxt Gotland*, to coordinate local stakeholders and actions for promoting the brand of Gotland, not as a

registered trademark but as a name that was nevertheless to be perceived by consumers as a regional trademark and was thus emotionally associated to the island. Though the brand cannot be protected under legislation from competition, it succeeded in strengthening the local agri-food system.

Source: Rytkönen P., Gratzner K. (2010). *When do trademarks create new markets? Entrepreneurship, brands and growth – experiences from small-scale cheese production in Austria, Spain and Sweden. In Proceedings of the 9th European IFSA Symposium, 2010 - Building sustainable rural futures. The added value of systems approaches in times of change and uncertainty.*

[http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010\\_WS4.2\\_Rytkonen.pdf](http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010_WS4.2_Rytkonen.pdf)

<b>SE_2</b>	Project <i>Eldrimner</i>
<b>Location</b>	Jamtland province
<b>Measures (tools)</b>	Creating an enabling environment (networking, training) Intervening in the food supply chain (marketing, promotion) Funding (EU, national)

*Supporting the networking of small-scale producers for adding value to local products through processing, and for improving the direct marketing of products.*

Financed by national and EU funds, the project (2001-2003) started a rural network of small-scale producers, farmers and entrepreneurs in the agricultural and food-processing business and established a centre for the transfer of know-how in small-scale production. Besides supporting small-scale production and processing, the project also looked at the distribution in the region of high quality local products through the provision of information on points of sale and on-farm sale, and the direct sale of products to the gastronomic sector. The project stakeholders included representatives of local producers, the Jamtland regional administration and the County Council; both local authorities were involved in the planning, delivery and monitoring of the project. Since 2005, *Eldrimner*, by government decision, started working on a nationwide basis and became the Swedish national centre for small-scale, artisan food processing.

Sources: CORASON Project, WP6-Swedish Report, 2006: *Local Food Production and Knowledge Dynamics in the Rural Sustainable Development*: [http://corason.hu/download/wp6/wp6\\_sweden.pdf](http://corason.hu/download/wp6/wp6_sweden.pdf); *Eldrimner brochure*: <http://www.eldrimner.com/core/files/1726.Eldrimnerbroschyr%20eng%20t%20hemsidan%20nov%2006.pdf>

<b>SE_3</b>	Food Göteborg 2050 Project
<b>Location</b>	Gothenburg
<b>Measures (tools)</b>	Creating an enabling environment (research, planning)

*Visions and Scenarios for a Sustainable Food and Grocery Chain in the Göteborg Region.*

Concluded in 2004, the visionary project Göteborg 2050 was carried out by the Chalmers University of Technology and Gothenburg University in cooperation with Göteborg Energi AB and the City of Gothenburg. Additional support was received from other stakeholders including the region of Västra Götaland and Renova. The vision is developed alongside the following main axes: (i) sustainable and locally produced food; (ii) a diet with a higher proportion of vegetables; (iii) closer relationship between producers and consumers; (iv) food trade based in local squares; (v) conscious and energy efficient consumption.

Sources: Project brochure [http://www.goteborg2050.se/pdf%5CMatfoldereng\\_3.pdf](http://www.goteborg2050.se/pdf%5CMatfoldereng_3.pdf); Sustainable cities website, Gothenburg – *Creating scenarios for sustainable food*: <http://sustainablecities.dk/en/city-projects/cases/gothenburg-creating-scenarios-for-sustainable-food>

<b>SE_4</b>	The 'Bondens egen Marknad' (Farmers' Own Market) initiative
<b>Location</b>	National
<b>Measures (tools)</b>	Creating an enabling environment (networking)

*Supporting the establishment of markets for the direct sale of agricultural produce within the*

framework of a common concept, the ‘Bondens Egen Marknad’, equated to the values of ‘fresh, local & quality’.

The ‘Bondens egen Marknad’ was initiated in 2000 and first introduced in Stockholm with the trial market at Katarina Banagata. It has since expanded to 17 Swedish towns, from Umea in the north to Malmö in the south. Local authorities are always involved in the start-up of the markets, as they need to endorse the necessary permits, but they may also contribute in other ways; in Malmö, for example, the city of Malmö requested a lower rent for the market place and assisted in the provision of electricity. Today the ‘Bondens egen Marknad’ is a national association whose objectives, among others, include: (i) supporting the creation of market places for small-scale local production; (ii) facilitating contacts between producers and consumers; and (iii) creating positive awareness on locally produced raw materials, food and garden products.

Sources: New Nordic Food – Newsletter June 2010: <http://nynordiskmad.org/nyheder/newsletter/june-2010/>  
 IIIIEE, Lund University, 2006: *The Social and Economic aspects of Farmers Markets from both producers and consumers perspectives: The cases of Malmö and Halmstad Farmers Markets*: [http://www.iiiee.lu.se/Publication.nsf/\\$webAll/C3C2A9B412DD4D6AC12571B7004E8437/\\$FILE/Farmers%20Markets%20in%20Sweden%20February%202006.pdf](http://www.iiiee.lu.se/Publication.nsf/$webAll/C3C2A9B412DD4D6AC12571B7004E8437/$FILE/Farmers%20Markets%20in%20Sweden%20February%202006.pdf);

Hammerand A. (2009). *The Meaning-Making of Bondens egen Marknad a farmers market organization*: [http://exepsilon.slu.se:8080/archive/00003314/01/hammerand\\_a\\_090703.pdf](http://exepsilon.slu.se:8080/archive/00003314/01/hammerand_a_090703.pdf)

<b>SL_1</b>	MURA Programme - local marketing for achieving better health and quality of life
<b>Location</b>	Mura (Pomurska) region
<b>Measures (tools)</b>	Creating an enabling environment (institutional framing, partnering) Intervening in the food supply chain (marketing, public procurement) Funding (EU, regional)

*Developing local marketing as a tool to enhance quality of life in Pomurje region.*

The MURA programme focuses on the integration of health into the broader economic development of Pomurje region. Within this framework, one of the key priorities of the programme was to increase healthy food production and distribution. Over the period 2001 – 2007, by means of national and EU funds, the following activities were undertaken: (i) creation of a consortium of 13 fruit and vegetable producers to increase the supply of healthy foods to 20 institutions; (ii) creation of ecological centres to support organic farming; (iii) revision of procurement rules for public institutions to promote demand for locally-produced, healthy products. The programme was run by a wide regional partnership encompassing, among others, local authorities, regional and local development agencies.

Sources: *Investment for Health and Development Programme MURA* [http://www.gken.org/Synopses/CI\\_10012.pdf](http://www.gken.org/Synopses/CI_10012.pdf); Buzeti T. (2009): *Placing health on the regional agenda IFH Workshop, Tartu*: [http://www2.tai.ee/TAI/tekonverents/Tatjana\\_Buzeti-Estonia-Mura-june-09.pdf](http://www2.tai.ee/TAI/tekonverents/Tatjana_Buzeti-Estonia-Mura-june-09.pdf)

<b>SL_2</b>	EduCate Project - Educating the Catering Sector in Three Remote Areas to Save Cultivated Landscapes
<b>Location</b>	Velenje, Savinjska-Šaleška region
<b>Measures (tools)</b>	Creating an enabling environment (training) Intervening in the food supply chain (promotion, marketing) Funding (EU)

*Soft tourism in rural areas with a specific focus on local gastronomic supply and demand.*

The project target is to enable those working in the rural tourism catering sector of remote areas of Germany, Austria and Slovenia to adjust their gastronomic offers to meet consumer demand through regional, organic, ‘slow’ and fairly traded quality food. On the assumption that the successful marketing of locally produced, organically grown and fairly traded food will benefit both the farmers and the food upstream value chain, the project provides the

necessary know-how to undertake this marketing through education and awareness-raising activities targeted to gastronomic stakeholders. The project (2007-2009) is funded through the EU Lifelong Learning Programme; partners are from the three partnering countries but only the partners from Slovenia include one local authority (the Municipality of Velenje).

Sources: *The EduCate manual*, 2009: [http://www.agrarprojektverein.at/documents/EduCate\\_Manual.pdf](http://www.agrarprojektverein.at/documents/EduCate_Manual.pdf)  
Agrar.Projekt.Verein website: [http://www.agrarprojektverein.at/projekt\\_educate.php](http://www.agrarprojektverein.at/projekt_educate.php)

<b>UK_1</b>	'Good Food on the Public Plate' Project
<b>Location</b>	City of London
<b>Measures (tools)</b>	Intervening in the food supply chain (public procurement, promotion) Funding (national, local)

*Paving the way to sustainable food procurement within public sector institutions through the specification of health and sustainability in their food contracts.*

The project, supported by the Greater London Authority and London Food Board, tackles the development of a network to supply sustainable food in public catering in London (for example, in hospitals and care/nursing homes). Local supply is fostered by informing producers, reducing the costs of transportation, working at wholesale markets, developing a brand 'local to London' and organising meetings to share experiences. This project is the follow up to the Hospital Food Project (initiative UK\_12).

Source: 'Good Food on the Public Plate' project website: <http://www.sustainweb.org/goodfoodpublicplate/>

<b>UK_2</b>	'Making Local Food Work' initiative
<b>Location</b>	National level, several regions
<b>Measures (tools)</b>	Creating an enabling environment (training, partnering, networking) Piloting (trials) Funding (national)

*A 5-year national programme for a total investment of £10 million, supporting several initiatives related to community supported agriculture, community shops and local food, farmer's markets, etc.*

The initiative is funded by the National Lottery through the Big Lottery Fund. It aims at reinforcing the linkages between producers and consumers through different strands: farmers' markets, local products shops, community supported agriculture (CSA), clusters of buyers, cooperatives, family gardens, and distribution platforms. For example, the 'community shops and local food' strand of the programme is currently trying to scale up a pilot initiative where 13 shops (11 community-owned and 2 commercially-owned) in 4 different regions in England were involved; during the pilot, food and drink products that have been grown, raised or made within 30 miles of the point of sale have been identified and marketing tools for the sale of these products developed, with the overall aim to double the amount of locally produced foods that are sold through the shops involved in the scheme up to 2012. The programme is implemented by a consortium of seven organisations.

Source: *Making Local Food Work* website <http://www.makinglocalfoodwork.co.uk/index.cfm>

<b>UK_3</b>	Ayrshire Food Network
<b>Location</b>	Ayrshire , South West Scotland
<b>Measures (tools)</b>	Creating an enabling environment (networking) Intervening in the food supply chain (promotion) Funding (local)

*Example of a network of local produce suppliers and producers relying on tourism for the sale of their products.*

The network grew out of Ayr's first farmers' market in 1999; by 2002, it became a fully-fledged foodservice network with support from local authorities, Scottish Enterprise

Ayrshire and Ayrshire Chamber of Commerce. It currently encompasses 48 local produce suppliers (farmers and local processors) and local produce providers (hotels and restaurants) whose presence is advertised to tourists through a website and pamphlet distribution. The network ensures communication among members and promotion through diverse initiatives such as the development of taste trails in Ayrshire and Arran; it also encourages food traceability and reduction of the distance from the point of production to the point of consumption.

Sources: *Local Food Marketing Guide*: <http://www.sac.ac.uk/mainrep/pdfs/localfoodguide.pdf>; Ewen J. Michael (2007). *Micro-clusters and networks: the growth of tourism*, *Advances in Tourism Research Series*

<b>UK_4</b>	Local Food Marketing Guide
<b>Location</b>	Scotland
<b>Measures (tools)</b>	Intervening in the food supply chain (promotion) Funding (regional)

*A publication aiming to increase the knowledge of producers and processors to meet the growth in demand for local food.*

Produced by SAC (Scottish Agricultural College) Food Marketing and funded by the Scottish Government Rural Directorate, the guide assists and advises producers on alternative routes to market and marketing best practice for local foods.

Source: *Local Food Marketing Guide*: <http://www.sac.ac.uk/mainrep/pdfs/localfoodguide.pdf>

<b>UK_5</b>	Short supply chains for local food in mountain areas
<b>Location</b>	Isle of Skye (Inner Hebrides ) and Lochalsh mainland, Scotland
<b>Measures (tools)</b>	Creating an enabling environment (administrative support) Intervening in the food supply chain (public-private-partnership) Funding (regional)

*An alternative food network in a remote mountain region of Scotland promoting the local economy, social sustainability and attention to the environment.*

The Skye and Lochalsh Food Link (SLFL), a Community Interest Company and non-profit organisation, serves its businesses and households by promoting and supplying local produce. It comprises producers and processors, customers and other organisations or individuals. Started in 2001, the network has successfully contributed to the development of the local economy, besides supporting social sustainability and paying attention to the environment. Major institutional stakeholders of SLFL are the Highland and Island Enterprise, the Highland Council and the Scottish government; apart from endorsing SLFL efforts, they provide also direct financial support or assistance in securing grants.

Source: Kupiec Teahan B. et al. (2010). *Short supply chains for local food in mountain areas*, In: *Proceedings of the 9th European IFSA Symposium, 2010 - Building sustainable rural futures. The added value of systems approaches in times of change and uncertainty*:

[http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010\\_WS4.1\\_Kupiec-Teahan.pdf](http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2010/2010_WS4.1_Kupiec-Teahan.pdf)

<b>UK_6</b>	Farmers' market certification programme
<b>Location</b>	National level
<b>Measures (tools)</b>	Funding (national)

*Developing standards at farmers' markets level to build the trust of consumers.*

The National Farmers' Retail & Markets Association (FARMA) established a certification programme in 2002 where standards for farmers' markets were set and an inspection process outlined. The aim of this voluntary scheme was to distinguish farmers' markets from general markets and build the consumers' trust and confidence by ensuring that in farmers' markets high quality standards are maintained in all aspects of the marketing process. Besides being a voluntary scheme, the markets meet a cost for participating. The certification programme

was developed with the support of a grant from the Department for Environment, Food and Rural Affairs (Defra).

Source: UK House of Commons – Communities and local government Committee - Memorandum by the National Farmers' Retail & Markets Association (FARMA) (MARKETS 27): <http://www.publications.parliament.uk/pa/cm200809/cmselect/cmcomloc/308/308we35.htm>

<b>UK_7</b>	National Farmers Retail & Markets Association (FARMA)
<b>Location</b>	National level
<b>Measures (tools)</b>	Creating an enabling environment (partnering, networking) Funding (national)

*National association dedicated to farmers' direct marketing.*

FARMA represents farmers, growers, producers and farmers' market organisers throughout the UK. It was created in 2003 with the active support of Defra (Department for Environment, Food and Rural Affairs) from the merging of the National Association of Farmers' Markets and the Farm Retail Association. The organisation is dedicated to supporting the local direct sales sector and driving local foods through farm shops, pick-your-own, farmers' markets, home delivery, on-farm catering, and farm entertainment. It has over 700 members representing more than 800 retail outlets across the UK. FARMA has established a certification for the origin and the quality of the products; the certification logo implies that the product is local and that the food is sold by the people producing or processing it.

Sources: FARMA website: <http://www.farma.org.uk/>; <http://www.farmauk.org/>; FARMA brochure: [http://www.farma.org.uk/research-and-documents/doc\\_download/44-who-we-are-a-what-we-do](http://www.farma.org.uk/research-and-documents/doc_download/44-who-we-are-a-what-we-do)

<b>UK_8</b>	South West Surrey farmers' markets cooperative
<b>Location</b>	Borough of Waverley, Surrey
<b>Measures (tools)</b>	Creating an enabling environment (institutional framing, partnering) Intervening in the food supply chain (marketing) Funding (local)

*Establishment of a farmers' market cooperative to take over from local authorities the responsibility of managing and developing farmers' markets.*

Farmers' markets were one of the measures introduced by Waverly in 1999 to support the agriculture sector which had been facing increasingly difficult times. The Waverley Borough Council was directly engaged in the management of the markets, through casual market managers, on behalf of and in association with the South West Surrey Farmers' Markets Producer Committee. Apart from the first year when start-up funding was made available by the Council, in the following years all costs were met by the producers and Waverley was also paid an amount for keeping the administration. In 2008, the process for creating a South West Surrey Farmers' Markets Cooperative was initiated, the aim being to transfer to this cooperative (registered in 2009) the responsibility for managing and further developing farmers' markets. However, the Council was planning to continue providing administrative support and advice to the new cooperative in its first year, under a Service Level Agreement, and to appoint a member to serve on the South West Surrey Farmers Market Cooperative Stakeholder Group.

Source(s): Waverley Borough website: <http://www.waverley.gov.uk/site/>; Waverley Borough Council, Executive – 31.03.2009: <http://www.waverley.gov.uk/downloads/Markets.pdf>.

<b>UK_9</b>	Collaborative Food Procurement Project
<b>Location</b>	South Tyneside, Gateshead, Sunderland and Newcastle in North East England region
<b>Measures (tools)</b>	Creating an enabling environment (research) Piloting (trials)

*Improvement of local authorities' management and procurement procedures, including the inclusion of sustainability criteria in tender documents.*

The project was launched in 2008 as a case study to assess the strengths and weaknesses of a collaborative food procurement exercise involving four councils of the North East of England. The study was commissioned by the North East Centre of Excellence that is in charge of assisting local authorities to deliver against the government's agenda, in this case the Public Sector Food Procurement Initiative (PSFPI) of Defra. The project aimed at improving councils' approach to the procurement and management of the public sector food supply chain while delivering greater local and regional economic, social and environmental benefits. Better terms and conditions of contract included also new clauses relating to efficiency and sustainability; the latter aspect ended up in the selection of contractors supplying regionally-produced products. One of the most demanding pieces of work undertaken for the project was the development of a revised set of tender documents for procurement.

Source: Collaborative Food Procurement Project – Case study, November 2008.

<http://www.defra.gov.uk/foodfarm/policy/publicsectorfood/documents/nece-case-study20081210.pdf>

<b>UK_10</b>	Pilot project - Initiate and facilitate the supply of sustainable local and fresh food into the public sector working with a national contract caterer
<b>Location</b>	East Midlands region
<b>Measures (tools)</b>	Creating an enabling environment (research) Piloting (trials)

*Investigating the feasibility of securing a market outlet with a large catering company to local farmers and processors.*

The aim of the project was to increase the opportunities for local farmers, growers, processors and other suppliers to supply food to a large catering company and its public sector contractors. The project highlighted the following difficulties: (i) getting listed to a large supplier is a long process and can involve considerable costs; (ii) contracts are usually for 3-5 years and projecting the selling price of a product years in advance of supply is difficult for local entrepreneurs; (iii) a high level of accreditation is usually required by large catering companies; (iv) tendering requires specific skills; (v) payment is secured but it is usually delayed with respect to other food chains and thus suppliers shall be prepared to fund this delay.

Source: Government Office for the East Midlands, Pilot Project final report 2005:

<http://www.defra.gov.uk/foodfarm/policy/publicsectorfood/documents/eastmid-aramark.pdf>

<b>UK_11</b>	Local Food in Schools - pilot project
<b>Location</b>	Somerset, South West England region
<b>Measures (tools)</b>	Creating an enabling environment (networking, training) Piloting (trials) Funding (regional)

*Deep investigation of local supply chains for school catering, establishment of the baseline and of monitoring tools.*

The project aimed: (i) to identify growers and producers in the project area who would be interested in servicing public catering contracts; (ii) to facilitate the networking of interested

growers and producers and support their building capacity needs to supply public catering contracts; (iii) to facilitate interaction between growers/producers and the catering outlets. The project also established indicators for the monitoring of the economic, environmental and social impact of developing local supply chains.

Source: Somerset Coast Area, pilot project document, 2004-2005:

<http://www.defra.gov.uk/foodfarm/policy/publicsectorfood/documents/somersetcoast.pdf>

<b>UK_12</b>	Hospital Food Project
<b>Location</b>	City of London
<b>Measures (tools)</b>	Intervening in the food supply chain (public procurement) Piloting (trials) Funding (national)

*Sustainable food procurement initiative with local and/or organic food suppliers in one area of public sector catering.*

The project was funded through a grant by Defra's Rural Enterprise Scheme and run over the period 2004 – 2006 under the measure 'Marketing of Quality Agricultural Products'. The aim of the project was to increase the amount of local and/or organic food served in four London NHS hospitals to 10% of their routine catering provision, with the double scope of promoting healthier food and supporting farm and food businesses in the South East and London. This would imply the establishment of a workable local/organic supply chain and of the necessary administrative system within hospitals to buy local food where appropriate. Support to the project's implementation was also provided by the London Food Link and the Soil Association.

Source: Project's synopsis, Defra website:

<http://www.defra.gov.uk/foodfarm/policy/publicsectorfood/casestudies/foodsoil.htm>

<b>UK_13</b>	Research project on consumer attitudes and purchasing behaviour with particular reference to local and regional foods
<b>Location</b>	National
<b>Measures (tools)</b>	Creating an enabling environment (research, planning)

*Provide evidence to guide the development of policies to achieve adaptation of the food chain to new market opportunities, in particular with regard to local and regional foods.*

The study, completed in 2008, aimed at characterising and evaluating the local and regional food industry in England and Wales and at understanding the factors influencing purchasing decisions made by consumers/retailers/restaurants/other food service outlets with regard to local and regional foods. The study's results were to underpin public policy recommendations on promoting the production and consumption of sustainable local and regional foods.

Source: Defra 'Science and Research Projects' website:

<http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&ProjectID=15220&FromSearch=Y&Publisher=1&SearchText=fo0312&SortString=ProjectCode&SortOrder=Asc&Paging=10#Description>

<b>UK_14</b>	Encouraging short food supply chains in the livestock sector
<b>Location</b>	National
<b>Measures (tools)</b>	Funding (national)

*Guiding the development of local marketing initiatives through the setting of priorities for accessing public funding.*

Within the Rural Development Programme for England 2007-2013, jointly funded through EU and national funds, specific priorities are set for funding individuals and organisations

operating in the livestock sectors. Namely, under ‘Objective 1 – To bring about improvements in the competitiveness of each individual livestock sector to help them compete in the marketplace’, investment line 6.2.7 ‘Support non-farming diversification activities where these improve the competitiveness of livestock farms’ looks for initiatives encouraging ‘farmers to be more focused on marketing and to address local opportunities for selling quality products direct to consumers and other businesses’.

Source: Supporting the Livestock sectors through the Rural Development Programme for England 2007-13 – guidance document (2009).

<b>UK_15</b>	Stroud Community Agriculture
<b>Location</b>	Gloucestershire , South West England
<b>Measures (tools)</b>	Funding (national)

*Successful example of Community Supported Agriculture.*

Stroud Community Agriculture (SCA) started in 2001 on the initiative of a group of four people. They rented one acre of land and employed a vegetable grower. After two years they got organised as an Industrial and Provident Society, providing vegetables and meat to 60 families and making a profit. In 2008, they were renting 50 acres of land on two separate sites and employing two full-time growers/farmers; each of the 189 members was supplied a weekly vegetable box. Pigs, sheep and beef are also kept on the land in order to supply meat to members that want to buy it. The SCA did not rely on external funding for its start-up but they received a £20 000 Lottery SEED grant in 2003. In 2007, another farm close to Stroud decided to host a second CSA project by renting land from an existing 100-acre mixed farm, and cooperation between the two initiatives is ongoing.

Source: The story of Community Supported Agriculture in Stroud, 2005:

<http://www.soilassociation.org/LinkClick.aspx?fileticket=mSmdQJt8d7U=&tabid=727>

<b>UK_16</b>	Support farmers’ markets as cooperative enterprises project
<b>Location</b>	Counties of Berkshire, Oxfordshire and Buckinghamshire, South East England region
<b>Measures (tools)</b>	Creating an enabling environment (networking, training) Piloting (trials) Funding (national)

*Piloting a model of cooperative enterprise for farmers markets.*

With a budget of £600 000 contributed by the ‘Making Local Food Work’ initiative (see UK\_2) the project offers a package of support, advice and training to farmers’ markets who want to work together. The project’s aim is to produce a model of cooperative or social enterprise as a promising alternative for many farmers’ markets in the UK to dependency on local authority staff support (that may not necessarily continue in the long term) or to the take over by private operators. This is the model of the Thames Valley Farmers’ Market Cooperative.

Source(s): Moroney A. et al. (2009). *The Potential of the Cooperative Form for Farmers’ Markets in Ireland – Some lessons from the USA and UK.* Department of Food Business and Development and Centre for Cooperative Studies, University College Cork, Ireland.

<b>UK_17</b>	‘Capital Growth’ project
<b>Location</b>	City of London
<b>Measures (tools)</b>	Financing, Supporting

*An innovative approach for supporting local production of food within an urban environment.*

In conjunction with the 2012 Olympics, London will promote the consumption of locally

grown food in order to improve the city's sustainability and raise consumers' awareness. Within the 'Capital Growth' project, unused spaces with gardening potential across the capital will be identified (schoolyards, nursing homes, disused railway yards, canal banks, housing estates and flat rooftops on residential and commercial buildings) and London's communities will be given both financial and practical support to help them grow their own produce. In particular, it has been estimated that approximately 100 km<sup>2</sup> of flat roof space with the potential to grow food across the capital are available and £1000 have been considered as an incentive for each flat roof space converted into a garden. At least 2012 vegetable gardens by 2012 are expected to be established.

Sources: Sustainable cities website, London: 2,012 vegetable gardens by 2012: <http://sustainablecities.dk/en/city-projects/cases/london-2012-vegetable-gardens-by-2012>; Capital Growth Project website: <http://www.capitalgrowth.org/>

# **PART 2**



## 2. Types of measures implemented at the local and regional level

On the basis of the inventory of initiatives in Part 1, the ‘types of measures’ that may be implemented at the local and regional level, in particular by LRAs, have been grouped into four categories:

- Creating an enabling environment.
- Intervening in the food supply chain.
- Piloting and/or up-scaling.
- Funding.

Within each category, there are ‘tools’ for implementation (table 2).

**Table 2 – Typology of measures and corresponding tools**

Type of measure	Tools
<b>Creating an enabling environment</b>	Legislative framing
	Institutional framing (including networking and partnering)
	Policy framing (including planning)
	Other forms of support (including research and training)
<b>Intervening in the food supply chain</b>	Certification
	Marketing (including promotion)
	Public-Private-Partnership
	Public Procurement
<b>Piloting and/or up-scaling</b>	Trials/Demonstration initiatives
	Replication/Dissemination
<b>Funding</b>	EU financing
	National, regional or local financing

### 2.1 Creating an ‘enabling environment’

Legislative, policy and institutional framing at the local and regional level are among the *tools* LRAs have at their disposal to create the necessary conditions to facilitate or support the establishment and the development of local food systems on their territories.

For example, laws regarding hygiene standards or regulations on public procurement influence the capacity of small-scale producers to initiate an economic activity or to find appropriate outlets for their produce. The same applies to the modalities for issuing permits, among others, for the establishment and running of farmers’ markets or for the implementation of the direct sale of

produce at production sites. Policy framing by LRAs may further affect the way rural development plans are developed and implemented, or the way Structural Funds are distributed. Networking and partnering depend to a large extent on the institutional framing, on the presence of infrastructure and services and on the modalities whereby these infrastructure and services are made available to local actors. Finally, research and training allow for the creation of the necessary knowledge base, mindset and behaviour, the latter, for example, in the case of consumers education that is fundamental to the successful functioning of short food supply chains or supply chains of proximity.

## **2.2 Intervening in the food supply chain**

Within this category, LRAs play an implementing role in the concerned local food systems. There are several mechanisms or *tools* through which LRAs may intervene:

- *Certification or brand development*  
Adherence to a certification scheme and the development of a regional or local brand/trademark are tools directly affecting the local or regional marketing of agricultural produce. These initiatives usually see LRAs involved, at least in an advisory role, but more often as active implementers of the processes, especially when several administrative requirements are to be met.
- *Marketing initiatives* by LRAs. These usually refer to the establishment or hosting of electronic platforms for the direct marketing of agricultural produce, or to the publishing of guide books. However, there might also be direct involvement on the part of public authorities in the local processing and/or distribution of produce (for example in several farmers' markets in the UK or as members of cooperatives/associations/partnerships that play an implementing role in local marketing initiatives).
- *Public-Private-Partnerships (PPPs)* allow public authorities to share responsibility for the development and implementation of local food systems with other local stakeholders, usually represented by associations. When involved in PPPs, LRAs may contribute with funding, management or by sharing their assets (for example, infrastructure or a regional brand).
- *Public sector procurement* of locally produced food, or public sector catering (in schools, hospitals, etc.) with local produce is a significant tool LRAs have at their disposal to develop and implement local food systems. Public procurement of local products is usually part of broader policy goals related, for example, to health improvement, revitalisation of local

economies and job creation, or environmental concerns.

### **2.3 Piloting and/or up-scaling**

The importance of the simple mechanism of selling locally-produced food on-farms or in nearby shops is relative. What counts is the understanding of the framework within which the mechanism has been developed, of the drivers, of the responses (in terms of measures and, eventually, policies) and, finally, of the social, economic and environmental impacts of such mechanism. This understanding or ‘vision’ of the whole process is naturally placed within LRAs.

*Pilot initiatives, trials, or demonstration cases* are the *tools* LRAs have for the testing of potentially successful initiatives or for the showcasing of good practices. Instead, replication and dissemination allow the up-scaling of successful interventions, thus providing the possibility to LRAs of significantly increasing the impact on their territories.

### **2.4 Funding**

*Provision of financial resources* to support the development of local food systems is an essential *tool* LRAs have that, in fact, often overlaps with the tools encompassed in the previous three categories. The decision to keep ‘funding’ separated is so as to emphasise its importance and because, in several cases, funding is the main form of support provided by public authorities.

Upon the analysis of the inventory in Part 1, it was noted that EU funds from different sources were used to support a number of initiatives, often on a co-financing basis with local, regional or national funds. In particular, the following EU instruments were used within the initiatives included in the inventory:

- Structural Funds:
  - European Regional Development Fund – ERDF with INTERREG programmes
  - European Agricultural Guidance and Guarantee Fund – EAGGF with LEADER initiatives
  - European Social Fund – ESF with EQUAL initiatives
- Research funds through the Research Framework Programmes
- LIFE, the financial instrument for the Environment
- The pre-accession instrument PHARE

To take into account the diversity of financial tools available to LRAs, funds within the ‘funding’ measure have been categorised according to their origin as ‘EU funds’ or ‘national/regional/local funds’.

## 2.5 Selection of initiatives for a detailed description

Six of the initiatives included in the inventory are described in more detail in Part 3 of the report with a view to providing a deeper understanding of their characteristics. They include:

- DK\_1: The Danish Internet-based box scheme business *Aarstiderne*
- EE\_1: ‘Local and Organic Food’ Interreg Project
- IT\_11: Legislative framing for ‘Km 0’ initiatives – Veneto region
- PT\_2: PROVE Project – *Promover e Vender*
- SL\_1: MURA Programme - Pomurje region
- UK\_1: ‘Good Food on the Public Plate’ Project – City of London

These initiatives have been selected on the basis of the following criteria:

- Good coverage of the categories of local food systems outlined in Part 1 of this report on the basis of the relationship between producers and consumers, with emphasis given to ‘producer-consumer partnerships’, ‘producers’ direct sale to consumers’, and ‘producers’ sale through local outlets or collective marketing mechanisms’.
- Good coverage of the ‘types of measures’ outlined in paragraphs 2.1 to 2.4 above. Emphasis has been given to measures undertaken by LRAs but one of the cases refers to an initiative undertaken by the private sector. Additionally, certification is only slightly addressed within the selected cases and none of the cases clearly refers to PPPs.
- Geographical balance across the EU.

# **PART 3**



### 3. Selected initiatives

#### 3.1 The Danish Internet-based box scheme business *Aarstiderne*

*The Aarstiderne box scheme is a privately-owned and -led business. However, its development and success have evidently been influenced by an enabling policy environment for organic farming that started to be developed in Denmark in the late eighties.*

**Types of measure (tools):** creating an enabling environment (policy framing)  
**Local food system category:** producers' direct sale to consumers, producer-consumer partnership (by means of subscriptions)

##### 3.1.1 Background

The box scheme was originally established as a non-profit company in 1997, the *Barritskov Grøntshave*. The 'Barritskov Vegetable Garden' was a CSA-like initiative with around 100 customers paying, in advance, for their share of produce and receiving seasonal boxes of the organic food grown on Thomas Harttung's vegetable farm.<sup>13</sup> After two years, following some managerial problems, Harttung and partners evolved the company into a limited company and Aarstiderne A/S was established on 1 January 1999, with Harttung as the majority shareholder and chairman of the company. Since its establishment in 1999, the company has become the world's largest doorstep delivery scheme for organic produce with annual revenues of US\$45 million and an approximate growth of 20% per year.<sup>14,15</sup> The company employs 120 people and delivers weekly boxes of fruit, vegetables, meat, fish, and bread to the doors of about 40,000 Danish subscribers and 5,000 Swedes. A few deliveries are also made to Germany. About 70% of the produce comes from within Denmark. The company owns three farms, one of which (*Billeslund*, of about 300 hectares) is used for large scale organic vegetable production, the rest of the domestic produce coming from regional suppliers.<sup>16</sup>

##### 3.1.2 Description of the scheme

*Aarstiderne*, which means 'The Seasons', is a Danish organic food e-business. Though originally created as a CSA, the scheme did not develop as such. Customers are offered a wide range of products. They may choose from 15 vegetable boxes, 10 fruit boxes, and 10 fish and meat offerings (including a box containing only Danish produce), all of which are delivered weekly year-round

---

<sup>13</sup> Thomas Harttung is one of the founders of Aarstiderne and the leader of the initiative.

<sup>14</sup> Black J. (2009), Abend L. (2009).

<sup>15</sup> Marshall B. (2008)

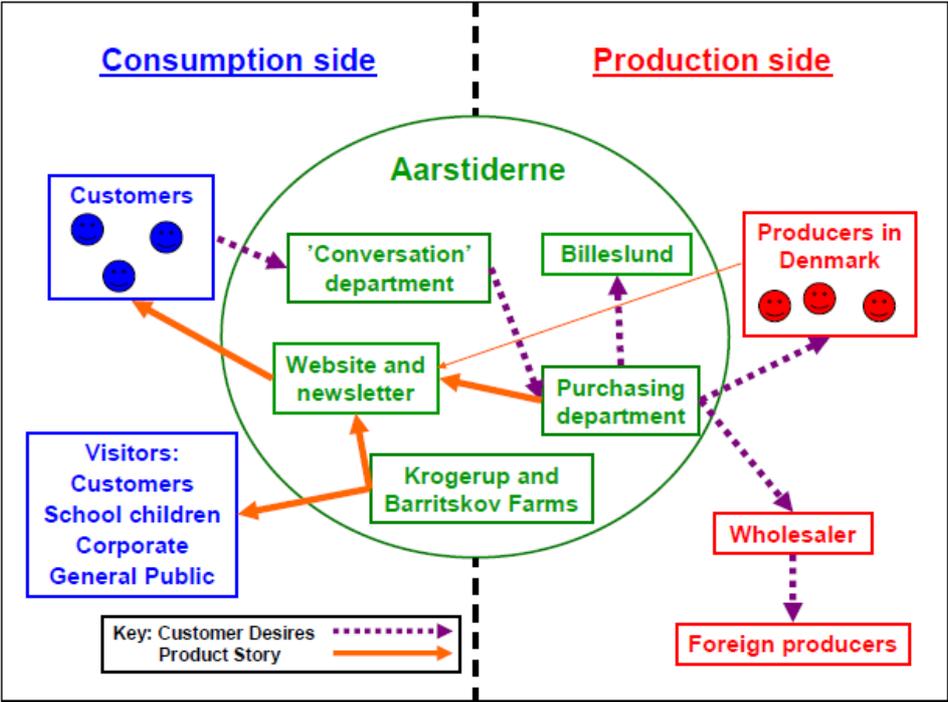
<sup>16</sup> Oostindie H., *et al.* (2007)

and not on a seasonal basis. All produce is washed before delivery, making consumption easier, and provided in wooden returnable boxes. Furthermore, unlike a traditional CSA, the company allows customers to change their orders weekly or temporarily suspend their subscriptions. A basic vegetable box costs about EUR 27; it feeds a family of four, two adults and two children, for a week.

Products are collected from *Aarstiderne* directly at the suppliers' farms. The packaging of the boxes is done in *Barritskov* farm (Jutland), where all orders arrive. From *Barritskov*, boxes are transported to the *Bjæverskov* terminal (Zealand) by truck and from there, via smaller delivery vans, to the Copenhagen area where around 80% of the boxes are delivered. Most of the products are delivered to customers on the third day after collection at the suppliers' farms.

Figure 1 provides an overview of the stakeholders involved in the *Aarstiderne* business, from the consumption and production side.

Figure 1 – Stakeholders in *Aarstiderne*



Source: extracted from Poirier C. et al. (2006)

3.1.3 Main characteristics of the initiative

The company defines itself as ‘an organic company which is committed to minimising fossil energy use, avoiding unnecessary form of pollution and using local resources to the greatest possible extent’.<sup>17</sup> The company has developed around some main principles:

<sup>17</sup> Poirier C. et al. (2006)

- Organic food promotion. The land managed by the company is certified organic. All suppliers to the company must be organic. The company seeks to offer to customers unique products in terms of taste and appearance (product innovation) and constantly works towards increasing customers' demand for organic products.
- Major communication strategy. Since the outset communication was used as a marketing tool and efforts were made to pass the message on organic food to a broad audience. A close relationship with customers was fostered through several means: phone calls, interviews, surveys, a newsletter, events, media and the Internet. This policy ended up with the establishment, within the company, of a 'Conversation Department' handling thousands of phone calls and e-mails on a monthly basis. The *Krogerup* and *Barritskov* farms owned by the company have a multi-functional role in the communication strategy; they are used for awareness raising activities and host thousands of visitors year round, offering food events, activities for children, tours, harvest markets, Christmas and Easter markets. At *Krogerup*, the company also organises the *Haver til Maver* ('From garden to stomach') school children programme.<sup>18</sup>
- Internet as an interactive, multi-use platform. Originally, the company's activities were managed through a call centre collecting consumers' orders. Although *Aarstiderne*'s website was launched at the start up of the company, in January 1999, several gradual improvements were implemented, resulting, in 2002, in the development of a functional version. In February 2003, *Aarstiderne.com* won the IT business' e-commerce prize.<sup>19</sup> In 2006, Internet was the company's main selling platform with more than 90% of the boxes ordered online. However, several other modifications of the system and software followed, resulting in a tool providing optimised workflows and full interactivity with customers including the monitoring of customers' satisfaction and the understanding of consumers' trends.
- Eco-friendly mindset. In 2002, the company was awarded the first Royal Green Food Award.<sup>20</sup> In 2009, Thomas Harttung was named one of TIME Magazine's Heroes of the Environment 2009. These acknowledgments reflect the consideration the company pays to environmental issues. To reduce carbon emissions, the company has a no-fly rule according to which

---

<sup>18</sup> The *Haver til Maver* program is considered to be a very successful initiative. Initiated by *Aarstiderne* as a non-profit organisation, the association *Haver til Maver* was founded in 2006. In 2009, about 15 000 school children attended tuition at the farm. There are plans for replicating the initiative in other parts of the country. Among the partners to the project are the municipality of Fredensborg and the Danish Ministry of Food, Agriculture and Fisheries. More information is available at '[sustainable cities Denmark](#)'.

<sup>19</sup> Sitecor website: <http://www.sitecore.net/>

<sup>20</sup> The theme of the Royal Green Food Award 2002 was sustainable, safe and healthy food production.

all produce must travel by truck or boat. More recently, as part of a self-established 'Green Carbon' initiative in 2005, the company is developing ways of offsetting *Barritskov* farm's emissions and increasing its carbon-sequestration capacity, for example, by adding new hedgerows and changing the management practices of its forests, wetlands, and grasslands.<sup>21</sup> In terms of waste disposal and recycling, the company has actively participated in the EU LIFE funded project 'Short-Circuit' (2002-2006).<sup>22</sup> Additionally, within the 'Black Carbon' initiative, also started in 2005, the company is trying to achieve self-sufficiency in energy supply by recycling the wooden boxes used to deliver the produce.<sup>23</sup> When the boxes come to the end of their life cycle they become fuel for producing a charcoal-like substance called 'biochar' in an oxygen-depleted environment (pyrolysis). The biochar serves as a fertiliser with the ability to sequester CO<sub>2</sub>, while the pyrolysis plant supplies 60% of *Barritskov*'s energy needs.

#### 3.1.4 Difficulties

Since its establishment, the challenge for *Aarstiderne* has been to make organic food as easy as to buy as conventionally produced food. The company addressed this 'problem' by taking advantage of increasing Internet penetration and by strongly focusing on information and communication activities as well as product innovation.

Other difficulties were faced in the development of a suitable IT system and a user-friendly interface for customers with a wide variation of IT skills.

Efforts had to be put also in the identification of financial backers since local banks were scared off by the innovative aspects of the initiative.

#### 3.1.5 Costs

According to the CSA principle of risk sharing between farmers and customers, customers were initially required to pay for the boxes three months in advance; later, the advance period was reduced to one month and then micro-payment options were also introduced. These advanced payments enabled the financing of the company's growth.

The company also succeeded in finding financial backers. In 2001, the Dutch Triodos Venture Capital Fund (a 'green' bank) bought a 20% share of the company. The Triodos loaned *Aarstiderne* 3 million euro for two years to develop the company's potential and extend the business to other countries. The

---

<sup>21</sup> The GreenCarbon initiative website: <http://www.greencarbon.dk/In%20English.aspx>

<sup>22</sup> Organic eprints project synopsis: <http://orgprints.org/9230/>

<sup>23</sup> The BlackCarbon initiative website: <http://www.blackcarbon.dk/>

company bought back the 20% share in 2005.

In general, the company's financial indexes have been considered good by detailed research carried out in 2006. With reference to the 2005 financial statements, the company was using about 50% of revenue to purchase raw materials; 30% was for packaging, distribution, advertising and administration, and the remaining 20% for staff costs.

### 3.1.6 Evaluation

*Aarstiderne* has not been the subject of a specific evaluation. However, due to its successful development, combined with the focus on organic food and the innovative use of ICT since the late 1990s, it has often been considered to be an interesting 'case study' by the literature. The following conclusions have been drawn from relevant literature.

- Business up-scaling seems correlated to the successful handling of communication efforts that are not limited to information and communication technologies applications and interactive initiatives but include a broader set of outreach activities and media events. The eco-friendly attitude of the company has contributed to the connection of customers to the concepts of 'natural', 'healthier' and 'organic'.
- There is evidence that the use of an efficient e-commerce system has allowed the achievement of high visibility in a niche market, making quick growth of the business possible. The Internet has proven to be an interesting channel for organic products.
- The organisation of the company is a highly individualised form of entrepreneurship; having one majority stakeholder dominating strategic choices and investment decisions has indeed allowed a dynamic and market-oriented attitude.
- Research carried out in 2006 outlined that notwithstanding the fact that the business is concerned with organic produce, the environmental performance of the company was not as good as could have been expected. With about 40% of the total turnover coming from produce purchased abroad, the energy input required for an average *Aarstiderne* box scheme was computed to be more or less comparable to that of a similar conventional product assortment retrievable in a supermarket. Therefore, up-scaling shows trade-offs with respect to environmental performance since increasing consumption reduces the reliance on Danish products, both in terms of availability and in sufficient quantities and quality.

There is no direct involvement of local and regional authorities in the development of the *Aarstiderne* business nor has direct financial support been provided. However, Harttung's initial efforts, in 1996, in the production of organic foods started with the support of a government grant and the development of *Aarstiderne* definitely benefited from strong public support for organic produce (box B.1). Additionally, at the *Krogerup* farm, 80 hectares are rented from the Ministry of Environment and Energy. Public authorities are also involved in the *Haver til Maver* programme in Krogerup.

**B.1** Denmark was the first country to introduce a national support programme for organic farming in 1987, namely a conversion aid scheme covering the development of extension, information and marketing services as well as financial assistance. In order to tackle the national policy goal of 5% of agricultural land managed organically by the year 2000, Denmark developed, in 1995 (and revised in 1997), a plan of action that is considered one of the most detailed and successfully implemented. The plan was designed around five main points: (i) making conversion to organic farming attractive; (ii) securing the demand for organic products; (iii) intensifying research, development and education within organic food production; (iv) removing barriers for a sound organic development; (v) securing the plan's implementation. The plan led to new investments, new marketing initiatives, training, awareness campaigns, and support for organic inspection, certification, and conversion to organic farming.

Source: Lampkin N. et al. (1999)

## 3.2 'Local and Organic Food' Interreg Project

*The LOF project is an example of small-scale intervention addressing, at the local level, some of the constraints authorities and stakeholders face in the practical implementation of direct marketing strategies, including compliance with EU legislation in the field of food safety. Knowledge-sharing and mutual learning among regions and pilot/demonstration interventions seem effective in designing and testing approaches.*

<p><b>Types of measure (tools):</b> Creating an enabling environment (institutional framing), Piloting (trials, demonstration initiatives), Funding (EU, regional, local)</p> <p><b>Local food system category:</b> producers' direct sale to consumers</p>
---

### 3.2.1 Background

The 'Contributing to Sustainable Rural Development through Sharing Experience and Building Capacity in Processing and Marketing of Local and Organic Food' project or 'Local and Organic Food' (LOF) project, was implemented over a 2-year period (2005-2007) under the EU Interreg IIIC programme. Led by the Centre for Ecological Engineering in Tartu, Estonia, the project was intended to share experience and skills across the regions of the partner countries (Estonia, Sweden and the United Kingdom), build capacities

and initiate concrete actions to overcome some of the constraints faced by small-scale processing and marketing of local and organic products. The project focused on both the supply and demand side of the chain, designing and implementing pilot interventions in each of the target regions.

### 3.2.2 Description of the project

The overall objective of the project was to *‘develop and promote the increased production, processing, marketing and consumption of local and organic food as instruments for supporting sustainable rural development in the partner regions’*. The focus was on three main areas: small-scale processing, direct marketing and traditional food culture. Namely, the project intended to:

- *‘Develop small-scale processing of local and organic food by farmers and other enterprises’*. In the UK, the project supported the establishment of product development facilities, small-scale processing units, and the networking of local food businesses.
- *‘Maintain and enhance traditional local food culture, including local speciality products, fresh seasonal products, traditional food preservation techniques and the collection of wild foods’*. Traditional food culture, food quality and health were aspects particularly emphasised in Sweden.
- *‘Improve direct marketing and increase sales of local and organic food’*, which led in Estonia to the establishment of local and organic food organisations in Saaremaa and Hiiumaa, improved communication among stakeholders alongside the food chain, and direct sales of products from producers to consumers.<sup>24</sup>

A series of horizontal activities such as seminars, workshops and conferences integrated the above components.

The project included eight partners, among which were the following local authorities: the Saaremaa Local Government Association and the Association of Hiiumaa Local Municipalities, as local coordinators in Estonia<sup>25</sup>; the Jämtland County Administration in Sweden; and the Dorset County Council, North Dorset District Council and West Dorset District Council in the UK.

---

<sup>24</sup> Interreg III C website: <http://www.interreg3c.net/sixcms/detail.php?id=2870>

<sup>25</sup> The *Saaremaa Local Government Association* is the body ensuring cooperation in promoting the development of the county among the 16 local governments belonging to the Saaremaa County. The *Hiiumaa Association of Local Municipalities* is a voluntary organisation where representatives from the five local municipalities on Hiiumaa work to coordinate their activities.

As examples of the project's pilot initiatives, those undertaken in Estonia over the project's implementation period (March 2005 – February 2007) include:

2006. Two non-profit organic organisations (Saare Mahe and Hiiumahe) were funded to create new outlets for organic products through the establishment of organic food sales stands in the town marketplaces of Kuressaare (Saaremaa) and Kärdla (Hiiumaa).
2006. A small-scale processing unit was established in Saaremaa on a pilot basis to thoroughly document all necessary steps, including administration and accounting, health requirements, inspections etc. and provide evidence-based support to all those interested in starting small-scale food processing. The initiative also tested the use of an approved and equipped public kitchen (within a local school) to reduce initial investments. As a result of this pilot, the first certified organic juice in Estonia was sold locally at the beginning of 2007. Additionally, the idea of relying on existing infrastructure for processing activities made the establishment of this type of sales channels for local organic food also feasible for small-scale businesses with very limited turnover and no capital outlay.
2007. A year-round outlet for local and organic food was initiated with the double function of restaurant and processing centre.

### 3.2.3 Main characteristics of the project

The idea behind the project was to learn from the knowledge, information and experience individually owned by the partners for overcoming factors constraining small-scale processing and marketing of local and organic products in the target regions. Namely, Swedish partners were considered to have good experience '*in development of small-scale processing of local and organic food*', UK partners had '*successfully launched several direct marketing initiatives and introduced organic food in school canteens*', and Estonia had '*extensive traditions in use of fresh seasonal produce, traditional food preservation techniques and the collection of wild foods*'.<sup>26</sup>

Methodologically, the partners' knowledge was shared through seminars, workshops and study tours; constraints within the target regions were defined by means of baseline studies; and pilot, knowledge-based initiatives were implemented to establish demonstration cases in each target region.

Interestingly, the project also provided the opportunity for local authorities and stakeholders to discuss and learn about new challenges, often of a common nature, such as the evident erosion of artisan competence, the competition/threat of genetically modified organisms for the artisan food movement and the

---

<sup>26</sup> [Centre for Ecological Engineering web site](#)

confusion experienced by processors and local authorities around the implementation of the new EU food legislation, in effect since 1 January 2006, in particular with regard to the application of Hazard Analysis and Critical Control Points (HACCP) principles (box B.2). The project's newsletter was also used as a way to present and sometimes comprehensively explain marketing-related methods, such as the box system, in the spring 2006 issue, or the basics for a direct marketing strategy, in the winter 2005 issue.

**B.2** The EU 'Hygiene Package' for food consists of three Regulations (852-854/2004) and two Directives. Together with the Feed Hygiene Regulation, it is an integral part of the EU strategy 'farm to fork' for food safety. The main provisions introduced by the package relate to: (i) setting of responsibilities for the meeting of hygiene standards; (ii) protection from contamination of primary products; (iii) registration of establishments involved in food production; (iv) application of Hazard Analysis and Critical Control Points (HACCP) principles; (v) preparation of good practice guide books; (vi) respect of technical requirements on infrastructure and equipment, food handling, water quality, pest control, etc. (vii) flexibility in the application of rules, '*in particular with regard to traditional methods of production, food establishments in regions subject to geographical constraints and small businesses*'; (viii) obligation for imported food to meet the same standards as EU products. The package was reviewed in 2009 (report by the European Commission (EC) to the Council of the European Union) and although some difficulties in implementation were highlighted, experience so far was regarded as positive by the Member States. In particular, the Council noted how, according to the report, the HACCP-based procedure was '*sufficiently flexible to be adapted even to small food businesses*'. More evidence and comments are expected before the EC proposes any change to the package, possibly in 2011.

Sources: [EU press release](#), 22 December 2005; [Press release on the Council's decisions related to the EC report on the Hygiene Package \(COM \(2009\) 403 final\)](#).

#### 3.2.4 Difficulties

No difficulties were reported with regard to project's implementation.

#### 3.2.5 Costs

The project total budget was EUR 458 282 euro, of which the European Regional Development Fund (ERDF) contribution was EUR 296 839.

#### 3.2.6 Evaluation

A wrap-up workshop was held in December 2006 for the '*Review and evaluation of the project activities with an emphasis upon the development of proposals for follow-up projects*', however the outcomes of the workshop have not been publicly documented.<sup>27</sup>

According to the final project publication, the project positively impacted on: (i) networking and the establishment of contacts within and among target regions;

---

<sup>27</sup> Local and Organic Food (2007a)

(ii) strengthening of several small-scale producers and processors, in particular by improving their products, diversifying the range of products and enhancing their marketing capacity; (iii) facilitating the understanding of dealing with problems and/or challenges faced by small-scale food businesses, especially around legislative and control issues.<sup>28</sup>

### 3.3 Legislative framing for ‘Km 0’ initiatives – Veneto region

*A supportive legislative framing at the regional level may eventually boost the development of local food systems through a diverse range of initiatives, while still complying with the EU acquis related to competition and internal market.*

**Types of measure (tools):** creating an enabling environment (legislative framing)  
**Local food system categories:** producers’ direct sale to consumers, producers’ sales through local outlets or collective marketing mechanisms

#### 3.3.1 Background

Public and private stakeholders of the Veneto region, Italy, have recently undertaken several concerted initiatives aimed at promoting the consumption of local agricultural products. These products are also referred to as ‘Km 0’ (kilometre zero) products, to highlight the fact that short distances are covered from the place of production to the point of sale or consumption. In 2008, these initiatives led to the definition and adoption of a legislative framework, at the regional level, that was then modified in 2010 to overcome some potential conflicts with EU regulations on competition and internal market. This framing has since supported the boosting of several ‘Km 0’ initiatives throughout the region, fostering the establishment of short food supply chains and, ultimately, providing support to local agricultural entrepreneurs.

#### 3.3.2 Description of the initiative

The *Coldiretti Veneto* is the regional branch of *Coldiretti*, a national organisation of agricultural entrepreneurs that also functions as a trade union. In 2008, within the framework of a broader ‘Km 0 action’, *Coldiretti Veneto* drafted a legislative proposal for which a popular consensus was obtained, with over 25 000 people signing the petition for the adoption of the law.<sup>29</sup> The legislative proposal was intended to support the agricultural entrepreneurs of the region by, among others, introducing a minimum mandatory share of locally produced products in the collective catering of schools, hospitals and other structures managed by public bodies, with this share being at least 50% of the total value of the annually purchased products.

---

<sup>28</sup> Local and Organic Food (2007b)

<sup>29</sup> *Veneto Coldiretti*, [‘Km 0’ web page](#)

In 2008, the proposal was largely debated and finally ended up in being approved by the regional authorities as Regional Law 7/2008. However, the law had to be modified in 2010, by means of Regional Law 3/2010, so as not to leave itself open to an infringement procedure for lack of compliance with the EU acquis.

In the Veneto region, there are about 100 farmers' markets and 80 points for the automatic and direct sale of fresh milk (milk slot machines); one hospital and about 30 restaurants are offering meals based on locally produced products; about 36 000 meals per year are prepared with local produce in a number of schools in several municipalities. Recently, a 120m<sup>2</sup> selling point ('supermarket') for the sale of 'Km 0' products and quality products from the region has been established in the municipality of Ponte di Piave, as part of the national network 'Campagna Amica' (box B.3) and following an agreement between *Coldiretti* and local organisations of agricultural entrepreneurs (*consorzi agrari*). The 'supermarket' is the first of such a nature in the region and in Italy; it enables the direct selling from producers to consumers of local agricultural produce and of other regional products provided that they are quality-certified by means of the special regional logo '*Veneto. Tra la terra e il cielo*'.

**B.3** 'Campagna Amica' is the first national network of points of sale for the direct sale of agricultural produce from producers to consumers. The overall aim of this network is to contribute to the establishment of a food supply chain fully based on national products ('*Una filiera tutta italiana*' project) while rewarding producers and consumers, the latter with higher quality and less expensive products. The network, managed through a foundation established by *Coldiretti*, supports direct marketing by means of farmer's markets, on-farm sales, cooperatives, 'Km 0' initiatives, and consumers' groups. In February 2010, the credit division of *Coldiretti* (*creditAgri Coldiretti*) agreed with a commercial bank (*Gruppo Cariparma FriulAdria*) the establishment of a credit line of 150 million euro, at the national level, for the financing of two types of activities: (i) the direct sale of agricultural products through 'Km 0' initiatives undertaken within the 'Campagna Amica' network and the '*Una filiera tutta italiana*' project and (ii) green energy investments.

Sources: *Campagna Amica* website <http://www.campagnamica.it/>, *CARIPARMA Crédit Agricole* (2010).

### 3.3.3 Main characteristics of the regional law 3/2010 on 'Km 0' agricultural produce

Regional Law No 3 of 22.01.2010 (3/2010) on 'Regulations to guide and support the consumption of 'Km 0' agricultural produce' of the Veneto Region modifies and replaces Regional Law 7/2008. It comprehensively supports the valorisation of 'Km 0' agricultural produce and sets the framework to facilitate

‘Km 0’ products’ consumption and marketing; to promote higher transparency for consumers on products’ origin, characteristics and prices; to support collective catering of these products both in the public and private sector; and to boost their direct sale from producers to consumers (Article 2, paragraphs 1 and 2).

Under Article 2, paragraph 3, ‘Km 0’ agricultural produce is defined to include:

- ‘quality products’, as determined by Regional Law No 40 of 12.12.2003;
- ‘traditional products’, as determined by Law Decree No 173 of 30.04.1998;
- ‘seasonal products’, i.e. products sold or delivered ‘fresh’ for consumption, within the typical production period of the concerned agricultural areas;
- products whose environmental sustainability, in terms of reduced emissions of green house gases (GHG) alongside the production process, has been proved.

For the latter category, Article 2 further specifies that emissions limits and modalities for their calculation will be published by the regional authorities within one year from the publication of the law.

Article 3 focuses on the uptake of ‘Km 0’ agricultural produce into public procurement, namely into the collective catering managed by public bodies. The article specifies that the use of ‘Km 0’ products *may* represent a preferential criterion to award supply contracts. However, this selection criterion will not apply to any of the contracts ongoing at the time the law was published, and up to their expiration.

Article 4, paragraph 1, regulates the interventions of municipalities with regard to the allocation of space within markets located on public areas. In the case of new markets or of new places within existing markets, local authorities are called on to reserve at least 15% of the total space available to agricultural entrepreneurs selling their produce directly to consumers. Paragraph 2 further specifies that local authorities, in order to promote the marketing of ‘Km 0’ products and raise consumer awareness on their characteristics, are to support, within their development plans, the establishment of farmers’ markets.

In order to promote the uptake of ‘Km 0’ agricultural produce by the private catering and distribution sectors, the law establishes, under Article 5, that those entrepreneurs operating within the regional territory and purchasing ‘Km 0’ products for at least 30% of the total value of their annual purchase, will be authorised to use a specifically established logo for their promotional activities,

and will benefit from the inclusion into a dedicated regional network. Article 6 further promotes the sale of ‘Km 0’ agricultural produce regulating the allocation of dedicated spaces for these products, within new and existing points of sale.

#### 3.3.4 Difficulties

Regional Law 7/2008 was issued within a broader policy framework particularly supportive of an increasing autonomy of the region.<sup>30</sup> As mentioned, the legislative proposal was also strongly advocated by local trade unions and subscribed to by a significant number of people by means of a public petition. This probably led to the approval of the legislation without prior checking on its eligibility with respect to the EU acquis, although provisions for obtaining an opinion on its compliance were made under Article 7.

In an informative appendix at the end of Law 3/2010, it is explained that after the approval of Law 7/2008 by the regional authorities concerned, the procedure to notify the law to the European Commission (EC), to allow the compliance check with the EU acquis in terms of State aid, was initiated.

Before the law was actually notified to the EC, informal contacts with EC officials and the permanent representation of Italy to the EU, highlighted the presence of elements, within the law, that were not compatible with the EU acquis, especially with regard to competition and internal market. Since the formal notification of the law to the EC could have potentially opened an infringement procedure, regional authorities opted for modifying the law in all those elements that had been highlighted as not compatible with the EU acquis, namely Article 2, Article 5 and all the references to the regional origin of the products meant to be supported by Law 7/2008.

#### 3.3.5 Evaluation

Law 3/2010 modifies Law No 7 of 25.07.2008 on ‘Regulations to guide and support the consumption of regional agricultural products’.

Among the amendments are:

- (i) The reference to the ‘regional origin’ of products in Law 7/2008 was replaced everywhere in Law 3/2010 by the reference to ‘Km 0’ products. This also affected the title of the law that changed to ‘Regulations to guide and support the consumption of ‘Km 0’ agricultural produce’ (Article 1, Law 3/2010).
- (ii) The specification of what ‘Km 0’ agricultural produce includes had to

---

<sup>30</sup> This trend towards a more decentralised form of government (the so called ‘federalism’) has been happening in Italy at the national level and has resulted in progressively more autonomous regions.

- be provided (Article 2).
- (iii) The mandatory introduction of ‘Km 0’ agricultural produce into public procurement had to be deleted (Article 3).
  - (iv) The introduction of a preferential criterion in the awarding process, for supply contracts encompassing ‘Km 0’ products (Article 3) had to be made voluntary, instead than mandatory.
  - (v) The space to be dedicated by municipalities to agricultural entrepreneurs selling directly to consumers their produce within markets located on public areas, had to be reduced from 20% to 15% of the total space (Article 4).
  - (vi) The obligation for those businesses marketing ‘Km 0’ products to dedicate specific room within their shops to these products had to be accompanied by the granting of an adaptation period (Article 6).

In addition, the reference to products with proven environmental sustainability in terms of reduced GHG emissions had to be accompanied by the specification of the regulations to refer to for the calculation of the emissions, and by the specification of the emissions limits established.

### 3.4 PROVE Project – *Promover e Vender*

*This initiative was established with the aim of positively impacting on the target territories while supporting small and micro agricultural producers through a fair, sustainable and participatory approach for the development of marketing mechanisms of proximity. All main local stakeholders, including local authorities, are involved in the PROVE approach that mixes a type of box-scheme logistics (produce delivered into boxes, or baskets, internet platform for the selling and ordering), with RECIPROCO principles (agreement between consumers and producers, groups of producers and groups of consumers).<sup>31</sup>*

**Types of measure (tools):** Creating an enabling environment (partnering, training), Intervening in the food supply chain (marketing, promotion), Piloting and up-scaling (demonstration initiatives, dissemination), Funding (EU, national)  
**Local food system categories:** producer-consumer partnerships, producers’ direct sale to consumers

#### 3.4.1 Background

Implemented within an EQUAL initiative, the project has, over the years, set up a methodological approach for the development of marketing mechanisms of proximity, supporting the distribution of local agricultural products. The focus is on small and micro producers and on the establishment of relationships with

---

<sup>31</sup> For a brief description of RECIPROCO, reference is to record PT\_3 in Part 1 of the report.

consumers for the direct sale of produce through a type of box-scheme approach. Initially piloted in the rural areas of two municipalities of the Setúbal district, the PROVE methodology has been to date disseminated to other municipalities of the Península de Setúbal and to the territories of Vale do Sousa, Alentejo Central, Mafra and Porto.

#### 3.4.2 Description of the project

Initiated in 2001, PROVE was selected for EQUAL financing in 2004 with funding up to June 2009. During the period 2004-2009 the focus was on the development and testing, in two municipalities, of local marketing systems for agricultural produce. In this ‘pilot phase’ the PROVE approach was fine-tuned and tools were developed on the basis of the experience gained in the two municipalities. PROVE is still ongoing and continues to disseminate the approach to other territories, such that the period from 2009 onwards may indeed be considered a ‘replication phase’.

The objective of PROVE – *Promover e Vender* (‘Promoting and selling’) was to investigate and test alternative marketing approaches, involving consumers and supporting the distribution of small producers’ products. The project was aimed at:

- enhancing the entrepreneurship skills of producers;
- developing marketing mechanisms of proximity as a sustainable process;
- establishing linkages between local producers and consumers.

The project’s partnership, led by the Association for the Rural Development of the Península de Setúbal, also included the local authorities of the target municipalities of Palmela and Sesimbra, and several other local stakeholders.

The project was grounded on the following evidence: (i) the existence of a wide range of traditional and local products; (ii) the growing interest of consumers in these products; (iii) the willingness of some small-scale producers to enhance their marketing and management capacities, also through common initiatives or platforms; and (iv) the commitment of local authorities to promoting their territories according to the principles of solidarity and sustainability.

The main problems the project was intended to address included: (i) constrained distribution of small/micro scale enterprises’ products due to the high costs of promotion and transport; (ii) limited capacities of entrepreneurs affecting contacts/networking establishment and the ability to negotiate within the distribution channels; (ii) low consumer awareness on the quality of local production and its sustainability in environmental and economic terms; (iii) lack of suitable structures for the distribution of products on the territory.

Within PROVE, a few producers get together and organise themselves to periodically prepare boxes, or baskets, of fruit and vegetables, according to the season and to the orders of the clients. Boxes are made of different materials and may weigh from 5 to 9 Kg. Prices vary according to the rates mutually agreed among producers; in Abrantes, in September 2010, a 7-8 Kg box containing fruit and vegetables was sold at EUR 10. Specific locations are set for the distribution of the boxes to consumers who are expected to pick the boxes themselves at these locations. Consumers are also organised into groups and the relationship between consumers and producers is regulated by a written agreement.

In 2009, a manual for the implementation of the PROVE methodology was published (box B.4). The manual describes in detail the PROVE approach, providing evidence and examples from the experience gained during the pilot phase in Palmela and Sesimbra. The manual's users are expected to: gain the capacity to promote and strengthen the ability of small producers; promote some of the local stakeholders' strategies and resources; and support a process of local sustainability through the establishment of food supply chains of proximity.

#### **B.4 PROVE methodology to develop supply chains of proximity – main steps**

- I. Diagnostic stage. This implies the gathering of information on the target territory with regard to production processes, products, local stakeholders and their role, consumers' interest, producers' motivation, and existing marketing mechanisms. Problems are also identified at this stage.
- II. Establishment of partnership. The identification of a partnership is intended as a tool to facilitate the application and implementation of the PROVE methodology. The partnership should preferably include stakeholders with different but complementary functions and be committed to the valorisation of the potentialities of the territory.
- III. Identification of mediators. These persons are selected to facilitate interaction and understanding between producers and consumers.
- IV. Groups of producers. Interested producers are identified and mobilised through a series of events where they interact with technicians, mediators and the members of the partnership. Subsequently, they are organised into 'groups of producers' with a common marketing strategy based on a box-scheme approach. This approach implies adaptation of the production capacity of the individual producers, followed by organisation of the logistics (including the identification of a place where boxes are prepared, determination of the boxes' content, determination of packaging material, orders' management, etc.), attribution of responsibilities and determination of prices for products and tariffs (e.g. those to be paid to the producers arranging for transport).
- V. Groups of consumers. Further to the characterisation of consumers and the collection of consumers' opinions on food supply chains of proximity, an awareness process is undertaken. Consumers' are gradually involved in the initiative and finally those interested are organised into 'groups of consumers'.
- VI. Communication and dissemination, characterising the whole process along all its stages.

*Source: Bandejas C., et al. (2009)*

Two other major outputs of the project are:

- (i) '*Contributo para uma Estratégia de Comunicação*' ('Contribution for a communication strategy'), explaining how to achieve, concretely, the mobilisation of consumers and the building of trust between consumers and producers.
- (ii) '*Carta de Qualidade e Compromisso Territorial*' ('Quality and territorial compromise chart'), an instrument regulating the relationship between producers and consumers at the commercial and ethical level.

As of June 2009, the PROVE initiative counted 11 marketing places, with 34 producers involved, 115 hectares of land used for the production of produce to be sold directly to consumers, 239 regular consumers, and 259 boxes marketed per week, for a total of 2.3 tons of produce marketed on a weekly basis.<sup>32</sup>

#### 3.4.3 Main characteristics of the project

The PROVE approach was developed to address some of the problems faced by small and micro agricultural producers in rural areas where agricultural land is often abandoned, either because of the increasing urbanisation or due to physical constraints (e.g. remoteness, low soil fertility). PROVE is meant to promote sustainability in terms of a more balanced production and consumption pattern, that takes into account principles of equity and ecology. The approach has developed around some main pillars:

- Territory-centred. The definition of a marketing strategy of proximity is a process undertaken by local actors (producers, consumers and local entities) and shaped by the physical and social characteristics of the territory. Participation, understanding, mutual learning and joint implementation are intended to develop a sense of identity and belonging to the territory.
- Participation. The methodology was designed alongside a process of mutual learning and consultation. Producers were especially listened to in terms of difficulties faced and expected outcomes from the initiative. Importantly, the project also benefited, in its early stages, from existing experiences, in-country and abroad.<sup>33</sup> All relevant stakeholders are supposed to contribute to

---

<sup>32</sup> Parceria de Desenvolvimento PROVE (2009)

<sup>33</sup> In-country, the project '*Cabaz da Horta*' ('Box from the garden') implemented in the municipality of Odemira, Alentejo region, provided an understanding of short food supply chain approaches; Odemira is one of the municipalities where RECIPROCO has been piloted since 2003. Abroad, the project benefited from the sharing of experiences provided by the EQUAL 'Transnational Co-operation Partnership' (with French, Italian and Slovak partners) with insights into the problems faced by the partners, in their respective initiatives, in

the implementation of the approach, not only those directly involved in rural development but also those operating in complementing sectors such as, for example, tourism, that may contribute to ‘attracting’ potential clients. In this way, a sense of shared responsibility for common goals at the territory level is created.

- Comprehensiveness. Social, environmental, economic, fiscal and legal aspects are considered within the approach, and practical guidance is provided, especially with regard to producers, as most of them are formally brought into the productive cycle as entrepreneurs for the first time.
- Social responsibility. This concerns all actors involved and implies that initiatives should also be assessed in terms of their impact at the social level, besides the economic and environmental ones. Solidarity and equity values characterise the process. Relationships between consumers and producers are regulated through agreements that also touch upon ethical issues.
- Strong communication and dissemination strategy. Communication is needed to establish and maintain a direct relationship between producers and consumers. It is also considered to be a tool to make evident to each stakeholder their respective roles in achieving common goals for territory development. Indeed, the high number of stakeholders participating in the process makes communication a necessary instrument to smooth misunderstandings and ensure cooperation.
- Internet as a multi-use, supporting tool. PROVE has developed a specific management system for the handling of the orders: G-PROVE.<sup>34</sup> The system’s use is licensed only to those belonging to the PROVE network. The system is accessible through the project website and also allows online ordering by consumers. In general, PROVE Internet site also hosts the presentation of the products; the description of the initiative, of the partners and of the municipalities where the approach has been implemented; the tools developed within the project; as well as newsletters and contacts.

With regard to quality control, quality of produce is considered an essential element of marketing within the PROVE approach. Products are expected to be fresh and, if possible, harvested and packed the same day that they are delivered. Nevertheless, the quality of products within the project methodology is simply certified by the producers who are asked to keep a precise record of the inputs and of the production process. As a form of mutual control, frequent visits among producers of the same group are encouraged.

---

differentiating the products and services offered to consumers and in distributing the produce.

<sup>34</sup> [G-PROVE management system: clients’ page](#)

#### 3.4.4 Difficulties

Difficulties are highlighted in the monitoring reports prepared by the project within the framework of EQUAL; those for 2005 and 2006 are the only publicly available reports on the EQUAL website.

The major difficulty faced by the project in its early stages (2005) related to the mobilisation of both producers and consumers. Ideological and social barriers constrained the involvement of producers, while consumers proved simply to be difficult to access in a structured and systematic way. As a consequence, the project decided to launch a communication campaign with the twofold aim of building the self-confidence of producers and their trust in the project, and informing consumers on local products and on the importance of local marketing for the development of the territory. Nevertheless, difficulties were still faced in 2006 in Palmela, one of the two pilot municipalities, and the project had again to face decreasing motivation of producers.

#### 3.4.5 Costs

The project was funded through an EQUAL initiative co-financed by the European Social Fund. The funding was distributed among the three main actions as it follows:<sup>35, 36</sup>

- Action 1: Eur 36 272.98 (November 2004 – May 2005)
- Action 2: Eur 296 046.19 (August 2005 – October 2007)
- Action 3: Euro 318 596.56 (January 2008 – June 2009)

#### 3.4.6 Evaluation

Nationally, the project has not been evaluated yet, the last evaluation report of Portugal on the EQUAL initiative having been published in 2005.

According to the project documents<sup>37</sup>, the following has been achieved on the target territories:

- maintenance of agricultural activities, including the enhancement of the livelihood of producers and their families;
- creation of employment opportunities and support to the local economy, including through the establishment of instruments fostering competitiveness of the territory;

---

<sup>35</sup> [PROVE website](#)

<sup>36</sup> An EQUAL initiative is generally divided into three actions. Action 1 is the starting phase that is usually concluded with a partnership agreement. Action 2 is the implementation phase. Action 3 refers to thematic networking, dissemination and mainstreaming activities, at national and European level.

<sup>37</sup> Bandejas C., *et al.* (2009)

- contribution to social and environmental sustainability, through involvement and responsibility sharing among local stakeholders;
- establishment of linkages between urban and rural areas;
- promotion of an attitude of entrepreneurship, encouraging quality production processes;
- enhancement of capacities and skills;
- preservation of the landscape.

### 3.5 MURA Programme - Pomurje region

*The MURA programme is a concerted initiative by local and national stakeholders where the development of local food systems is one of the several components necessary for achieving better health and quality of life. This programme demonstrates how the multiple use of several tools, such as policy framing, networking, education, research, piloting, public procurement, etc., is possible and actually necessary when the establishment of local food systems is addressed within an inter-sectoral approach for economic and regional development.*

**Types of measure (tools):** Creating an enabling environment (institutional framing, partnering), Intervening in the food supply chain (marketing, public procurement), Funding (EU, regional)

**Local food system category:** producers' sales through local outlets or collective marketing mechanisms

#### 3.5.1 Background

The MURA programme was intended to foster health improvement through an inter-sectoral approach across health, environment, education, agriculture, and tourism. The programme was based on the concept of 'Investment for Health' (IfH) that recognises a close relationship between health and development along with the need to tackle the socio-economic and environmental determinants of health through an integrated approach and within broader development policy and investment decisions.

In preparation for accession to the EU in 2004, the Government of Slovenia's efforts were focused on reducing regional inequalities; it was the Ministry of Health that first saw the opportunity to synergise health improvement with a focus on regional development and hence to pilot an 'investment for health and development' intervention in one of the most depressed regions of the country, Pomurje. Started in 2001, the initiative soon grew into a programme that, over the period 2002-2007, encompassed a wide range of activities with the support of both national and EU funds. Within this integrated approach, one of the four

main priorities of the programme, on which this description will focus, was to increase the production and distribution of healthy food.

### 3.5.2 Description of the programme

Started at the national level with the technical support and advice of the WHO Regional Office for Europe, the initiative required advocacy, awareness and wide consultation activities among and between national and regional stakeholders and authorities operating in various sectors (health, labour, agriculture, education, tourism, environment and regional development). The result was the presentation to the Slovenian Government, in May 2002, of a report on developmental issues in Pomurje and the assessment of needs, on the basis of which the MURA programme was set and responsibilities allocated.

The food and agriculture component of MURA was aimed at *‘improving the demand for/procurement of healthy food products as well as the supply/production of these by local farmers’*. This component was to contribute to the overall programme’s aim of *‘identifying, developing, implementing, and strengthening best practices in the field of social-economic and environmental development for achieving better health and quality of life for the people in the Pomurje region.’*<sup>38</sup>

The programme developed guidelines for healthy nutrition, undertook a health impact assessment for the transition to sustainable food production, created a consortium of producers and a centre for the support of organic farming, reviewed public procurement rules for the promotion of locally-produced products and established education and awareness programmes on healthy nutrition. In particular, the following projects were implemented:

- *2002: Optimisation of Market Chain for Organic Products and Fruit and Vegetables – Models for the Pomurje region*  
Research project assessing the existing situation and the future potential in the Pomurje region for: organic, and fruit and vegetable production; the development of short food supply chains; and the role of public institutions, such as hospitals and schools, as market outlets for local producers.
- *2005: Local Food Supply in Public Institutions*  
To raise awareness among food procurement staff in public institutions on local and healthy agricultural produce, and develop short food supply chains through the strengthening of the supply side. Such strengthening implied the establishment of a consortium of local fruit and vegetable

---

<sup>38</sup> Buzeti T., Zakotnik J.M. (2008)

producers (including 13 producers supplying about 20 institutions) and of the Ecological Centre SVIT for the development of organic farming.

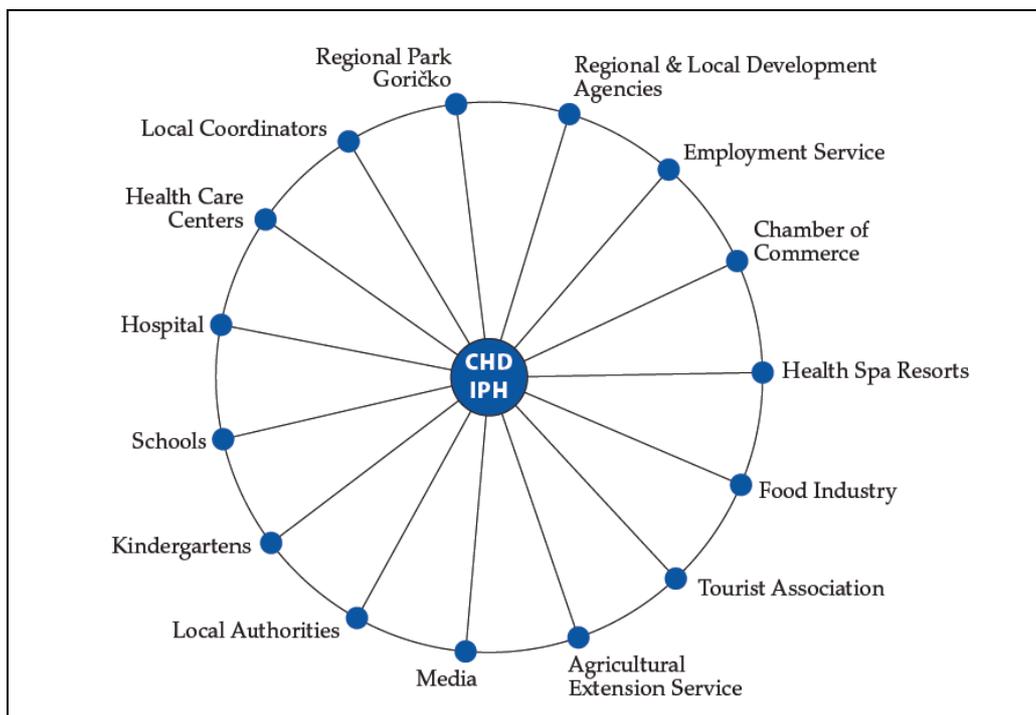
- 2006: *With Local Food Supply towards Health*  
To follow up on the activities of the '*Local Food Supply in Public Institutions*' through: additional awareness-raising initiatives, market research, training, and development of logistics and marketing mechanisms. Awareness-raising and information activities were still targeting public procurement actors, but also the general public and caterers in the tourism and gastronomic sectors.

In 2006, the project '*With Partnership to Local Sustainable Food Supply*' focussed on the dissemination of the good practices developed in Pomurje to other regions. Local procurement practices and the national quality standards for food procurement in schools and kindergartens were presented at a final conference organised at the national level.

### 3.5.3 Main characteristics of the programme

- Knowledge base. The programme initiation benefited from a wide knowledge base established as a consequence of the planned accession of the country to the EU. Among the relevant assessments is the 2001 national Health Impact Assessment of Agriculture, Food and Nutrition in Slovenia.
- Synergies with health. Food and agriculture policies and interventions were deemed to address some of the determinants of health as they determine the supply of high quality nutritional food while also impacting on employment and the environment.
- Establishment of working partnerships. The integrated approach across sectors required strong collaboration and partnership at national and regional level, political commitment, institutional performance and the engagement of a wide range of stakeholders, including civil society. A new centre, the Centre for Health and Development, was established within the Institute of Public Health Murska Sobota in 2004, with the specific task of coordinating the programme horizontally, within the region, and vertically, with national partners. A written commitment from local authorities and regional stakeholders was signed. Figure 2 provides an overview of the complexity of the regional partnership of the programme.

**Figure 2 – MURA programme stakeholders**



Source: extracted from Buzeti T., Zakotnik J.M. (2008). The Centre for Health and Development (CHD) and the Institute of Public Health Murska Sobota (IPH) are the co-ordinating bodies.

### 3.5.4 Difficulties

Building policy coherence for health and development, i.e. across sectors, to make operative the Health in All Policies approach requires the understanding of the priorities of all concerned sectors and the making of connections between these priorities and health determinants. One of the main challenges addressed by the programme was the identification of common interests and goals across sectors to create a win-win or win-neutral situation for all partners.

### 3.5.5 Costs

The programme was included as a priority in the Regional Development Programme Pomurje 2000+ for the period 2002–2006; as such, it became eligible to receive national and EU funds. With the formal commitment of the mayors of the 26 municipalities of Pomurje and of other regional stakeholders, projects implemented within the programme were also funded from resources allocated to regional development, including Phare and Interreg funds. The amounts contributed are not specified in the available literature.

### 3.5.6 Evaluation

The impact on health was assessed by means of some quantitative indicators in 2004, against the 2001 baseline, but the programme was not evaluated in the

other sectors though healthier eating habits were recorded along with an increased consumption of fresh fruit and vegetables.

There is evidence that the institutionalisation of partnership mechanisms was important to ensure sustainability over time and that the inclusion of the programme within the Regional Development Plan of Pomurje allowed not only for regular allocation of resources, but also for policy coherence and cross-sectoral collaboration.

Box B.5 provides an example of how one of the key partners of the MURA programme capitalised on the achievements of the initiative, in terms of quality of life, across other interventions.

**B.5** The Regional Development Agency Mura was the leading partner of the projects ‘Local Food Supply in Public Institutions’ (2005) and ‘With Local Food Supply towards Health’ (2006) within the MURA programme. In 2006, the Agency received the award ‘Pomurje – the 2006-2007 European Region of the Future’ for the project ‘Attracting Foreign Investments in Pomurje’. The project scored top points for ‘quality of life’, as well as ‘human resources’, ‘information technology and telecommunications’, ‘FDI promotion strategy’ and ‘cost efficiency’. Pomurje was selected by the FDI, a magazine issued by the London-based Financial Times group, as one of the ten European regions most attractive for foreign investments. *Source: [U.S. commercial service in Slovenia](#)*

### 3.6 Good Food on the Public Plate Project – City of London

*The introduction of sustainable food within public catering is not an immediate process. It requires mindset, commitment and skill, as well as the existence of proper logistic and organisational arrangements linking the supply and demand sides of the chain. This initiative, gradually taken over financially and strategically by the local authorities, develops ways to support the public procurement of local, seasonal and/or organic food that are not necessarily based on the setting of mandatory requirements.*

**Types of measure (tools):** Intervening in the food supply chain (public procurement, promotion), Funding (national, local)  
**Local food system category:** producers’ sales through local outlets or collective marketing mechanisms

#### 3.6.1 Background

The first phase of the Good Food on the Public Plate Project began in 2006 as an extension to the ‘Hospital Food Pilot Project’ implemented over the period 2004-2006 in four London hospitals.<sup>39</sup> The project, led by Sustain, supported the

<sup>39</sup> The pilot project was run by Sustain and the Soil Association. Sustain is ‘The alliance for better food and

introduction of sustainable food in public catering in London; during its first phase the focus was still on hospitals, though some work was begun within care homes. In 2008, a second phase of the project, still coordinated by Sustain, began; during this phase (2008 – 2010) efforts were made to increase the amount of sustainable food in the meals served in a range of public sector organisations. The project, which is now in its third phase, aims to consolidate this broadened scope by including work with universities, schools, prisons, government departments, and care homes while continuing its work with hospitals. It is anticipated on the project's website that funding has been secured up to March 2012.

### 3.6.2 Description of the project

#### **Phase I: 2006 – 2008**

The overall objective of the project was to increase the amount of sustainable (i.e. local, seasonal and/or organic) food supplied to the public sector. The project, funded from Defra's Rural Enterprise Scheme and The Bridge House (City Bridge) Trust, had three main specific objectives:

- *work with at least twenty hospitals, five schools and five care/nursing homes in London and the South East to increase the amount of sustainable food being served as part of their routine catering;*
- *improve the health of patients, pupils and residents, as well as staff and visitors, as a result of providing more fresh and healthy food;*
- *Improve the viability of local economies by ensuring that small and medium sized enterprises have opportunities to supply to the public sector, including by developing shorter supply chains and linking producers and the public sector.*<sup>40</sup>

In particular, the project's activities were aimed at: (i) raising the number of hospitals involved; (ii) broadening the scope of the work, by targeting schools and care/nursing homes besides hospitals; (iii) increasing the proportion of sustainable food in hospitals to 15% on average and to 30% in some specific cases; (iv) increasing the number and variety of suppliers in the project's database; (v) continuing to raise awareness among project's stakeholders; (vi) organising events and exchange visits among project's stakeholders; (vii) organising training sessions; (viii) expanding the network of those interested in sustainable food procurement in the region; (ix) providing assistance to at least 50 producers in the tendering process for supplying at least 25 public sector institutions/groups; (x) tackling any distributional and logistical issues related to the up-scaling of the project's scope.

---

farming', representing around 100 national public interest organisations working at international, national, regional and local level. <http://www.sustainweb.org/>. The Soil Association is a registered charity and the UK's leading organic organisation. <http://www.soilassociation.org/>

<sup>40</sup> f3 - making local and sustainable food happen (2008)

The first phase of the project was evaluated in 2008. The evaluation provides information on actual achievements and difficulties encountered in implementing the planned activities and in reaching the planned objectives.

### **Phase II: 2008 – 2010**

The second phase of the Good Food on the Public Plate Project, supported by the Greater London Authority and London Food Board, has been funded by the London Development Agency (LDA) as part of the Local Food Infrastructure Project (Box B.6), within the wider strategy ‘Healthy and Sustainable Food for London’.<sup>41</sup>

The second phase was meant to ‘*work with public sector organisations to develop clusters working together to locate, purchase, and receive deliveries of more sustainable food*’.<sup>42</sup> Thus, the second phase further broadened the scope of the work of the first phase in terms of target organisations, and focused on aggregating demand through clusters organised either on a geographical or a sectoral basis. The cluster approach allows for more sustainable procurement through the joint ordering and delivery of goods; it also provides a structure for organisations to gain support and inspiration from each other. The project provides free services including: assessment of the opportunities for change; advice on how to make these changes; support to the public sector organisations interested in moving towards sustainability; creation of linkages alongside the supply chain; training.

---

<sup>41</sup> The London Development Agency (LDA) is the Mayor of London's agency; the agency works to deliver the Mayor's vision and strategies. The Greater London Authority (GLA) is a strategic authority also supporting the work of the Mayor, but, while the Mayor is elected and the board of LDA is appointed by the Mayor, the GLA is a permanent body providing continuity in the ongoing development and delivery of strategies for London. The London Food Board (a non-statutory advisory body) was established by the GLA in 2004 to lead on food matters in the capital.

<sup>42</sup> Good Food on the Public Plate Project website: <http://www.sustainweb.org/goodfoodpublicplate/>

**B.6** The Local Food Infrastructure Project's scope is to improve the sustainability of food supplied into London; in particular, the project aims to build supply chains to get more local and regional food into London using wholesale markets as the focal point. Within the Mayor of London's Food Strategy the anticipated budget of the project was £1 500 000 for the period 2007-2009. The project's main components include: (1) Developing sustainable food in London's wholesale markets. To increase the flow of local produce into London, the project individually supports wholesale markets to pursue sustainability. As a consequence, some markets now have dedicated Business Development Managers creating linkages along the supply chain among market tenants, producers, individual customers, caterers, and the public sector; (2) Sustainable food transport. In liaison with transport operators into and out of the wholesale markets and with market authorities the project supports measures such as the use of alternative fuels, higher freight efficiency, and consolidated deliveries; (3) Sustainable purchasing in the public sector. The boosting of public sector sustainable procurement is implemented through the Good Food on the Public Plate Project that is operating across London to develop clusters of public sector organisations working together to improve the sustainability of their catering; (4) Sustainable food access, improving supply of fruit and vegetables into parts of London where it is difficult to access healthy, affordable and sustainably produced food.

Sources: *Food for London*, the site of the Local Food Infrastructure project; London Development Agency (2007).

Major activities implemented during the second phase include<sup>43</sup>:

- Auditing of food purchasing for interested organisations. Through the analysis of purchasing data, often in cooperation with suppliers, alternatives that improve sustainability are identified.
- Brokering supply chain links by facilitating the contacts between public sector organisations willing to switch to more sustainable supplies and suppliers.
- Advising on contract specifications for developing food supply contracts that contain robust sustainability specifications.
- Advising on purchasing to catering managers.
- Offering guidance to interested organisations on the development of sustainable food procurement policies.
- Providing networking opportunities, organising events and sharing experiences through case studies. In November 2009, the inaugural Good Food on the Public Plate awards were held, acknowledging public sector caterers from across the capital using sustainable produce.
- Liaising with suppliers to enhance their relationship with the public sector and to support the selling of their produce.

### 3.6.3 Main characteristics of the project

Money spent on food in the public sector is small compared to the private sector,

---

<sup>43</sup> Good Food on the Public Plate (2009)

so the contribution to sustainability, even if fostered within the public sector procurement of food, remains limited. Nevertheless, the first phase of the project was based on the conviction that the public sector should have the responsibility of setting standards for society or leading by example.

Since the outset, the project has emphasised the need to introduce a mandatory requirement on public sector organisations to purchase sustainable food. In the introduction to the project's first phase evaluation report, Sustain called for '*an obligation on public sector institutions to specify health and sustainability in their food contracts*' and for '*mandatory and enforceable measures, with clear targets and monitoring of progress over time*'.<sup>44</sup> However, this emphasis was not explicitly carried over into the second phase of the project where the project maintains only an advisory role on the development of contract specifications towards public bodies. Box B.7 provides an overview of the framing of public procurement at the national level and of the main recommendation recently made by an independent evaluation to embed principles of sustainable procurement across the public sector.

**B.7** The Defra-run Public Sector Food Procurement Initiative (PSFPI), at the national level, provides some guidance on sustainable public procurement. Launched in 2003 and adjusted in 2007, the initiative aims to: promote food safety, including high standards of hygiene; increase the consumption of healthy food; improve production, processing and distribution processes; increase tenders from small and local producers; increase cooperation along the supply chain; improve public food procurement and services. Evaluated in 2009, the initiative was considered to have achieved '*some areas of success in driving the principles of sustainability into public sector food procurement*'. On the evidence that more effort was needed to embed sustainable procurement principles across the public sector, with good cases tending to be isolated and not mainstreamed, the initiative was proposed to continue. However, the need to invest in establishing measurable targets and standards to track progress was recommended, following the example of the 'Healthier Food Mark' currently developed and tested in pilot public organisations within the 'Food Matters Strategy' and aimed at setting (initially, voluntary) standards for food served in the public sector.

*Sources: Deloitte MCS Limited (2009) and Defra (2009).*

#### 3.6.4 Difficulties

Only phase I-related difficulties are highlighted in the currently available literature.

Due to developments in national school food policy occurring after the start of the project, the focus on schools was dropped and interested schools were referred to other initiatives.

---

<sup>44</sup> f3 - making local and sustainable food happen (2008)

Interaction between suppliers and hospitals was constrained by the outbreaks of foot and mouth disease and blue tongue disease during the project.

‘Institutional inertia’ was felt by those leading the project as a significant barrier. In particular, the perception was that cost remains the main factor governing food procurement and that *‘sustainability issues such as environmental impact, nutritional value, provenance, quality, preparation, presentation, taste, carbon footprint or animal welfare are still widely viewed with scepticism, or at best as low priority. The contribution of food procurement to economic and social development in the local community is also low on the list of priorities - if it makes it on to the list at all’*.<sup>45</sup>

Other barriers that limited the impact of the project included time-limited funding, limited staff time, well-informed and engaged staff, and the low competitiveness of organic food compared to other food products.

Compliance with the requirements of assurance schemes, the cost of tendering, and the payment conditions of institutional contracts also functioned as deterrents to the involvement of some suppliers, especially small ones.

Finally, it was noted that those hospitals having a Private Finance Initiative (PFI) in place (i.e. approximately 85% of the hospitals in London) faced more difficulties in introducing sustainable procurement.<sup>46</sup>

### 3.6.5 Costs

Phase I: funded from the Rural Enterprise Scheme (RES) and The Bridge House.<sup>47</sup> The Bridge House contributed with £60 000 over 2 years for a hospital food project officer.<sup>48</sup> The amount contributed by the RES is not specified in the available literature.

Phase II: funded by the London Development Agency (LDA). The amount contributed is not specified in the available literature. The only record found relates to the award of a grant, by the Mayor of London, of up to £38 785 during the period January 2010 to the end of March 2010.<sup>49</sup>

---

<sup>45</sup> f3 - making local and sustainable food happen (2008)

<sup>46</sup> A PFI secures private funding for public institutions in return for part-privatisation. It is a way of creating a public-private-partnership (PPP).

<sup>47</sup> The RES was part of the England Rural Development Programme (ERDP) 2000-2006, designed to contribute to the delivery of the Government's Strategy for Sustainable Farming and Food and funded through EU and national funds.

<sup>48</sup> The City Bridge Trust (2007)

<sup>49</sup> The Mayor of London (2010)

### 3.6.6 Evaluation

#### **Phase I**

Since several of the barriers to increasing sustainable sourcing were of an institutional nature and beyond the capacity of the project to influence, the project's targets proved to be over-ambitious both in terms of number of activities and of food sourcing behavioural change.

The impact of the project could not be quantified. The main reason for this was the lack of baseline data and the inconsistency in recording and monitoring procedures among participating hospitals. Further, the attribution of changes in procurement could not be directly ascribed to the project's activities in most cases, due to several other circumstances influencing procurement.

Where the project had an impact, it was mostly due to the presence of receptive individuals (catering managers). More objective mechanisms for ensuring the sustainability of benefits of investments and changes in sourcing were deemed necessary. In particular, sustainable public procurement requires 'culture' (i.e. the right attitude and skills), commitment and in-house control of catering and food standards. Skills may be enhanced through tailored training for catering, procurement and management staff, as well as for health and care professionals. Attitude and/or a greater management interest may be facilitated by more explicitly linking sustainable procurement with nutritional health and thus with the delivery of effective health interventions that is often the primary objective of hospitals.

The project focus was on creating demand for sustainable food, rather than sourcing it, though the development of sustainable supply chains for the public sector requires interventions both at the demand and supply level. Demand has to be substantial and sustained. Supply needs to become familiar with customer needs and administrative procedures/requirements and, possibly, should be organised into consolidated hubs rather than a plethora of individuals.

#### **Phase II**

The second phase has not been evaluated yet.

# PART 4



## 4. Conclusions and recommendations

### Adoption of a common definition

There is evidence of the use of several different terms pointing to local produce while reviewing initiatives related to the development of local food systems. For example, the ‘Good Food on the Public Plate’ project refers to ‘sustainable food’ to indicate local, seasonal and/or organic food; the legislative initiative in Veneto refers to ‘kilometre zero’ products for quality, traditional, seasonal and environmentally sustainable products; ‘local food’ in public procurement at municipal level in Finland almost exclusively refers to food produced within the administrative boundaries of the municipalities concerned. Furthermore, ‘local’ is very often associated with the origin of the product (or provenance), or, as specified in a few cases, with the origin of the raw material. More generally, when producers and consumers are in partnership, ‘local products’ refer to those produced by the producers engaged in the partnership. When other direct sale mechanisms apply, ‘local products’ are usually defined through geographical criteria, such as the farms’ boundaries for on-farm sales, or nearby areas/territories for farmers’ markets.

This lack of coherence in terminology is certainly due to the many different features that may characterise local produce; traditionalism, specialty, artisan manufacturing, seasonality and freshness, quality, etc., or low distance travelled between the production and consumption sites. The importance of terminology is clearly demonstrated by the initiative of the Veneto region, where the term ‘regional products’ had to be replaced throughout the text of the regional law into ‘Km 0 products’ so as not to incur an infringement procedure with the EU.

⇒ *To consider the adoption of a common definition for ‘local products’, that may facilitate access by those producing ‘local products’ to supporting mechanisms or funding instruments.*<sup>50</sup>

### Acknowledgment and inclusion into policy making processes

Notwithstanding their expansion and the evidence provided by research projects, local food systems still remain marginal within the wider agro-food system. This

---

<sup>50</sup> The definition of ‘local products’ may be based on a distance criterion, namely the distance between production and consumption sites, or between the place of origin of the products, or of the raw materials used within the products, and the consumption sites. Alternatively, a more articulated set of criteria that are a reflection of the benefits that local food systems are expected to bring in the social, cultural, economic and environmental spheres may be used. Namely, ‘local products’ could be those addressing one or more of the following: products driving social cohesion or community development; products upholding or maintaining cultural or ethical values; products clearly driving localised economic development (within a community or a geographical area); environmentally sustainable products, in terms of reduced CO<sub>2</sub> emissions (carbon footprint), farming systems and practices.

marginal role is reflected in the lack of explicit references to local food systems within relevant EU policy documents.

⇒ *To recognise the existence and growth of local food systems, along with the fact that they often drive social, economic and/or environmental benefits for the local stakeholders involved and acknowledge this importance in relevant policies by means of specific references and, possibly, tailored strategies.*

### **Rural and regional development, competitiveness of the territory**

Local food systems do not only concern rural development. The MURA programme is a good example of how the development of these systems may be considered to be one of the several components of an inter-sectoral approach across health, environment, education, agriculture, and other economic activities (for example, tourism) aimed at achieving better health and quality of life and, ultimately, at combating regional inequalities. Integration across policy and investment decisions requires vision, knowledge, commitment and institutional settings but it may become attractive and feasible if a win-win situation for all the sectors and actors involved is achieved.

⇒ *To consider approaching the development of local food systems in a more comprehensive and integrated manner, as part of broader local or regional development processes, i.e. across sectors (health, environment, rural development and agriculture, tourism and other economic activities) and actors, to foster economic and regional development.*

Local food systems do not only implement a fairer share of the benefits but may contribute to the overall competitiveness of the territory while narrowing the distance between urban and rural communities.

⇒ *To introduce instruments for: (i) increasing the added value of local products by small and micro rural enterprises; (ii) up-scaling fragmented and isolated initiatives that proved to be successful; (iii) establishing clear strategies to market and promote locally produced foods in a profitable way.*

### **Environmental protection**

There is evidence, for example through the PROVE project, in Portugal, that local food systems have a role in maintaining landscapes in those rural areas that would otherwise be abandoned or converted due to urban expansion. Several other examples show how local food systems are often based on methods implying low levels of inputs.

⇒ *To introduce innovative economic tools for the rewarding of those local food systems preventing land abandonment or promoting environmental protection through the extensification of agricultural practices.*

### **Social responsibility**

Local food systems promote ethical and social values such as shared benefits, fairness and cooperation, whose importance is normally underestimated. Interestingly, the consumption of ecological food within collective catering in schools and hospitals is referred to as ‘social consumption’ in some Spanish cases.

⇒ *To introduce ‘social responsibility’ among the factors driving economic models, for example by emphasising the importance of Sustainable Public Procurement (SPP).*

### **Public procurement**

Based on the recognition that local sourcing in public procurement may set the example, even if it does not contribute greatly to sustainability in quantitative terms<sup>51</sup>, there is evidence of initiatives undertaken and experiences gained by several LRAs throughout the EU. These experiences could provide guidance on good practices, including in terms of compliance with the EU acquis in relevant policy areas (competition, trading, and internal market).

⇒ *To facilitate local sourcing in public procurement through more effective communication and sharing of experiences, updating of existing Green Public Procurement criteria for ‘food and catering services’, and, possibly, introduction of social considerations into public procurement within the broader framework of a socially responsible purchasing policy.<sup>52</sup>*

### **Behaviours, mindsets**

Consumer behaviour is central to the functioning of local food systems. Ultimately, it is consumers, with their choices and arguments, who decide what is to be produced. Behaviours and mindsets are also fundamental at the level of institutions, as experienced throughout the first phase of the ‘Good Food on the Public Plate’ project and, on the supply side, at the level of the same producers, as experienced by the PROVE project.

---

<sup>51</sup> In this sense, the KEKEPAMPO project, in Finland, will provide more insights into the contribution of public procurement to sustainable rural entrepreneurship and regional economy.

<sup>52</sup> In 2008, the European Commission commissioned the ‘Study on the incorporation of Social Considerations in Public Procurement in the EU – Proposed Elements for taking account of the Social Considerations in Public Procurement’ (2008). In 2010, the publishing of the ‘Assessment and Comparison of National GPP/SPP Criteria and Underlying Schemes in 10 countries’ is expected.

⇒ *To consider linking the development of local food systems to educational programmes for children, adults, professionals and public catering managers, to create substantial and regular demand for local food.*

### **Promotion and branding**

There is evidence of several ‘quality designations’ within the framework of the establishment/development of local food systems throughout Europe, the evident aim being to add value to local products. These ‘quality designations’ simply evoke locality/region or speciality and nature; refer to compliance with rules and principles established within charts regulating the producer-consumer relationship; are linked to the application of organic and integrated agricultural practices; or derive from the adherence to more structured certification-type schemes and, more frequently, labelling-type measures. ‘Branding’ is often organised at the regional level and it is usually the result of the concerted initiative of several stakeholders (farmers, small regional processors, other rural entrepreneurs and local public institutions); the process is not necessarily complex (case of Hungary) nor excessively formal (case of Sweden). While there are many examples of regional branding throughout the EU, fewer examples of adherence to labels, brands and logos are available at the local level (one is the label ‘*Terres d'Eure-et-Loir*’, developed at the departmental level since 2002).

⇒ *Upon the definition of ‘local products’, to consider developing a European logo to standardise the efforts made locally to add value to local food systems.*<sup>53</sup>

### **Compliance with legislation for small and micro producers and processors**

The Interreg IIC project on local and organic food highlights well the difficulties faced by local actors in implementing EU standards and regulations, specifically with regard to food hygiene. Such difficulties were overcome due to the informative role the LOF project played through the organisation of seminars. The PROVE project, on the other hand, demonstrates how adaptations in the fiscal and legal regimes are also needed at the national and/or regional level for small and micro producers. More generally, small and micro entrepreneurs are often constrained from being involved in economic activities by the apparent or real complexity of regulations and requirements.

---

<sup>53</sup> The EU Commissioner for Agriculture, Dacian Cioloș, recently declared during a visit to Brittany that a logo was being prepared for local products distributed within short food supply chains. That would indeed imply the need for the prior adoption of a definition of ‘local products’. COM(2009)234 ‘*on agricultural product quality policy*’ does not refer to local food systems nor to local products; instead, references are made to ‘product of mountain farming’ and ‘traditional product’.

- ⇒ *To consider the definition of exemptions or lighter requirements for small and micro entrepreneurs implementing local food systems, in terms of hygiene regulation and trading laws.*
- ⇒ *To consider systematically using relevant EU funded projects, especially those encompassing multi-country partnerships, as operative tools for the spreading of information on modalities for the practical implementation at the local and regional level of new or upcoming EU regulations.*

### **Funding through those EU instruments that are used the most**

There is evidence of reliance on different EU instruments for co-financing the development/establishment of local food systems (ERDF, EAGGF, ESF, and LIFE, among others). This is certainly due to the fact that local food systems touch upon different areas, from regional development to agriculture, social development and environment. Additionally, EU Research Framework Programmes evidently contributed to the showcasing of local food systems across the EU and to demonstrating their relevance.

- ⇒ *To increase allocation of funding to those instruments that appear to be used the most for: (i) piloting or up-scaling local food systems initiatives that proved to be successful; (ii) allowing experience-sharing through trans-regional cooperation; or (iii) taking innovative approaches.*

### **Good practices and sharing of experiences**

There is evidence of a myriad of initiatives undertaken throughout the EU on the establishment of local food systems, of important lessons learnt, often over periods of five or even more years, of successes or innovative solutions implemented, from the local to the national level. Networking, partnering and exchange of experiences have proven to be extremely appreciated measures by stakeholders within the observed cases, often serving as inspiration or contributing to problem-solving. While the development of local food systems is closely dependent on the local socio-economic characteristics of the location, there are measures, approaches and tools that, upon adaptation, may prove successful in different contexts.

- ⇒ *To consider establishing a hub for information and experience-sharing about local food systems, possibly at the EU level.*

### **Evaluations**

The detailed analysis of cases highlighted shows that evaluation of interventions is not done systematically or, when done, is not systematically made publicly available. Additionally, evaluations tend to emphasise achievements, which is understandable in the logic of justifying the funding, but rarely elaborate on

problems encountered or difficulties faced that, in fact, represent important information to be shared and from which others may learn.

⇒ *There is the need to improve the monitoring of existing initiatives, especially of those co-funded with EU funds, making sure that baselines are set when initiatives start so that progress may be measured or evaluated; and to consider emphasising the difficulties faced within existing initiatives as important lessons to be shared with others, rather than focusing on achievements only.*

## **References**

EuroFIR (European Food Information Resource Consortium (2009)). [Synthesis report No 6: Traditional Foods in Europe](#). Funded under the EU 6th Framework Programme, Food Quality and Safety thematic priority.

European Commission (2009a). [Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on agricultural product quality](#). COM (2009) 234 final.

European Commission (2009b). Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. [A better functioning food supply chain in Europe](#). COM (2009) 591 final

European Commission, Directorate-General for Health and Consumers (2009). [Report from the Commission to the Council and the European Parliament on the experience gained from the application of the hygiene Regulations \(EC\) No 852/2004, \(EC\) No 853/2004 and \(EC\) No 854/2004 of the European Parliament and of the Council of 29 April 2004](#).

European Parliament, Committee on Agriculture and Rural Development (2010). Draft report on fair revenues for farmers: A better functioning food supply chain in Europe (2009/2237(INI)). Rapporteur: José Bové. [http://www.europarl.europa.eu/meetdocs/2009\\_2014/documents/agri/pr/804/804933/804933en.pdf](http://www.europarl.europa.eu/meetdocs/2009_2014/documents/agri/pr/804/804933/804933en.pdf)

Facilitating Alternative Agro-Food Networks - FAAN (2010). [Local Food Systems in Europe - Case studies from five countries and what they imply for policy and practice](#).

ICLEI (2008). European Commission Green Public Procurement (GPP) Training Toolkit - Module 3: Purchasing Recommendations. [Food and catering services product sheet](#).

Karner S., *et al.* (2010). Facilitating Alternative Agro-Food Networks (FAAN) Project. [Local food systems workshop: background briefing document](#). [Local Food Systems: practices and strategies](#). 22 February 2010, CDMA Building, 21 Rue du Champ de Mars, Brussels

'Le Figaro' press release, AFP 11/09/2010: PAC/bio: l'UE prépare des mesures.

## **Danish Internet-based box scheme business Aarstiderne**

---

Abend L. (2009). [Thomas Harttung - Heroes of the Environment 2009](#). TIME website.

Black J. (2009). [The CSA That Isn't One](#). Gourmet website, section 'Food Politics'.

Decision News Media SAS (2002). [Food productiondaily.com press release dated 02-12-2002: Danish company receives sustainable food production prize](#).

European Commission, Directorate General Enterprise and Industry (2005). The European e-Business Market Watch. [Case study: the organic products challenge: Aarstiderne](#). Based on Sector Report No. 01-I - ICT and Electronic Business in the Food and Beverages Industry.

Gilman S. (2004). [Thomas Harttung's humongous CSA: Growing by 10,000 households per year](#). NOFA–NY Conference, January 30, 2004.

Marshall B. (2008). [A man for all seasons - A Danish organic farmer delivers his produce door to door](#). Ode magazine, November 2008 issue.

Lampkin N. et al. (1999). [The Policy and Regulatory Environment for Organic Farming in Europe](#). Published as Volume 1 of the Series 'Organic Farming in Europe: Economics and Policy'.

Oostindie H., *et al.* (2007). [National Synthesis Report on Case Studies in The Netherlands \(D 4.5\)](#). COFAMI – Encouraging Collective Farmers Marketing Initiatives, 6th FP.

Poirier C. *et al.* (2006). [The characterisation of the Danish Ebusiness Aarstiderne as an alternative food network: A case study](#). Final paper for the course Ecological Agriculture at KLV University, Denmark.

## **Local and Organic Food Interreg Project**

---

EU Interact (2007). Interreg IIIC. [Five years of bringing Europe's regions together](#).

Local and Organic Food LOF (2006). [Newsletter n° 7, winter 2006](#).

Local and Organic Food (2007a). [Newsletter n° 8, spring 2007](#).

Local and Organic Food (2007b). [LOF! Local and Organic Food - Final booklet](#).

### **Legislative framing for 'Km 0' initiatives – Veneto region**

---

CARIPARMA Crédit Agricole (2010). [Press release of 09/02/2010](#).

Coldiretti Veneto (2008). [Progetto Km 0 – Metti nel piatto i sapori della tua terra](#).

Regione Veneto (2008). Legge Regionale n. 7/2008, 'Norme per orientare e sostenere il consumo dei prodotti agricoli di origine regionale'. B.U.R. Veneto - n. 62 of 25/07/2008.

Regione Veneto (2010a). Legge Regionale n. 3/2010, Modifiche della legge regionale 25 luglio 2008, n. 7 'Norme per orientare e sostenere il consumo dei prodotti agricoli di origine regionale'. B.U.R. Veneto - n. 8 of 26/01/2010.

Regione Veneto (2010b). [Press release 619 of 24/03/2010](#).

### **PROVE Project – Promover e Vender**

---

Bandeiras C., *et al.* (2009). PROVE – Contributo para um Processo Territorial de Proximidade (2009). Downloadable from: <http://www.prove.com.pt/projecto>

[EQUAL Common Database – PROVE: Promover e Vender](#).

Parceria de Desenvolvimento PROVE (2009). [PROVE brochure](#).

### **MURA Programme - Pomurje region**

---

Buzeti T. (2009). [Placing health on the regional agenda IFH Workshop](#), Tartu.

Buzeti T., Zakotnik J.M. (2008). [Investment for health and development in Slovenia – Programme MURA](#). Centre for Health and Development Murska Sobota.

## **Good Food on the Public Plate Project – City of London**

---

Defra (2009). [Food Matter: One Year On](#).

Deloitte MCS Limited (2009). [Public Sector Food Procurement Initiative – An evaluation. Final report](#).

f3 - making local and sustainable food happen (2008). [Good Food on the Public Plate. Evaluation Report – for Sustain](#).

Good Food on the Public Plate (2009). [Interim project report](#).

London Development Agency (2007). [Healthy and Sustainable Food for London - The Mayor's Food Strategy Implementation Plan](#).

The City Bridge Trust (2007). [Building Bridges – Annual Review 2007](#).

The Mayor of London (2010). [Eighteenth Mayor's Report to the London Assembly](#).