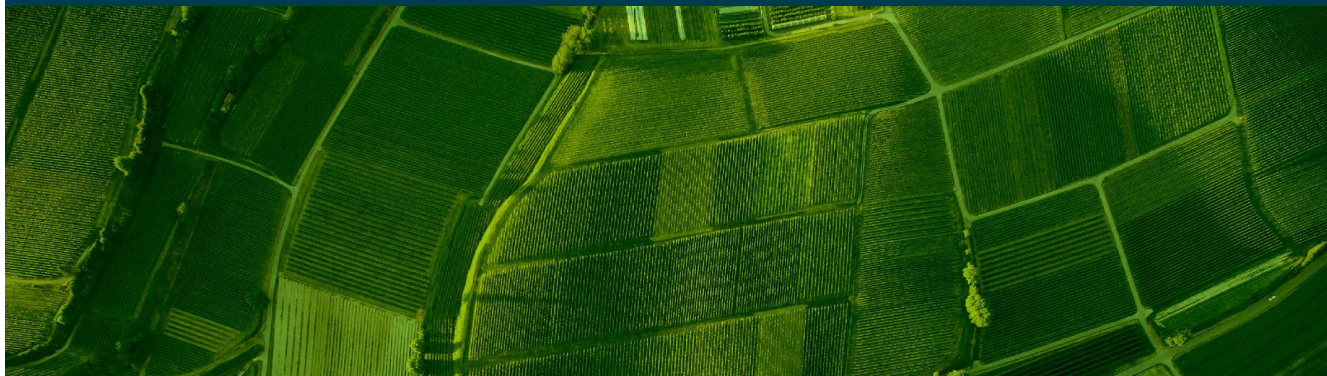


Practice Abstract No 25

Support local/small producers: That is our GOAL!!!



Description

When considering food origin, do you picture distant countries or towns, or perhaps the nearby farm? In the EU, the average distance food travels from the point of production to the customer is 2400 Kilometres; this results in a bigger carbon footprint, a decrease in the amount of fresh food available, and minimal financial support for regional farmers and food producers. Thus, pushing consumers to purchase as much as they can from local vendors would help into the “green” and environmentally friendly movement across the EU. It goes without saying that when people purchase locally sourced food, they are helping farmers who grew and produced the food. It supports the local economy by keeping businesses alive, is generally less expensive, and generates local jobs at farms. That's a lot of advantages in one! Buying local encourages customers to get to know farmers and other people who regularly stop by to purchase fresh local produce. Farmers markets are great places to meet new people and really get to know neighbours, and thus buying local reinforces local communities. Farmers markets and locally grown food promotes also agrotourism; people like the chance to visit local farmers and local food producers. Through agrotourism, farmers will protect and use nature while promoting tourism to create greater profits. In addition, there are hundreds of different fruits and vegetables to be enjoyed and buying locally gives customers a great chance to discover new unknown foods and find alternative to a healthier and more sustainable diet while supporting local communities. Within co-fresh, various partners will implement new strategies to support SMES and promote social practices aiming to reinforce local/small producers' position within food markets.

Author(s)

Marco De La Feld, Antonietta Pizza, Ahmed Saidi.
ENCO

Stakeholders

Agri-practitioners, producers, consumer, local communities.

Country/Region

EU.

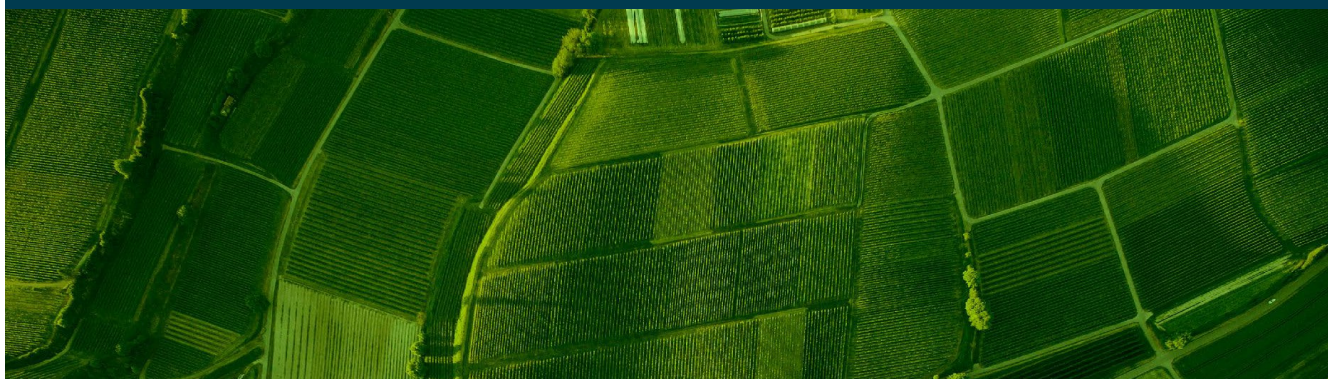
Keywords

Local, farmer, support, community, short supply chain.



Practice Abstract No 25

Support local/small producers: That is our GOAL!!!



Description

Valutando l'origine dei prodotti alimentari, l'UE ha una distanza media di 2400 km tra produzione e cliente. Ciò comporta un'alta impronta di carbonio e meno cibo fresco disponibile. Sostenere i venditori locali contribuisce al movimento ecologico nell'UE.

Acquistare alimenti locali aiuta gli agricoltori e l'economia locale, mantenendo vive le imprese e creando posti di lavoro. Favorisce anche la conoscenza tra clienti e produttori, rafforzando le comunità locali. I mercati contadini promuovono l'agroturismo, permettendo agli agricoltori di proteggere la natura e generare maggiori profitti dal turismo.

Acquistare localmente offre la possibilità di scoprire nuovi cibi e promuovere una dieta più sana e sostenibile, supportando le comunità locali. CO-FRESH implementerà strategie per sostenere le PMI e promuovere pratiche sociali per rafforzare la posizione dei piccoli produttori locali nei mercati alimentari.

Author(s)

Marco De La Feld, Antonietta Pizza,
Ahmed Saidi
ENCO

Stakeholders

Agri-practitioners, producers,
consumer, local communities.

Country/Region

EU.

Keywords

Local, farmer, support, community,
short supply chain.



Additional Information (context, links, etc.)

<https://www.enco-consulting.it/>

Pictures



About CO-FRESH

The CO-FRESH project aims to provide techniques, tools, and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

Visit us!



<https://co-fresh.eu/>



[COFRESH-H2020](#)



[CO-FRESH](#)

CO-FRESH Partners



Disclaimer

This practice abstract reflects only the author's view. The CO-FRESH project is not responsible for any use that may be made of the information it contains.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000852.