

SHORT SUPPLY CHAINS

CONTEXT AND PILOT SCHEMES IN SPAIN

RED
RURAL
.....
NACIONAL

Current framework

Two main agrofood systems in Spain :

- **Big producers**
 - Homogeneous and cheap food
 - Large volume of production
 - Sale through agroindustry system or long distribution chains

- **Small producers**
 - Food of higher quality
 - Small volume of production
 - Sale through traditional shops and short supply chains



Current framework

Scenario of depopulation of rural environment:

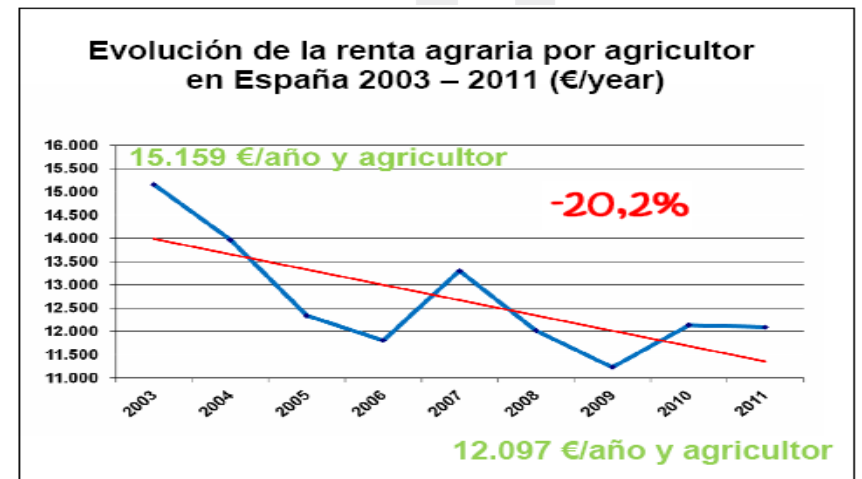
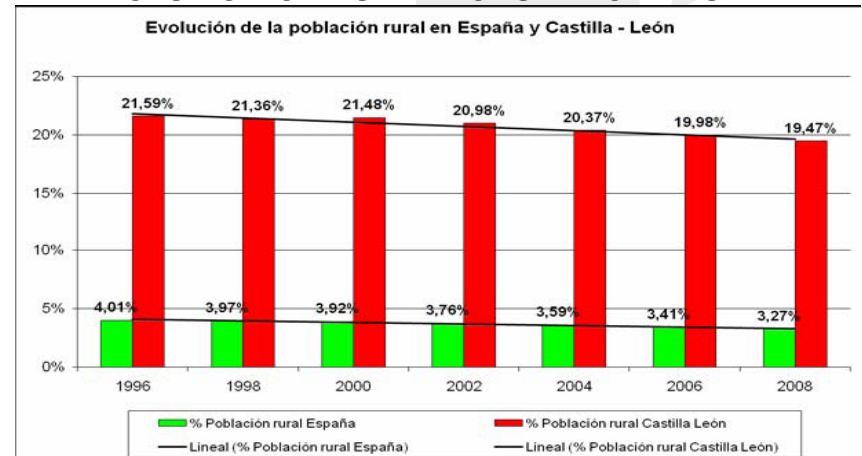
- Low economic diversification.
- Low incomes in the agricultural sector (prices do not cover production costs)
- Lack of social services
- Low social awareness about the importance of the farm work

These factors result in a demographic ageing (Youth and women exodus)

SSC: an opportunity for Rural Development

SSC can increase motivation for young farmers, as the value of the product is established through a bottom-up approach, and the value of agricultural work is enhanced

EVOLUTION OF RURAL POPULATION IN SPAIN



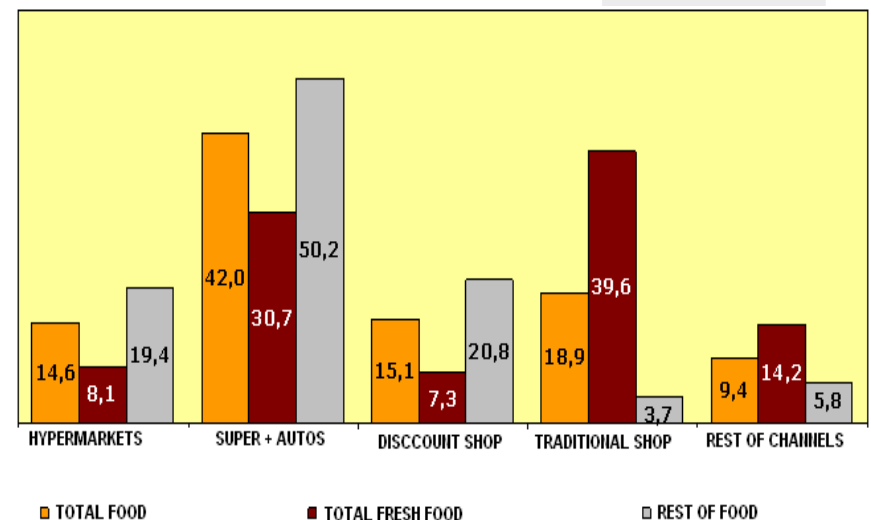
EVOLUTION OF FARM INCOME/FARMER

SSC data

- The Observatory of Food Prices is carrying out a specific research on SSC, focused in:
 - Conceptual and legal framework: definition, national and EU framework, labels, hygiene requirements, etc)
 - More relevant initiatives in other countries
 - Current situation in Spain
 - Electronic trade

Some data 2011:

- 74% of total food expenditures were made by householdings
- 5% of food spendings by householdings were done through SSC
- 15% of producers of fresh fruit and vegetables sold their products through SSC



Short supply chains

- Definition
 - There's no official definition, but the concept is commonly related to:
 - No existing intermediaries between producer and consumer, or at maximum one.
 - Geographical proximity
- Legal framework
 - Lack of national specific regulation
 - Regional regulation in Navarra, Andalucía and Cataluña



Main obstacles

- Lack of national policy focused on SSC
- Difficulties to identify local products
- Lack of marketing skills on the part of the producers and shortage of money to afford marketing costs
- Lack of logistic infrastructures for the distribution of products
- Legal restrictions are more difficult to comply with

Main chances

- Increasing producers and institutions awareness about direct sales
- Increasing consumer demands for two reasons: price and quality
- Important enhancement by agricultural organizations through the development of innovative experiences related to SSC
- New opportunities through new technologies
- Linkage to rural tourism

Forms of SSC in Spain

- **Direct sale by the producer:**
 - Private
 - Fairs
 - Farm shops
 - Markets
 - Internet
 - Vending
 - Collective:
 - Consumer groups
 - Cooperatives
- **Sales with one Intermediary**
 - Private:
 - Restaurant
 - Retail sales
 - Shops
 - Internet
 - Collective:
 - Shops
 - Consumer groups

Examples of practical applications



ARCo: SHARED RESPONSABILITY AGRICULTURE

(COAG)

Based on principles of Food sovereignty

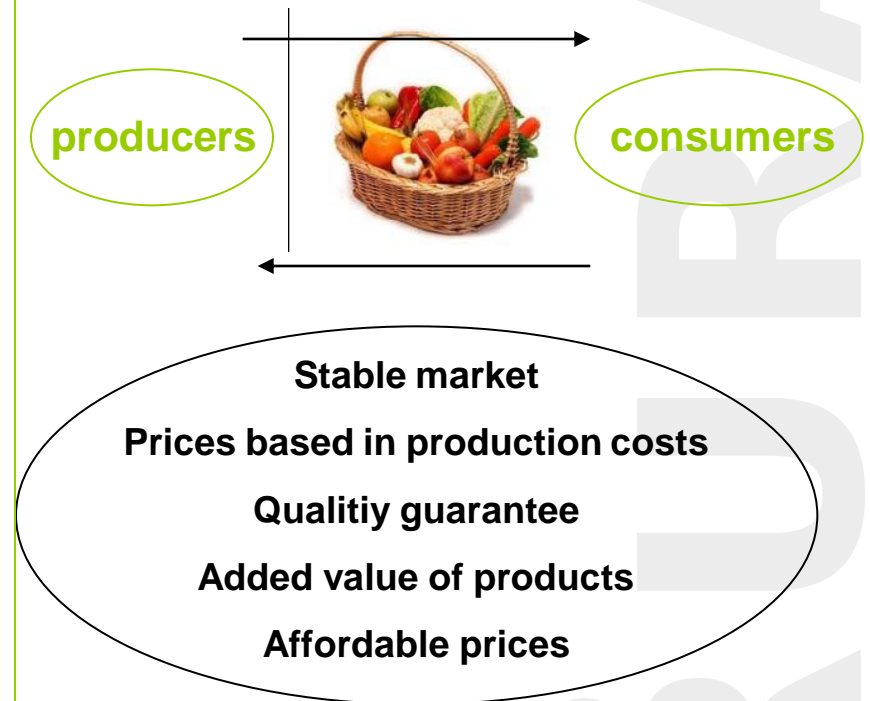
Aim: Creating **stable job** in rural areas through the development of **commercial strategies** based on **short supply chains** for local and ecological products, where the **producer is central**

Courses of action:

- Creating consumer-producer groups (ARCo groups) that share interests and context
- Creating the “ARCo Network” as a link between the groups, in order to exchange experiences and food, without artificially added costs
- Improving communication by creating a local producer engine search and a website including social networks
- Organizing local markets, regional fairs, farmer shops, online sales...

INNOVATIVE EXPERIENCE

Producers and consumers common project



ARCo: SHARED RESPONSABILITY AGRICULTURE

(COAG)

INNOVATIVE EXPERIENCE

WEBSITE

Producer searcher
by regions

The screenshot displays the ARCo website interface. At the top, it features logos for the European Union (FEADER), the Spanish Government (GOBIERNO DE ESPAÑA), and the Ministry of Agriculture, Food and Rural Affairs (MINISTERIO DE AGRICULTURA, ALIMENTACIÓN Y MEDIO AMBIENTE). The main title is "ARCo Agricultura de Responsabilidad Compartida". Below the title is a navigation menu with options: "¿Qué es ARCo?", "Espacio para productores", "Espacio para consumidores", "Eventos y novedades", and "Contacto". The main content area includes a large image of a market stall, a "CALENDARIO DE MERCADOS A GROECOLÓGICOS EN ARAGÓN" section, and a "Busca tu agricultor, encuentra tu producto" section with a map of Spain. The map is color-coded by region, and an arrow points to it from the "Producer searcher by regions" text. Other sections include "Con manos de mujer", "Recetas con calor a campo", "Historias con los pies en la tierra", "Agroturismo y artesanía", and "Experiencias internacionales".

RED RURAL NACIONAL

ARCo: SHARED RESPONSABILITY AGRICULTURE

(COAG)

INNOVATIVE EXPERIENCE



Farmer markets

Farmer shops

Home delivery of products



RED RURAL NACIONAL

Red de Redes: Network of agro-rural companies for the purposes of sustainable development

(FADEMUR)

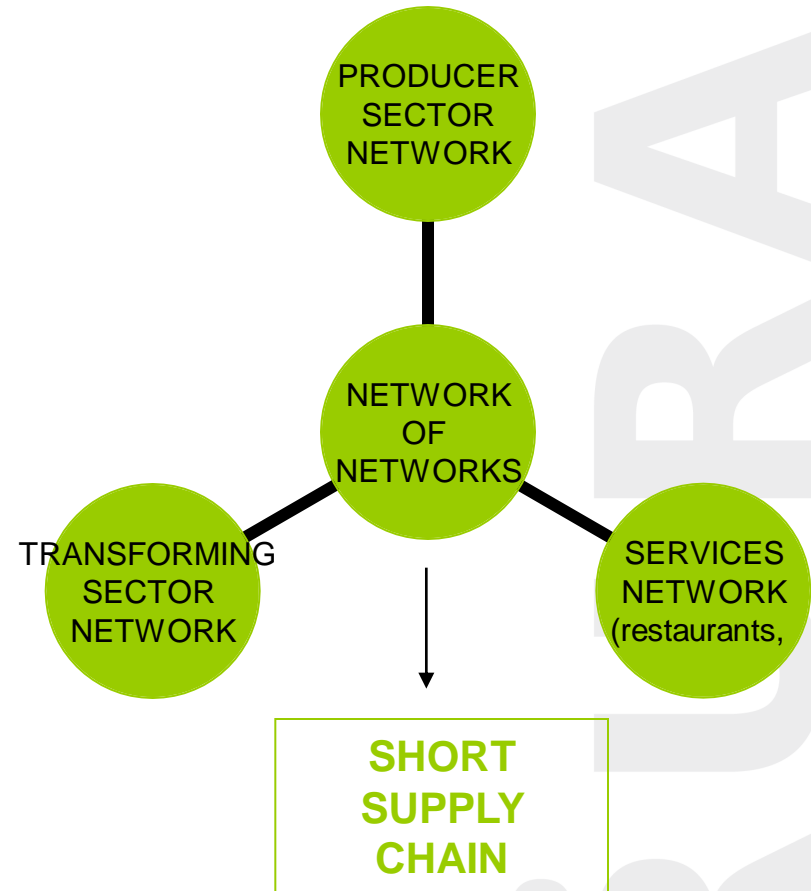
INNOVATIVE EXPERIENCE

Intersectorial link for rural stakeholders interested in **slow food principles**.
Specially focused on rural women

Aim: Encouraging Short Supply Chains between production, transformation and services sectors in rural environment, appreciating local and fresh products and proximity services (slow food principles)

Courses of action:

- Creating an online campaign for networking
- Setting up a training scheme for stakeholders in slow food principles and sustainable development
- Running awareness campaigns addressed to different stakeholders: local administration, stakeholders and consumers
- Promoting continuous technical support for the participants



RED RURAL NACIONAL

Red de Redes: Network of agro-rural companies for the sustainable development

(FADEMUR)

INNOVATIVE EXPERIENCE

Awareness campaign

Garbanzos con Boletus al Ajillo de Cebollino, Callos de Bacalao y Tallarines de Sepia Salteados:

Ingredientes para 10 raciones

- Elaboración del Ajillo de Cebollino:**
- 1 l. de fumet (rape + bacalao) (colado)
 - 3 dientes de Ajo
 - 40 gr. de Harina
 - 30 gr. de Cebollino (picado)
 - 1 litro de Guindilla roja seca (dulce)
 - 40 gr. de Aceite de O4# (para pochar)
- Elaboración de los Boletus:**
- 750 gr. de Boletus frescos (limpio)
 - 225 gr. de Cebolleta (picada)

Elaboración:

Calentamos el agua a 60°C. E incorporamos los garbanzos. Cuando rompan a hervir, añadimos la zanahoria, el puerro, la cebolleta y el hueso de jamón. Manteniendo a fuego fuerte durante 1.0 minutos. Posteriormente seguimos la cocción a fuego lento hasta el punto deseado. Rectificamos de sal. Enfriamos y envasamos por ración de 150gr. (con su jugo colado).

Pochamos la cebolleta. Posteriormente incorporamos los boletus (previamente cortados en tacos) rehogamos lentamente. Rectificamos de sal.

Pochamos el ajo picado sin dejar que coja color, añadimos el cebollino, a continuación la harina y rehogamos. Por último incorporamos el fumet y la guindilla dejándolo reducir durante unos minutos. Sacamos y rasparamos la guindilla, trituramos, rectificamos de sal y colamos.

Cortamos en tiras y escaldamos los callos de bacalao en el fumet. Conservaremos los callos en el propio fumet.

Hacemos tubos con la sepia limpia ayudados con papel transparente (bien presionados). Posteriormente congelamos y cortamos láminas muy finas en la cortafambres. A continuación envasamos por ración 40 gr. Con un chorrito de aceite de O4#.

Elaboración:

Salteamos los garbanzos (previamente a temperatura) con los boletus y los callos de bacalao, añadimos el ajillo de cebollino y dejamos gulsar durante unos minutos. (Si fuese necesario nos ayudaríamos un poco con el caldo de la cocción de los garbanzos) rectificamos de sal.

Salteamos los tallarines de sepia fresca y montamos en el plato.



- Cocción de los Garbanzos:**
- 750 gr. de Garbanzos
 - 225 gr. de Cebolleta
 - 225 gr. de Puerros
 - 225 gr. de Zanahoria
 - 200 gr. de Hueso de Jamón (es caldado)
- Elaboración de los Callos de Bacalao:**
- 250 gr. de Callos de Bacalao (limpios)
 - 500 gr. de Fumet de Bacalao
- Otros ingredientes:**
- 400 gr. de Sepia fresca (limpia)



Recipe book

RED RURAL NACIONAL

Mitierra (my land)

Unio de Llaureros i ramaders del pais valencia

INNOVATIVE EXPERIENCE

Creation of a company for the distribution of local fruits and vegetables produced in small farms in Valencia to be sold in the city of Valencia and metropolitan area

AIM: Establishing a new supply system that is able to compete with the dominant one

COURSES OF ACTION:

- Creating the company: mitierra.com
- Calculating of the necessary volume of production for each product
- Making contracts with producers
- Designing suitable formats for product packaging
- Creating a website
- Setting up a shop for direct sales
- Locating intermediate distribution points, using schools and retirement homes and implementation of a home delivery service



La despensa femenina del medio rural

Women's solutions for rural tourism

CERES

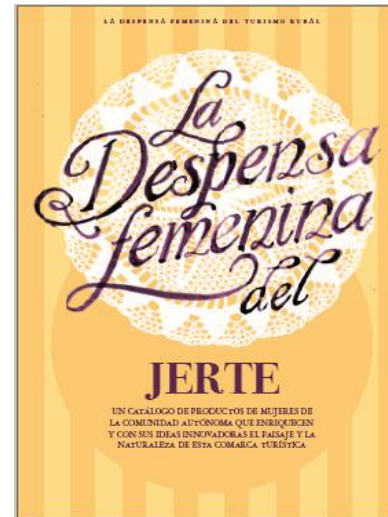
INNOVATIVE EXPERIENCE

Link between **local production**, **SSC** and **rural tourism**

AIM: Improving the labour possibilities of women in rural settings

COURSES OF ACTION:

- Showing the project to women involved in the elaboration of homemade products with local elements from nature.
- Creating a brochure with the products to be sold.
- A seminar on product assesment, and a communication and marketing strategies for local producers
- Agreements with rural accommodation and catering establishments in the chosen areas to ensure the diffusion of information regarding benefits, origin, history of the products
- Campaigns abroad promoting visits to the natural environments



Products catalogue



Some key elements for the future of SSC

- The increasing interest of institutions and consumers
- The role of new technologies
- The role of women
- The tendency to link rural tourism and local products
- The potential of hotel and restaurant sector

