



PROVE – Promoting and Selling

Background

PROVE is an inter-territorial co-operation project between eight Local Action Groups located around Portugal that provide continuity to the experience and methodology developed as part of the IC EQUAL initiative which is intended to resolve issues related to the marketing of local products and to take advantage of the proximity of producers and consumers in peri-urban areas.

Objective

This is a Leader co-operation project that aims to promote new forms of short marketing chains between small producers and consumers thereby i) helping producers sell their produce, directly and immediately obtaining a fair price for their work, while ii) consumers receive quality products and have direct contact with producers.

Specific objectives include:

- To make full and effective use of the internet and ICT to promote sales of fresh local produce;
- To promote and reinforce the local business capacity of small producers;
- To stimulate local sustainability processes by promoting new forms of short marketing chains for agricultural produce, especially between small producers and consumers;
- Developing new income sources for farmers through the diversification of farm activities, such as teaching, tourism and cultural activities;
- Creating networks for product and/or production method innovation.

Main Activities

- Creation of the Local Marketing Experience Network to acquire technological skills, share resources and knowledge, and minimise the costs associated with marketing of local produce;
- Promoting the PROVE website and G-PROVE on-line ordering system for home delivery of fresh local produce;
- Publicising the project and training mediators (local experts promoting the PROVE methodology) through seminars and training workshops;
- Visiting producers in the PROVE areas;
- Promoting activities to create and develop PROVE producer areas;
- Running workshops for experts and producers on drawing up Farm Intervention Plans for the encouragement of farm diversification;
- Taking international research trips and drawing up a PROVE Farm Intervention Manual (guide to best practice) for preparing PROVE Farm Intervention Plans;
- Publicising the project and its results.



At a glance:

Theme:

Implementing the LEADER approach

Sub-themes:

Co-operation projects

Keywords:

Agricultural product quality
Local food
Farm diversification
Sustainable development
Co-operation

Country/Region:

Portugal/National

Beneficiary Type:

Other

Project cost:

>€500 000

RDP Measure:

421 – Implementing co-operation projects

Duration:

Start date: January 2010
End date: December 2011

Last updated:

6 December 2010

Results and Benefits

- Expanding and strengthening the local food sector in Portugal by creating 20 new PROVE areas and linking local producers to consumers via the PROVE website and G-PROVE on-line ordering system;
- Attracting new consumers to support the local food sector through the comprehensive and easy-to-use G-PROVE on-line ordering system;
- Developing Farm Intervention Plans and encouraging the diversification of farming activities.



Lessons Learnt

- The concept of local identity is essential when drawing up local strategies.
- A local approach encourages participation and initiative among local stakeholders.
- This method ensures knowledge transfer and the dissemination of best practice between producers, consumers and partners.
- The success or failure of a strategy depends on how the interests and relationships between local stakeholders are structured.
- Local processes involve a series of main stages and essential foundations to stimulate relations between producers and consumers. It is important to be clear and dynamic, and to allocate responsibilities and authority in order to encourage the local trading of quality local products and services.

Project Cost

EUR 500,693

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