

## Reinforcing rural and urban relations

Transnational co-operation to develop short supply chains



### Summary

Transnational cooperation between a French and Portuguese LAG on the topic of urban-rural relations has resulted in mutual learning about new ways to improve the scope and effectiveness of short supply-chains for local food.



#### Type of project

Short Food Supply Chains

#### Priority/focus area, measure

Co-operation

#### Theme

Competitiveness of agriculture,  
Balanced territorial development of rural economies  
and communities

#### Location

Península de Setúbal, Portugal ; Pays du Mans, France

#### Funding

Total project cost € 50 662  
EAFRD contribution € 27 864

#### Type of beneficiary

LAG

#### Duration

2010 – 2012

#### Website

[www.paysdumans.fr](http://www.paysdumans.fr)  
[www.adrepes.pt](http://www.adrepes.pt)

## Description

### Official project title

Enhancement of peri-urban areas through short supply-chains

### Context and needs

A variety of development opportunities exist from improving linkages between Europe's rural and urban areas. For example, towns and cities are important markets and service centres for rural businesses and residents, while Europe's countryside provides food, energy, ecological, and other benefits for urban populations. Peri-urban zones (rural areas located close to larger towns and cities) offer many rural development opportunities for actions that take advantage of such linkages.

### Objectives

This transnational cooperation project concentrated much of its work on increasing regional development stakeholders' awareness about how to enhance practical links in the food chain. Rural territories from France's Pays du Mans and Portugal's Península de Setúbal took part in the project. They worked together towards common goals aimed at increasing understanding among urban consumers about how to source supplies of fresh rural produce. Both partners wanted to collaborate in order to enhance economic growth in their peri-urban territories by providing environmentally-friendly food that had a lower carbon footprint (from reduced transport and storage requirements). Other aims included developing new partnerships within the food producer networks as well as between the organisations that were buying food.

### Activities

Local food chain support activities were developed in each LAG area. These included working with supply-chains for public sector canteens and private sector restaurants. Information about the different project actions were then assessed and discussed (between 2011 and 2012) during exchange meetings and visits within the two territories.

### Results

Outcomes helped the LAG areas to identify new ideas and opportunities for strengthening short supply-chains of local food. Portuguese beneficiaries learned about prospects for diversifying private sector food supply systems into the public sector market. French participants gained knowhow about networking food producers using the Internet to supply households and other private sector clients. They also learnt from their own area that commercial buyers in urban areas were not always aware about the availability of local food, and so this information was

useful to further strengthen rural-urban linkages. Food jobs, product quality, direct sales, and environmental sustainability were all shown to benefit from such rural development action.

## Lessons

A key lesson from this project was the synergy that can be gained from transnational cooperation. Both areas gained new development ground that they would not have been able to if they had been working alone. The cooperation inspired new ways of working and the adoption of multi-thematic approaches proved to be a success factor because this brought in more potential buyers and sellers, as well as their knowledge and ideas.

## Quotes from beneficiaries/participants

*“Our project demonstrated urban-rural complementarity by creating new supply-chains links between food producers and commercial caterers from restaurants and canteens.”*

*“Cooperation makes it possible to enhance a territory by uniting stakeholders around a ‘common culture’ and by benefiting from the expertise of European neighbours. Sharing complementary experiences helped to guarantee our success!”*

Hélène Penven, Pays du Mans, France

*“We all know how to grow the produce. What is more difficult is to sell what we produce.”*

Maria Simões, local food producer, Portugal

## Contact

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