

Xarxa Productes de la terra (Local and Quality Food Network) Support to the local quality food producers



Barcelona, April 1st 2014
WASHOKU AT ALIMENTARIA 2014, HASEKURA 2.0 PROGRAM

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Question 1

1. Re-connecting producers with consumers: brief introduction of each project, its characteristics, goals and results

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The origin - Opportunity to work with these products**The opportunity to work with the local and quality food producers**

- We have the evidence that this is an emergent sector, with potential of creating companies and occupation, and that can be an economic motive sector in the territories.
- There is the possibility to create positive repercussions in the rest of the economy beyond the own primary sector (tourism, restoration, etc.)
- It allows to construct more solid bases of economic development with the idea of reducing external dependences, obtaining more resistant territories in periods of crisis.

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Local and quality food Network

-On 2007 the Local Economic Development Area of Diputació de Barcelona started the pilot project 'Productes de la terra' (Local quality food), with the aim of experience and develop tools and resources together with 11 supra-local entities (county concunils) of the province

-On 2010 was born the *Xarxa Productes de la terra* (Local Quality Food Network), a voluntary grouping of 12 supra-local entities (county concils) without legal personality, which was born on the proposal and with the support of the Diputació de Barcelona.

- The main aim of the *Xarxa Productes de la terra* (Local Quality Food Network) is to strengthen (reinforce) the business of local food companies within the province of Barcelona, structuring a local support system to make it stronger, more efficient and more accessible to its members.



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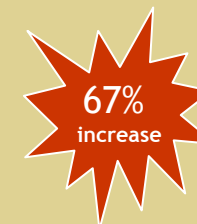
Question 4

Census update data

The company produces or elaborates food products which have an added value linked to the territory and to the quality, forming part of the conservation and maintenance of an heritage and cultural values, and contributing with processes of production linked to a knowledge or personal skills and respectful with the environment

Provincial Census 2014: 1.279 producers

(2012: 1.129, 2011: 924 producers - 2008: 766 producers)



Number of employees of the companies in the Xarxa: 7.000 (estimated)

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Strategic and operational plan 2010-14

1 Establishment of a organization and promotion system Network

- Attendance meetings of the organs XPDT
- Provide and manage its own resources in order to develop all the activities

2 Influence on other public and private organizations

- Participation in territorial strategy policy
- Participation in forums
- Meetings with key stakeholders in the sector

3 Knowledge and sector structuring

- Maintenance of local censuses
- To carry out regional Diagnostics
- Promoting cooperation and associationism activities

4 Optimization of enterprise management

- Organization of training activities
- Create individualized advice lines
- Enter the CSR in business management

5 Production improvement

- Training, quality, food security
- Quality certifications
- Technological and productive innovation

6 Marketing and Promotion improvement

- Developing new forms marketing
- Consolidation existing marketing forms
- Promotional activities companies and products

7 Integration in town and country level

- Creating activities which involve tourism sector
- Creation activities involve complementary sectors
- Increase relations between territories

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Strategic and operational plan 2010-14

2010-13

L1 – Establishment of a organization system Network

- 541 activities developed
- 2.705.310 € of resources
of Network members
(Diputació and county
councils)
- 517 activities of promotion
and awareness

L4 - Optimization of enterprise management

- 1071 formed producers
- 284 advised producers

L5 – Production improvement

- 830 formed producers
- 457 advised producers
- 69 restored varieties

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Strategic and operational plan 2010-14

2010-13

L6 – Marketing and promotion improvement

- 1297 producers involved in activities
- 37 new channels and commercialization forms
- 517 activities of promotion and awareness

L7 – Integration in town and country level

- 61 activities involving the tourism sector
- 81 activities involving complementary sectors (
- 10 territorial marks created
- 363 agents who used the marks created

General indicators

- 691 census producers (54%) involved actions (2012-68%) (2011-46%)
- 837 € on average for each company participant
- Average rating (members of the network): 8,82

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Strategic and operational plan 2010-14

L6-L7 local activities



**Local and quality food
introduced in the school dining
rooms of Garraf**

**13 producers (vegetables, fruits,
cheese, fish...)**

25 schools and institutes

**18 Producers visitables –
Asvised by an expert – CC Osona**



**19 restaurants
accredited – local
and quality food
introduced in the
offer of the
restaurants**



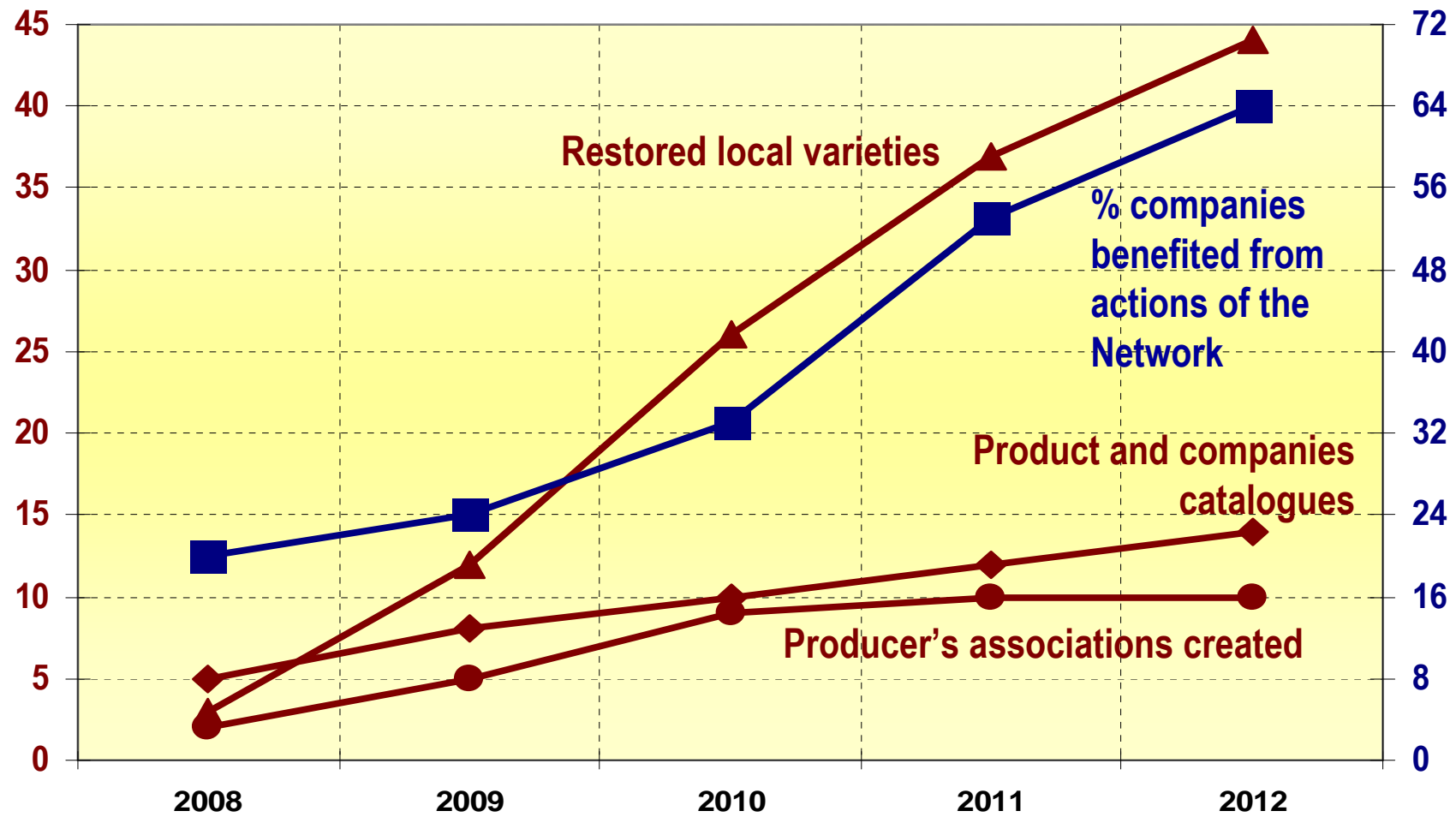
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Some results of Strategic and operational plan 2010-14



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2. What are the main barriers in re-connecting producers with consumers? (distribution costs, legal, political, other)

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Sector's laws

El **Decret 24/2013**, (decree) January 8th 2013, accreditation regulates sale of proximity of local and quality products



Certified ecological products in Catalonia



Many small enterprises complain because they have to expire the same legislation and regulation that the big ones

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Which are the actions that the areas of Diputació Barcelona carry out to reduce these barriers (distribution costs, legal, political, other)?



**Diputació
Barcelona**



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Two editions of Networking companies meetings



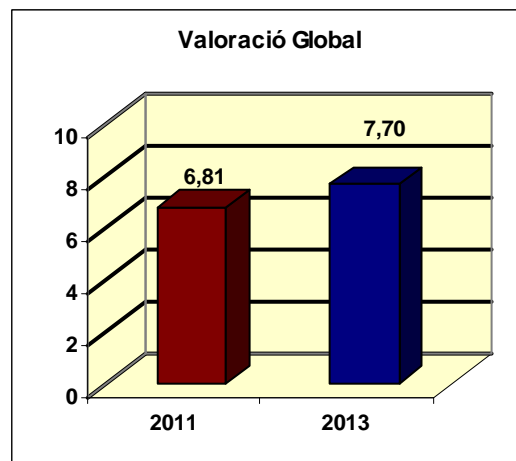
**Jornada
Getting Contacts**
18 d'octubre de 2011
CCCB - Montalegre, 5. Barcelona



**II Jornada de
Networking Empresarial**
2 de juliol de 2013
CCCB - Montalegre, 5 - Barcelona

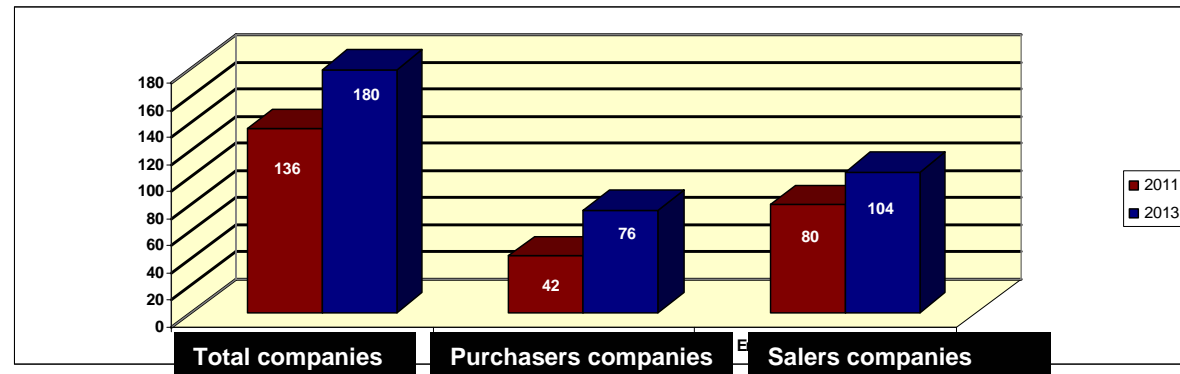


Global valuation



**1.280 interviews
(average 13 each
company)**

**Meetings to connect producers
with distribuidors, gourmet shops,
restaurants... To benefit the
consumers**



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Tourism Area

TOURISM AND GASTRONOMY IN THE PROVINCE OF BARCELONA

- The gastronomy is one of the main attractions of the province of Barcelona
- 11 Michelin-starred restaurants of our destination positioned us internationally, both with innovative cuisine as well as the most traditional.
- The use of local and quality food and of the protected designations of origin guarantee our uniqueness
- From the Gerència de Turisme undertake specific actions for the promotion of gastronomy as a tourist attraction as well as incorporate this theme into other actions.
- In all press trips and in all the presentations we always care for visiting restaurants with own kitchen and try the products of the land and the wines and Cava of denomination of origin.
- We are currently conducting a study that will provide a strategic analysis on the gastronomic attractions of our regions and the potential both to the local public as well as tourists from the main source markets.



Barcelona
és molt més

*Barcelona is
much more*

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Nature reserves Area - Parc a Taula

El Parc a Taula

**8 nature reserves (Parcs
Naturals)**



It is a program of economic development promoted by the Diputació de Barcelona which tries to emphasize, by means of the gastronomy, the local and quality food production and the viticulture of proximity, the natural, cultural values of our reserves.

- 187 companies adhered in 6 parks
- Web, facebook i Twiter
- Cooperation projects with the Banc dels Aliments Fundation.
- Formation
- Points of information collaborators of the parks: 14 certified stablishments
- Gastronomic and wine routes: Sabors dels parcs
- Parc a taula markets:
13 markets during 2013. Tordera, Gavà, Terrassa, Vilanova i la Geltrú, Castellar del Vallés, Mataró, Vilassar de Dalt, Sant Llorenç Savall, Begues, Vilanova del Vallés, Canyelles, Sant Celoni i Mura.
- Assistance to international fairs:
Salone de i prodotti tipici de i parchi italiani, L'Áquila (Itàlia), May 2013
Anguió, Fira del peix blau. Sant Benedetto del Tronto (Itàlia), June 2013

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Gerència de Serveis de Comerç

MERCAT DE MERCATS - OCTOBER 2012-13-14

- ✓ Recreation of an authentic market, with more than 120 stops where it sells and they promote diverse products
- ✓ More than 260.000 visitors
- ✓ Spaces for 33 producers where to be able to promote his products and be announced



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3. Is local food generally more expensive? Are we talking about elitist consumption/consumer? How can short food supply chain (SFSC) be more efficient, cheaper and easier for both producers and consumers?

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Big answers to question 3

- **There is a increasing segment of population sensitized with regard to the benefits (in health, environment, etc.) of consuming local and quality food products**
- **We take as a reference all kinds of product, which could serve as purchase gourmet or sporadically and also as habitual weekly purchase**
- **In the period of economic crisis, many consumers choose to consume local products as way of helping to his more near community**

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Census update data

Requirements to form part of the census

- 1) The company is constituted legally and expires with the in force legality
- 2) The product is commercialized, as minimum, within the Barcelona province
- 3) It offers value to the Network, and helps to reach his aim, which is to promote this productive sector within the Barcelona province

DEFINITION OF CENSUS COMPANY

The company produces or elaborates food products which have an added value linked to the territory and to the quality, forming part of the conservation and maintenance of an heritage and cultural values, and contributing with processes of production linked to a knowledge or personal skills and respectful with the environment

For quality, we understand the set of attributes which the consumers associate to one product. We distinguish 4 types of attributes:

- Sensory attributes: they are those who come to us across the senses (aspect of the producer, smell, flavor, texture ...)
- Secret attributes: they are those that the consumer cannot know observing the product: the nutritional value.
- Social and environmental attributes: they are those who refer to the impacts socials and environmental of the producer (organic, proximity ...)

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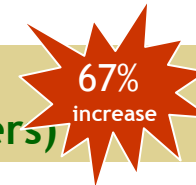
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Characterization of the sector data

- 80% of the producers have maximum 5 workers
- The company profile is familiar, the owner of which is a male between 35 and 50 years old who do not have guaranteed the generational shift and belong to some association.
- 68% of the companies are transformers of the products
- The majority of products are output all year round.

Management, marketing, and production characteristics

- 46% of producers have the will to expand the marketing and distribution of products
- The majority of products are sold in the local area, followed by the County and Catalan, while the sale to the State and abroad is much reduced (4.9%).
- 15% of companies have the official seal of organic production and every year it increases
- Other company's seals: DO wine (6%), DOP (3%), integrated production (2%)

Other information of the business sector

- There are 103 companies founded more than 100 years ago, a 9.1%
- The training needs of companies are: marketing, production techniques and new technologies
- The percentage of use of the new technologies has risen from 30% (2008) at almost 55% (2012), especially used for management and marketing
- More than 80% of companies has not requested financial assistance from the Administration, to ignorance or lack of technical support.

Number of employees of the companies in the Xarxa: 7.000 (estimated)

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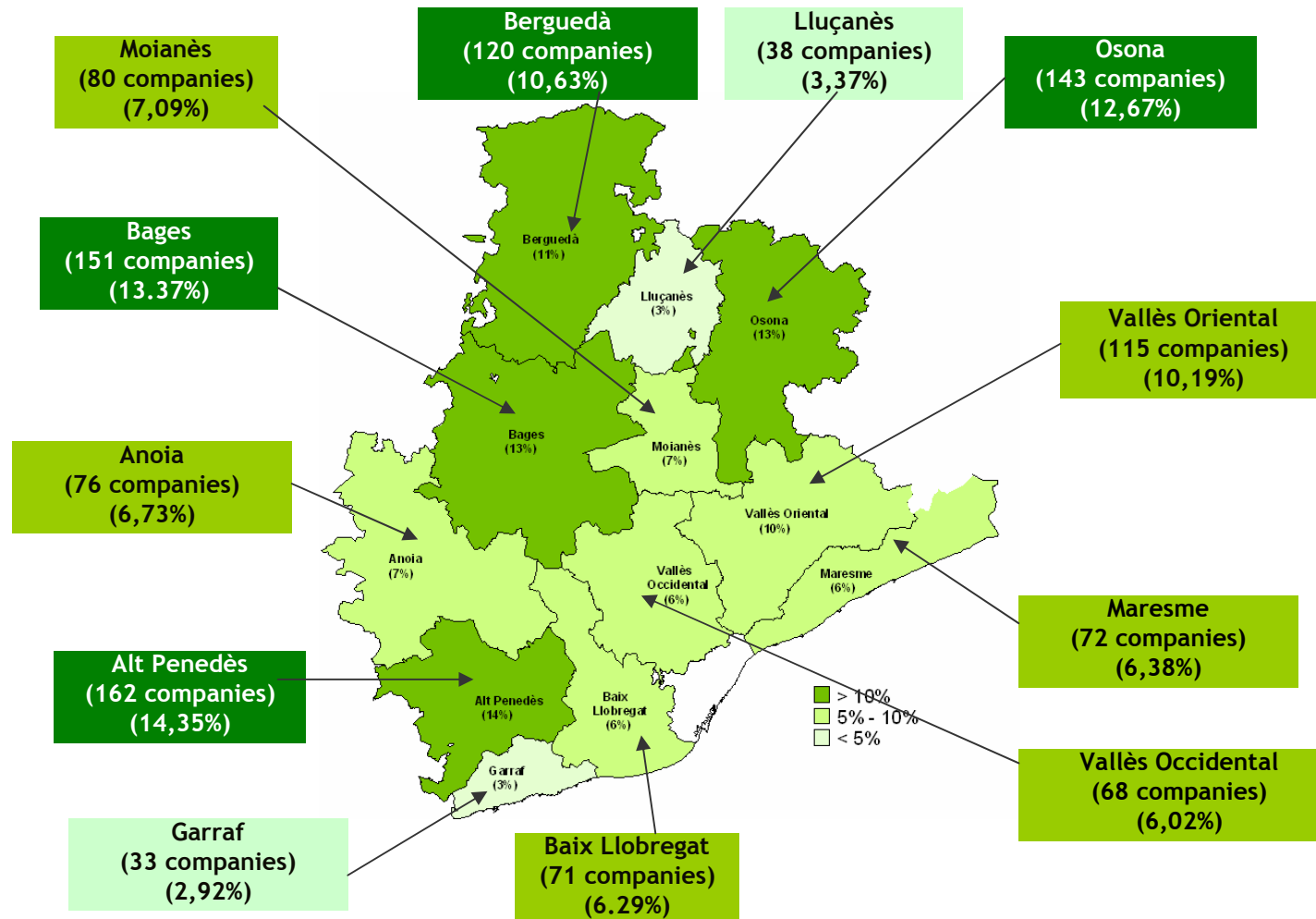
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Territorial distribution of producers - Census 2014

Territorial distribution of companies (according to the provincial census 2014)

+ 10% companies
Entre 5 % i 10% companies
- 5% companies



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Singular Products

236 productes proposed
by the county councils
(first selection CEDRICAT)



- Oils (Corbella, Vera, Olesa)
- Wines DO (Pla de Bages, Penedès...)
- Tomatoes (Bages, Vallès Oriental...)
- Beans (Castellfollit, ganxet...)
- IGP: El Prat Artichoke, Llonganissa de Vic
- Some Slow Food Baluards: Malvasia de Sitges, col de paperina, espigalls del Garraf...

ADVICE

Experts group:
Pep Palau
R. Sentmartí
F. Àlícia
F.M. Agustí

Resultat:

55 singular products
164 specialities

Singular product in a territory of reference emphasizes for his differentiated and unique characteristics, and that come determined by diverse factors: tradition, quality, innovation... And in any case always it has the factor of the entail with a territory where it is produced.

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4. What we can learn from our experiences? Where do we go from here?

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System of organization

**NEW STRATEGIC AND
OPERATIONAL PLAN 2015-19**

- **Qualitative advance in the methodology of work:** the county councils define their activities strategically, with a horizon of 5 years, instead of doing it in the moment in which the subsidies are summoned, every year.
- **Unique agent in each territory:** All the local entities members of the Network should be the speaker in the territory, with the will to coordinate of the actions with the private and public agents who work with the sector.
- **To work with different areas of Diputació:** the transverse work with the different areas of Diputació allows the possibility to apply different perspectives, which it makes possible to affect in all the strategic proposed lines

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System of organization

FUTUR CHALLENGES

- To increase the visibility of the Network and his influence in other institutions that work with the sector
- To improve the quality of the producers census
- To intensify the direct action with the producers
- To evaluate the impact of the administration activities