

PROVE - PROMOTE & SELL

Problem encountered and objective

The aim of this initiative is 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. It also aims to promote new forms of short marketing chains between small producers and consumers.

Main results / outcomes

This initiative works through a box-scheme, helping producers sell their produce directly to consumers and immediately obtaining a fair price for their work, while the consumers receive quality products and have direct contact with producers. This contact allows the producers to learn more about consumer demands, while at the same time, sharing knowledge about agricultural practices used in their crops, seasonal products and their production cycles.

Practical recommendations

PROVE is a self-sustainable methodology that aims to create new associative dynamics among producers. It was developed with the support of Community Initiative EQUAL and can be replicable as it has doubled the number of sites on which it has been implemented. Its objective is to keep it local, empowering small producers and taking advantage of the proximity of producers and consumers in peri-urban areas. A cluster of 3-5 farmers in each region gets together every week to organise the orders they received that week. After gathering all agriculture products, they distribute the orders to the consumers in a box-form. The farmers also have access to training and monitoring for the implementation of the methodology, with fiscal and legal support.



Fig 1: Example of a box produced by the PROVE initiative with the slogan "Taste, it's local".

Further information

Website: <http://www.prove.com.pt/www/english.T9.php>

About this abstract

Authors: Carolina Mendes, Joana Anjos, Rui Almeida (CONSULAI)

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COCOREADO is a Horizon 2020 funded project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains, and as a supplier for public procurement. Based on the multi-actor approach and a deep understanding of Agricultural Knowledge and Innovation Systems (AKIS), the project applies a three-fold approach to maximise impact, relying on ambassadorship, good practices, and a focus on youth. The project is running from January 2021 to June 2024.

Website: www.cocoreado.eu



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PROVE – PROMOVER E VENDER

Problema encontrado e objetivos

O objetivo desta iniciativa é resolver questões relacionadas com a comercialização de produtos locais e tirar partido da proximidade de produtores e consumidores em zonas periurbanas. Visa igualmente promover novas formas de cadeias curtas de comercialização entre pequenos produtores e consumidores.

Principais resultados

Esta iniciativa funciona através de um esquema de cabazes, ajudando os produtores a vender os seus produtos diretamente aos consumidores e a obter desse modo um preço justo pelo seu trabalho, enquanto os consumidores recebem produtos de qualidade e têm contacto direto com os produtores. Este contacto permite aos produtores aprender mais sobre as exigências dos consumidores, ao mesmo tempo que partilham conhecimentos sobre as práticas agrícolas utilizadas nas suas culturas, a sazonalidade dos produtos e os seus ciclos de produção. between farmer/producer and consumer. How does it strengthen the position of the farmer.

Recomendações práticas

PROVE é uma metodologia autossustentável que visa criar novas dinâmicas associativas entre os produtores. Foi desenvolvido com o apoio da Iniciativa Comunitária EQUAL e pode ser replicável, uma vez que duplicou o número de sítios em que foi implementado. O seu objetivo é manter-se local, capacitando os pequenos produtores e tirando partido da proximidade de produtores e consumidores nas zonas periurbanas. Um grupo de 3-5 agricultores em cada região reúne-se todas as semanas para organizar as encomendas que receberam nessa semana. Depois de reunirem todos os produtos agrícolas, distribuem as encomendas aos consumidores. Os agricultores têm também acesso a formação e acompanhamento para a implementação da metodologia, com apoio fiscal e legal.



Figura 1: Exemplo de um cabaz produzido pela iniciativa PROVE, com o slogan “Prove, que é da terra!”.

Mais informação

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Sobre este abstract

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