

SPAIN

Implementing local development strategies

Location

Zaragoza

Programming period

2007 - 2013

Axis / Priority

Axis 4 – LEADER

Measure

M421 – Implementing
cooperation projects

Funding (EUR)

Total RDP budget 2.8 m

Project duration

2009 – 2013

Project promoter

Aragon Local Actions Groups

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Food producers and providers in Spain's Aragon region used RDP funds for promoting local food through short supply-chains - via a coordinated system of local and online outlets across an area larger than the Netherlands

Summary

LEADER LAGs from 20 different territories in Spain's Aragon region wanted to take advantage of rural development benefits from short supply-chains regarding local food. Objectives for the LAG cooperation included improving connections between food consumers, food producers, and food processors.



Aragon's approach evolved over time to cover an integrated and systematic collection of actions promoting local food that are coordinated under a marketing initiative named 'Put Aragon on Your Table'. Hundreds of farmers, food producers, restaurants, shops, local associations (including the 20 LEADER groups), public sector bodies and technical service providers have all been involved in the project. Together they supply a huge range of fresh fruits, vegetables, meats, dairy products, oils, spices, cereals, confectionery, wines and other drinks, as well as processed and canned foods across an area larger than the Netherlands.

Results

Key results relate to the project's successes in raising awareness about the availability, quality and diversity of Aragon's local food. This encourages consumers and providers of Aragon food to increase their interest in either buying or selling local products.

Training schemes and cookery courses have also been funded to promote demand for local food by schools, commercial caterers, and households. A network of well-used Aragon 'food routes' was established for residents and visitors alike. These are complemented by a stock of other gastronomic products and regular events organised by the project's customer-oriented management strategy.

Lessons & Recommendations

- ❑ Effective coordination has been a cornerstone of the project's success and management inputs have to take account of a great many different stakeholders' requirements.
- ❑ Fostering cooperation between the various links in the supply-chain helps to run operations much more efficiently. Supervision requires ensuring adequate supplies of quality food remain accessible via local and online outlets - hence proactive principles need to be applied for promoting and controlling such initiatives.
- ❑ Other lessons underscore the finding that consumers often like to know how and where their food is produced - so buying direct allows them to ask any questions they have about their purchases. Producers also gain from such interaction because they get to know useful information about their customers' purchasing patterns, interests, and loyalty factors.