

Agro-food Production for a Sustainable Rural Environment

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Spanish food culture: the Mediterranean diet & the agro-food industry

8th June 2018

MEDITERRANEAN AGRONOMIC INSTITUTE OF ZARAGOZA



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Some definitions...



Sustainability?

*“Sustainable development is development that meets the **needs** of the present without compromising the ability of **future generations** to meet their own needs.”*
(UN Brundtland report, 1987)



Rural Environment?

'Rural areas' are all areas outside urban clusters. '

Urban clusters' are clusters of contiguous grid cells of 1 km² with a density of at least 300 inhabitants per km² and a minimum population of 5 000. (Eurostat)



Agro-food production...

Different agro-food production systems

Intensive

Semi-Intensive // Semi-Extensive

Extensive

What's a sustainable agro-food initiative?

Mincha d'aquí

A local and sustainable food initiative refers to any activity or project carried out in the different sectors of the supply chain, namely, production, transformation, transport, distribution, marketing and consumption ensuring :

Respect for the environment whenever possible, contributing to the conservation of biodiversity and animal welfare.

Efficient use of natural and energy resources.

Enhanced marketing of local and trusted products, through direct sales and short distribution channels.

Guaranteed fair and affordable prices for all actors in the supply chain.

Dignified working conditions, fair relations, solidarity and transparency.

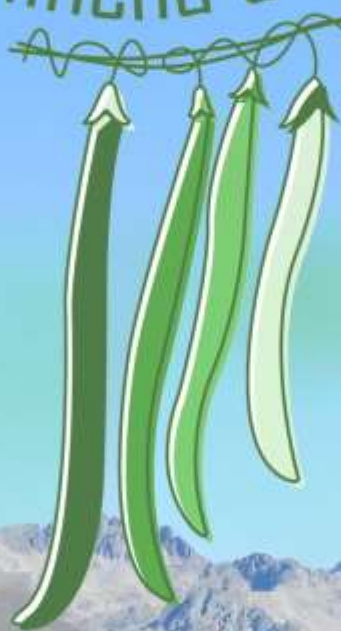
Prioritization of human and local resources.

Added value of culture and traditional know-how.

Contribution to a change in the current agro-food system encouraging food sovereignty.

Creation of networks and synergies with other initiatives and projects.

Mincha d'aquí



*Dinamización de iniciativas
alimentarias locales y
sostenibles en el Pirineo
y Somontano Aragonés*

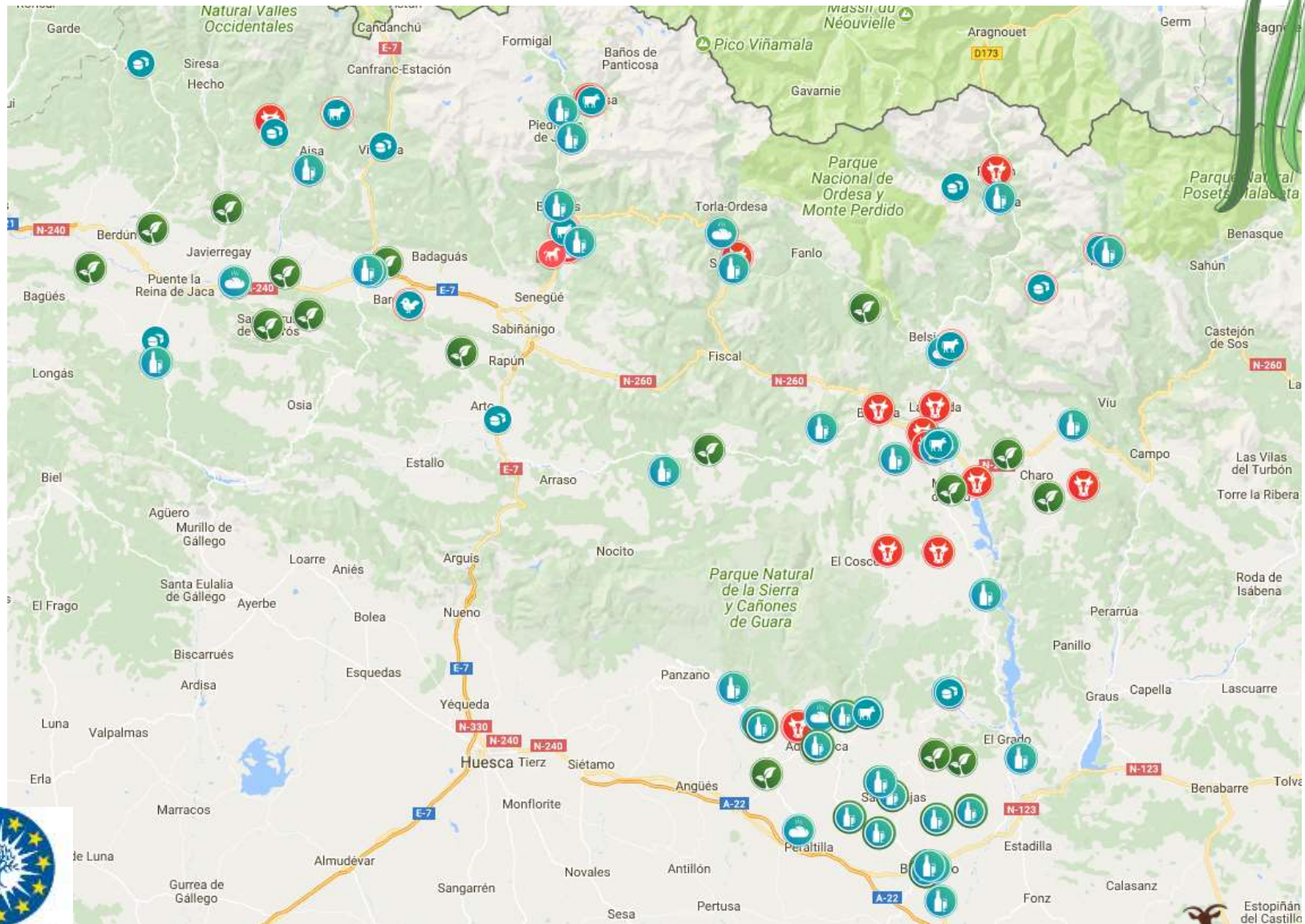


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Some examples...

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Some examples...



BIO
CASTILL
AZUELO

Agricultores ecológicos en el
Somontano de Barbastro



Social innovation examples related to agro-food production in marginalised rural areas

Blue Bees

Starting Year:

2012

MRA

characteristics*:

-Not applicable-

Scale:

National

Region:

Western Europe

Location:

Paris

France

Sector:

Agriculture

Topic:

Crowdfunding

Challenges addressed:

Entrepreneurship; Green agriculture and healthy food

Description:

Crowdfunding platform to promote and facilitate the implementation of projects working for a sustainable agriculture and food, ie ecological, economically viable source of employment and social ties in the territories. It helps to finance projects by facilitating the connection between the promoters of innovative projects, in order to enable them to find the funding and support they need; and Internet users, offering them the opportunity to participate in the realization of virtuous projects by lending from 20 euros, and giving from 5 euros. Besides, Blue Bees connects manufacturers and distributors, thus creating business opportunities for project promoters.



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Social innovation examples related to agro-food production in marginalised rural areas

A box of sea

Starting Year:

2016

Scale:

Local

Region:

Southern Europe

MRA

characteristics*:

Predominantly Rural Area; 21.4% mountainous with islands with no bridge or tunnel link; ratio of all roads length to region area, 2.5; 29.1% of people at risk of poverty or social exclusion, 65% of people with access to the internet.

Location:

Lesvos and Leros

Greece

Sector:

Rural Development

Topic:

Fishery / Aquaculture

Challenges addressed:

Environmental sustainability, Poverty and social exclusion

Description:

The project "A Box of Sea" brings together low impact fishermen and citizens who want to take action against overfishing. The aims of this coalition are to create a fairer market which protects the marine environment, rewards those who fish in more moderate ways, supports small fishing communities and provides better information to consumers regarding the seafood that ends up on their plates. Supporters receive fish caught daily by low impact fishermen to their doorstep. Those who receive the boxes help to test out different tools and logistic details in order to establish a distribution system that will be operated exclusively by the fishermen in the future.

Network

Actors involved:

Greenpeace Greek

Networking, Production of goods, Services delivery



Fishermen, Volunteers



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Social innovation examples related to agro-food production in marginalised rural areas

Libera Terra

Starting Year:	2001		MRA characteristics*:	-Not applicable-
Scale:	National	Region:	Southern Europe	
Location:	Sicily		Italy	
Sector:	Rural Development		Topic:	Sustainable Agriculture
Challenges addressed:	Entrepreneurship; Poverty and social exclusion; Employment; Other			
Description:	Association coordinating regionally based associations, groups and schools committed to spreading a culture of legality and providing a social use of goods confiscated from the mafia, particularly through organic production in confiscated lands. Among other labels, it created in 2008 Libera Terra Mediterraneo which is a non-profit consortium including the social cooperatives of Libera Terra and other ones sharing the same principles. Its mission is mainly carried out through the setting up of social and farm cooperatives. Through them, Libera Terra creates employment, stimulates other satellite economic activities, promotes organic farming and fosters a virtuous economic system based on law, social justice and the market. Nowadays, Libera Terra cooperatives employ approximately 140 people and manage around 1,400 hectares of agricultural land in four regions of Southern Italy (Sicily, Calabria, Apulia and Campania).			



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Multiple

Networking; Marketing & Promotion; Management;
Coordination

Actors involved:

Libera Terra, Libera (funded by Don Luigi Ciotti, a priest workin



More than 1200 regionally-based associations, groups and



Social innovation examples related to agro-food production in marginalised rural areas

Learning-growing-living with women farmers

Starting Year:	2007		MRA characteristics*:	Predominantly Rural Area; 97.6% mountainous; ratio of all roads length to region area, 4.1; 32.4% of people at risk of poverty or social exclusion, 80% of people with access to the internet.
Scale:	Local	Region:	Southern Europe	
Location:	South Tyrol		Italy	
Sector:	Rural Development		Topic:	Social Farming, Services provision
Challenges addressed:	Demographic challenges, Improvement of services / infrastructures, Entrepreneurship, Education			
Description:	Cooperative offering daycare for children on farms with the objective of providing childcare by women farmers or other family members and encouraging the interaction with nature. Thus, the farm has been expanded to a place of learning, offering a complementary and alternative setting for environmental education. Away from the classical environmental and nature education towards a direct integration of agricultural resources and the environment as teaching elements, the farm aims at stimulating the curiosity of children in learning, as well as developing their awareness of environmental, sustainable and rural resources. The childcare service includes individually adapted care accommodating up to six children, flexible care hours, the integration into the family structure, the transmission of traditional and cultural values, environmental education, and summer care as well as care for children at different events.			

Cooperative

Actors involved:

Associazione delle Donne Coltivatrici Sudtirolesi

Training / Teaching, Services delivery, Experimentation

Province of Bolzano



es:

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Social innovation examples related to agro-food production in marginalised rural areas

Adotta un terrazzamento

Starting Year:	2008		MRA characteristics*:	Intermediate Rural Area; 45.5% mountainous; ratio of all roads length to region area, 5.9; 16.2% of people at risk of poverty or social exclusion, 75% of people with access to the internet.
Scale:	Local	Region:		
Location:	Brenta Valley, Alps region		Italy	
Sector:	Agriculture		Topic:	Landscapes conservation
Challenges addressed:	Demographic challenges; Environmental sustainability; Entrepreneurship; Poverty and social exclusion; Employment			
Description:	Abandoned terraces adoption by locals willing to family farm the field, or by long-distance symbolic adoptions by paying a fee. A committee mediates between the landowners, presently abroad or unable to take care of the terraces, and mountain-lovers interested in supporting their conservation. The project started after a few experiences of 'terrace adoption' had occurred spontaneously in Valstagna: the objective of the project has thus been to regulate and expand the activities, allowing any interested person the opportunity to adopt a terrace and provide direct or long-term support to the mountains of the Brenta River Valley.			
Form:	Partnership		Actors involved:	Committee
Activities:	Networking; Production of goods; Assistance & Advice; Social media; Public participation; Support (Technical, legal, etc.); Project management; Action-research		• Municipality of Valstagna • Italian Alpine Club (Bassano del Grappa Section) Department of Geography of the University of Trento	

Social innovation examples related to agro-food production in marginalised rural areas

Apadrina un Olivo (Adopt an olive tree)

Starting Year:	2014		MRA characteristics*:	Predominantly Rural Area; 94.3% mountainous and 32.8% aridity; ratio of all roads length to region area, 1; 18.6% of people at risk of poverty or social exclusion, 71% of people with access to the internet.
Scale:	Local	Region:	Southern Europe	
Location:	Oliete, Teruel (Aragón)			Spain
Sector:	Rural Development		Topic:	Sustainable /Organic Agriculture, Crowdfunding
Challenges addressed:	Demographic challenges; Environmental sustainability; Improvement of services / infrastructures; Poverty and social exclusion; Employment			
Description:	Crowdfunding initiative encouraging people to 'adopt' an olive tree through a website with the options for a 'gift adoption', 'yearly adoption' and 'monthly adoption'. The stepparent christens the olive tree and receives photos periodically of it (through an app named Mi Olivo.org), and also information about the weather conditions of the area, of the work being done on it, etc. And also two liters of extra virgin olive oil from the olive trees part of the project. Besides, field trips are organised to visit the adopted olive trees promoting rural tourism in the area. The true owners of the olive trees receive the 10% of the harvest from the 6th year that the olive tree enters the project. It also runs volunteer days for people to help restore the olive trees as well as working closely with the ATADI organisation to provide days for those with learning disabilities to help restore the trees.			
Form:	Association		Actors involved:	Asociacion para la recuperacion de olivos yermos en Oliete
Practices:	Networking; Production of goods; Assistance & Advice; Public participation; Fundraising; Project management; Marketing & Promotion		ATADI (Agrupación turolense de asociaciones de personas con discapacidad intelectual (Teruel's group of people with learning disabilities' associations); Oliete	



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The day I adopted an olive tree

1 February 2018 · Lucía López Marco · Leave a comment



This article is also available in Spanish [here](#)// Este artículo está disponible en castellano [aquí](#).

A year ago this week, I adopted an olive tree. I called it Carmen, after my grandmother. Whenever I want to know about my tree I just need to open an app that I have installed on my mobile phone. I can see pictures of it and whether it has been pruned, or what the local weather's like, etc... Once a year I receive two bottles of delicious olive oil. But what I love most, is that for only 50€ per year I am helping to employ people at risk of exclusion, I am helping young people to have a future in their village so they don't have to migrate to the city, and I am preventing the closure of a local school in a village that, like so many others in inner Spain, have had to face the monsters of depopulation, ageing and loneliness. All at the same time as I am helping to recover hundred-year old olive trees and local traditions and conserve landscapes, care for the land, and support environmental, social and economic sustainability.



Carmen, the olive tree I have adopted. (Photo: Apadrina un olivo)

 **simra**
Social Innovation in
Marginalised Rural Areas

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A photograph of a man in a light-colored jacket and dark trousers herding a large flock of black sheep through a town square. The scene is set at sunset, with the sky and buildings bathed in a warm, golden light. The sheep are moving in a line across the square, and the man is walking alongside them, holding a stick. In the background, there are several buildings, including a large, light-colored one with a tiled roof and a smaller red one. A tree with autumn-colored leaves is on the right.

Why is agro-food
production so important
for rural areas...?

...fixes population
...Maintains rural areas alive
...Keeps social structures
...Generates economy



...Keeps traditions:
...Traditional Knowledge (Ethnography)
...Traditional uses of the environment



...Maintains infrastructures



...Generates high value products
It is the basis for the Mediterranean diet
It is the main part of our culture

It is essential for tourism



It prevents fires

Ecosystem services!!!

Ecosystem services

Ecosystem services are the direct and indirect benefits people obtain from ecosystems

Provisioning	Regulating	Supporting	Cultural
products obtained from the ecosystem, i.e. food, timber, fiber, fresh water, etc.	benefits obtained from the regulation of ecosystem processes, i.e. regulation of climate, erosion prevention, water regulation, etc.	ecosystem services that are necessary for the maintenance of all other ecosystem services, i.e. primary production (photosynthesis), soil formation, nutrient cycling, water cycling, etc.	nonmaterial benefits people obtain from ecosystems, i.e. spiritual enrichment, cognitive development, recreation, aesthetic experience, etc.

Agro-food production shapes landscapes...

...and it maintains biodiversity...

"Every transhumant sheep transfers 5,000 seeds a day and fertilizes the land with 3 kg of manure. Every transhumant cow transports 50,000 seeds and 30 kg of manure over a daily journey of 20 Km"

Asociación Trashumancia y Naturaleza

Sustainable agro-food production helps to
maintain wildlife

Some examples of sustainable agro-food SMEs that base their marketing on the impact of their activity in the wild fauna:



...Also cultivated biodiversity



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The main characters of the landscape



"We can't talk about agriculture without livestock, or livestock without the social, environmental and cultural links with the evolution of mankind and creation of the landscape"

Pedro Montserrat

Common Agriculture Policy (PAC)



Sustainability...

Environmental *Economical* *Social*

Challenges to face

- Rural depopulation
- Lack of women in rural areas
- Lack of young farmers
- Lack of societal support -> change consumers perception
- Adaptation to climate change
- Learn to coexist with wild fauna
- Bad connections
- Learn to add value to sustainable agro-food production
- Diversification

Key messages

- Rural areas are the basis of our culture and are at risk of disappearing
- Agro-food production is the activity that fixes more population in rural areas
- Without sustainable farming, we won't have our landscapes! (Nor wildlife)
- It is essential to develop other activities in rural areas
- It is a big part of our culture, traditions... (Mediterranean diet)

Agro-food Production for a Sustainable Rural Environment



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Don't let our rural areas disappear

Thank you very much for your attention!

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