

SKIN Good Practice Recording Template

DAY MARKET	
Author(s)	COOP AGRO-ALIM
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)* CATEGORY 1	<p><u>Social, Economic and Environmental Sustainability</u>: Connection between producers and consumers, Community education, Recognition of producers; Training and coaching initiatives, Market for multiple producers locally, Preservation and valorisation of small farms; Ecological soundness of production methods, Reduction on Food miles.</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 2	<p><u>Learning and empowerment</u>: Networking along the supply chain and in the region. <u>Efficiencies</u>: Logistics and distribution, Management of small product quantities.</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 3	<p><u>Internal</u>: group spirit</p>
SKIN good practice 'Hot Topic(s)* CATEGORY 4	<p><u>Connection</u>: Collaborative hubs, bringing together supplies from multiple small producers, 'Meet the producer' brokerage events; <u>connection</u>: proximity</p>
<p>EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Short description of the 'good practice': The Market Day is an initiative of the Department of Environment, Local Administration and Spatial Planning of the Community of Madrid through the Agricultural Chamber of the Community of Madrid, which takes place every first Saturday of the month under the motto "MADRID CULTIVA Y PRODUCE ", creating a meeting point that allows the visitor personal contact with farmers, livestock and companies in the agri-food sector of the Community of Madrid, as well as direct access to their products. On the web the producers who are scheduled to attend on that date or those who have already participated in specific dates are grouped by sectors . Every day that the market is realized is dedicated to a product and free tastings are made.</p>
	<p>Main results/outcomes of the activity (expected or final): This initiative has been taking place since 2011 and both the number of producers and consumers is increasing everytime. Since the market is placed in Madrid, a big city far from the reality of the field, this event has allowed to bring closer the urban consumers to the producers</p>

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

This initiative created by Community of Madrid Regional Government could be used as reference to other Regional Departments to promote the local products of other Spanish regions.

Further information/Reference:

<http://www.camaraagraria.org/>

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Short description of the 'good practice':

El Día de Mercado es una iniciativa del Departamento de Medio Ambiente, Administración Local y Ordenación del Territorio de la Comunidad de Madrid a través de la Cámara Agrícola de la Comunidad de Madrid, que tiene lugar cada primer sábado del mes bajo el lema "MADRID CULTIVA Y PRODUCE", creando un punto de encuentro que permite al visitante contacto personal con agricultores, ganaderos y empresas del sector agroalimentario de la Comunidad de Madrid, así como acceso directo a sus productos.

En la web se agrupan por sectores los productores que asisten a esa fecha o los que ya han participado en fechas concretas.

Cada día que se realiza el mercado se dedica a un producto y se realizan degustaciones gratuitas.

Main results/outcomes of the activity (expected or final):

Esta iniciativa se viene llevando a cabo desde 2011 y tanto el número de productores como de consumidores está aumentando cada vez. Dado que el mercado está situado en Madrid, una gran ciudad lejos de la realidad del campo, este evento ha permitido acercar los productores a los consumidores urbanos.

The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?

Esta iniciativa creada por el Gobierno Regional de la Comunidad de Madrid podría servir de referencia a otros gobiernos regionales al objeto de promover los productos locales de otras regiones españolas.

Further information/Reference:

<http://www.camaraagraria.org/>

Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces).

This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.

Pearls: 1) bring closer the urban consumers to the producers, 2)

possibility of acces to products that the consulmers consider as superior ones in terms of special attributes in an urban environment.

Puzzlings: the low regularity (monthly) could be an obstacle to promote loyalty among the consumers.

Proposals: 1) This interesting initiative could be supported by a web site making also easy the "on line" shopping and it could be even a good idea to offer the possibility of making an online order previously and be able to pick it up in the market. 2) The collaboration among farmers could be favourable in terms of boosting the capacity of offering a wider variety of products in the same stand, allowing the paticipation of very small producers.

	The necessity of getting closer the local products to the urban consumers has perfectly covered by this market. This initiative has served also to set a familiar date showing the children where come the food from and the people involved in it.
	desk-based research
	<u>Actors</u> : primary producer, processors (mill, cooperative, artisan baker), consumers, Agricultural Chambers. <u>Stakeholders</u> : consumers
	3 - Fresh products
	5 - Consumers and Society
	All Sectors
	Madrid, Spain

**See SKIN Good Practice 'Hot Topics' Directory*

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