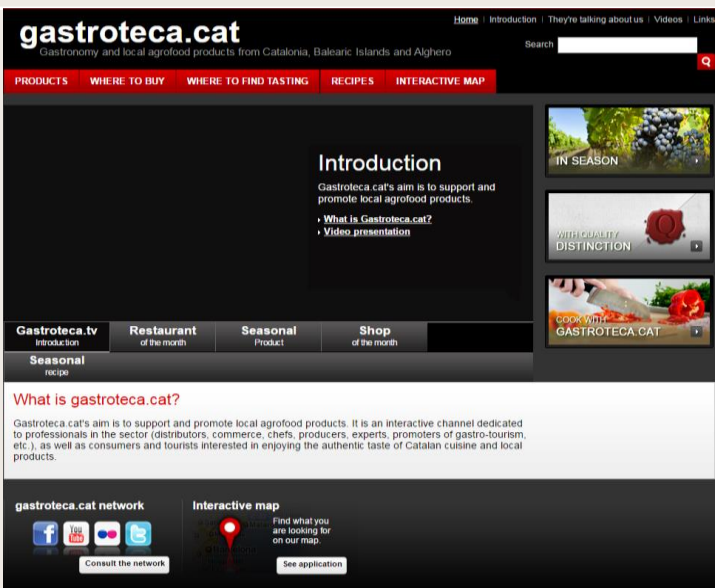


SKIN Good Practice Recording Template

GASTROTECA	
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>Valorisation</u>: add value through marketing. <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</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	<p><u>Learning and empowerment</u>: Networking along the supply chain and in the region, Reduction in dependence of powerful actors in the chain and more direct relationship with consumers. <u>Efficiencies</u>: Achievement of efficiencies through collaboration, Logistics and distribution, Management of small product quantities.</p>
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	<p><u>Internal</u> : group spirit, the Regional Government as facilitator.</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</p>
EIP Practice Abstract Format:	<p>Short description of the 'good practice':</p>

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.

Gastroteca.cat was created in the year 2007 by the Generalitat de Catalunya (Department of Commerce of the Catalan Government) to help promote and market local agrofood products and to stimulate growth in this area, which, together with tourism, forms one of the most important sectors of the Catalan economy. Gastroteca.cat is a web page dedicated to local agrofood products from Catalonia, the Balearic Islands and Alghero (Sardinia), and (coming soon) Perpignan and the area bordering Catalonia - Département des Pyrénées Orientales. At gastroteca.cat you can find information about the products and the producers as well as details about where you can buy these products (including buying direct from the farm and via Internet). On Gastroteca.cat you will also find traditional as well as innovative Catalan recipes based on local products, information about restaurants where you can enjoy Catalan cuisine, gastronomic routes, local fairs and markets, etc.

This initiative shows the commitment of the Catalan Government with the local producers, making possible to offer their products to the local consumers using an internet platform, in a collaborative way, with a great variety of products and boosting and attracting the attention of the consumers, linking this local products with the tourism, restaurant where taste it and even with the Catalan cuisine through recipes prepared with local products.

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

Gastroteca.cat's aim is to support and promote local agrofood products. It is an interactive channel dedicated to professionals in the sector (distributors, chefs, producers, experts, promoters of gastro-tourism, etc.), as well as consumers, local organisations which work with local agrofood products and tourists interested in experiencing and enjoying the authentic taste of Catalan cuisine.

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 Catalan 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.gastroteca.cat/en/>

Short summary for practitioners in

Short description of the 'good practice':

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.

"Gastroteca.cat fue creada en el año 2007 por la Generalitat de Catalunya (Dirección General de Comercio) para ayudar a promover y comercializar productos agroalimentarios locales y estimular el crecimiento en esta área que, junto con el turismo, forma parte de la los sectores más importantes de la economía catalana. Gastroteca.cat es una página web dedicada a los productos agroalimentarios locales de Cataluña, las Islas Baleares y Alghero (Cerdeña), y próximamente Perpignan y la zona fronteriza con Cataluña - Departamento de los Pirineos Orientales. En gastroteca.cat se puede encontrar información sobre los productos y los productores, así como detalles sobre dónde se pueden comprar estos productos (incluyendo la compra directa al productor en donde lo produce y/o por Internet) En Gastroteca.cat también se pueden encontrar tradicionales e innovadores recetas catalanas basadas en productos locales, información sobre restaurantes donde se puede disfrutar de la cocina catalana, rutas gastronómicas, ferias y mercados locales, etc.

Esta iniciativa pone de manifiesto el compromiso del Gobierno de Cataluña con los productores locales, posibilitando ofrecer sus productos a los consumidores locales mediante una plataforma de internet, de forma colaborativa, con una gran variedad de productos y potenciando y atrayendo la atención de los consumidores, vinculando estos productos locales con el turismo, el restaurante donde se degusta y hasta con la cocina catalana a través de recetas preparadas con productos locales ".

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

El objetivo de Gastroteca.cat es apoyar y promover los productos agroalimentarios locales. Es un canal interactivo dedicado a los profesionales del sector (distribuidores, cocineros, productores, expertos, promotores de gastro-turismo, etc.), así como a consumidores, organizaciones locales que trabajan con productos agroalimentarios locales y turistas interesados en experimentar y disfrutar del auténtico sabor de la cocina catalana.

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 Cataluña podría servir de referencia a otros gobiernos regionales para promover los productos locales de otras regiones españolas.

Further information/Reference:

<http://www.gastroteca.cat/en/>

Pearls, Puzzles, Proposals?

Pearls: 1) This initiative shows the commitment of the Catalanian Government with the local producers, 2) This initiative allows the involvement of a lot of local producers offering a great variety of products.

Puzzlings: Gastroteca.cat is a well designed platform but is only limited to Cataluña and related areas.

Proposals: This initiative could be extended to other areas and could be spread to other regional governments even involving other stakeholders related to the tourism and catering issues.

What needs did the 'good practice' respond to?

This platform make easy the search of local products for the consumers by territory, by type and, even, by quality distinctive.

Methodology Used:

desk-based research

Actors/Stakeholders:	<u>Actors</u> : primary producer, processors (mill, cooperative, artisan baker), consumers, Catalanian Government. <u>Stakeholders</u> : restaurants, travel agencies, other Regional Governments
Relevant SKIN Innovation Challenge Workshops(s)? Please specify	3 - Technologies 5 - Consumers and Society
Sectors	All Sectors
Region, Country	Catunya and Balearic Islands, Spain
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

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

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