



SHORT SUPPLY CHAIN KNOWLEDGE
AND INNOVATION NETWORK

Regional law on "kmO"

Italy

Short Description

The law aims to promote the "zero-kilometer" agri-food products from Apulia Region, that meet the environmental sustainability and food quality requirements. The transport from production to consumption must produce less than 25 kg of CO₂eq per ton. The law wants to encourage the use of "kmO" products in the field of collective catering services and in the supply of food products managed by public bodies. Further it wants to stimulate direct sales, promote the dissemination and marketing of products at "km O" and ensure transparency to customers. Another aim is to direct the municipalities in the markets planning to reserve spaces for the direct sale and "km O" products sale. To certify the provenance, the creation of a «Puglia km O» trademark is intended.

<http://www.regione.puglia.it/documents/10192/25984223/>

Topic: Regulation

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This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement N.728055

Main results

Increase of the "km 0" purchase

Transparency and traceability of products

New distribution and sales models

Promoting small and medium-sized enterprises

Practical Recommendations

High consumption of fresh "km 0" produce

Promotion of a healthy life style

Reduction of environmental impact

Key lesson

This law clearly shows how important SFSC are for the Apulia Region's economy and rural development.



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