



eip-agri  
AGRICULTURE & INNOVATION

## Cities and Food: Connecting Consumers and Producers

### Promoting local and healthy food: tuning city- and rural development policies to connect consumers and producers

The 2016 EIP-AGRI workshop in Krakow focused on building innovative food systems and supply chains which connect producers with consumers. The workshop covered both the perspective of the farmer and of the city, giving cities easy access to fresh, safe and healthy food, benefiting local producers and contributing to local economic development. The Milan Urban Food Policy Pact - signed in October 2015 by 53 cities from 15 EU member states - also aims to link cities with food producers in a sustainable way.

The workshop participants discussed these matters and improved their understanding of the perspective of the cities, for instance about the challenges related to public procurement procedures, on how cities facilitate farmers to access the city markets, and other promising initiatives. Farmers desire stable supply chains and a decent income. Short supply chains may tackle the downward pressure on farm gate prices in 'conventional' food chains but success should not be taken for granted. For instance, cases in the workshop illustrated that costs attributed to the intermediaries vary a lot and may rise from 20 to 50%, resulting in contrasting - and possibly even negative - results for the farmers. So there is a need to further explore and develop mutual beneficial cooperation between consumers in cities and producers, and this can be done in different ways:

#### **EIP AGRI support through specific measures in rural development programmes**

Opportunities to support projects connecting consumers with producers are supported by the European Agricultural Fund for Rural Development (EAFRD) in many EU Member States' Rural Development programmes. Actors are encouraged to work together in Operational Group projects to stimulate cooperation and innovation in - for example - food supply chains or logistics. The main measures under EAFRD support are:

- ▶ Measure 16.1: Emerging Operational Groups planning their innovation project and finding new partners with complementary knowledge
- ▶ Measures 16.1 and 16.4: Operational Groups supporting innovative short supply chain projects. An example from Nouvelle Aquitaine region in France is presented [here](#).

***“Smaller tenders and prior market dialogue and discussions with small-scale producers on tender requirements are some of the keys to local and fresh food in public offices, schools and hospitals.”***

- Betina Bergmann Madsen, Senior consultant Food Procurement, Municipality of Copenhagen, Denmark-

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## The EU's research and innovation programme

As from the period 2014-2020 Horizon 2020, the European Union's research and innovation funding instrument, supports international multi-actor projects and thematic networks which must genuinely involve farmers, advisers, enterprises, scientists etc. all along the project to co-create solutions or develop opportunities. The [EIP-AGRI brochure on Horizon 2020 funding opportunities](#) provides examples of relevant calls.

Examples of topics for cooperation and innovation in operational group projects and impact oriented research:

- ▶ **Appropriate public procurement for offices, schools, hospitals and other public institutions:** smaller tenders to provide local and seasonal food, dialogue between procurement officers and suppliers to balance demand and offer, support to smaller suppliers to meet tender requirements, city food charters to set norms that include quality standards versus price optimization, education of kitchen staff, caterers, intermediate companies and producers, sharing experiences between food procurement officers
- ▶ **Education and awareness raising about city and regional food systems:** focus on children, connecting producers with consumers via open days, farmer events etc., practical forms of education like culinary events (connecting with local producers), inclusion of food education in school curricula, celebrating success and local heroes, promotion of local food labels (PDOs/PGIs)
- ▶ **Infrastructure and logistics for easy and efficient access to city markets:** smart joint logistics of groups of producers, outsourcing of transport to a dedicated entrepreneur sharing the values of the producers, farmers' areas in open air markets, use of ICT to optimise order picking and transport routes
- ▶ **Tailor-made support for setting up and funding of short supply chains:** developing brand, identity and market position through unique selling points, bring producers together to develop and realise opportunities by collaborating (economies of scale, distribution), consumer driven food and drink bodies
- ▶ **Proper involvement of other urban and peri-urban producers in the food system:** facilitating urban and peri-urban producers, community gardens, solidarity relationships within communities, enabling new entrants into farming, multi-actor partnerships between policy institutions, civil society and businesses, balancing bottom up / community led and top down / authority led initiatives, creating policy support for access to land, infrastructure



## More information

[Final Report  
Cities and Food workshop](#)

[Focus Group Report innovative  
short food supply chains,  
including 11 cases](#)

**Inspirational Ideas:**  
[Smart logistics](#)  
[Delivering local food](#)

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## Join the EIP-AGRI Network!

Register to the EIP-AGRI website where you can find peers, projects, ideas and resources to catalyse innovation in agriculture, forestry and horticulture together.