

# AlimentTerra

FOOD & TOURISM

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## Collective farmers marketing initiatives: the Alimenterra network

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# AlimenTerra

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- About AlimenTerra
  - European Network for Sustainable Food Systems
  - Founded 2003
  - Members from England, Spain, France, Netherlands and Italy
- AlimenTerra encourages
  - cooperation between producers and consumers
  - Alternative trading networks
  - Public catering with sustainable products
  - European standards for sustainable food products
  - Food policies based on sustainability principles

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- Activities of AlimenTerra:
  - Food for Health, Learning and Livelihoods – F4H
  - Urban Food Strategies (London, Sevilla, ...)
  - ECCE Bio, European trading network for organic products
  - Food& Tourism Network

- Food&Tourism Network
  - 7 participants from 4 countries: small scale producer groups, cooperatives and NGO's
  - Bottom up, facilitated by AlimenTerra
  - Project with Leader+ funding
  - Preparation started autumn 2004
  - Project period June 2006 - December 2007

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## Goals

- Activities to support rural development
- Exchange of knowledge and experiences
- Facilitate trade (trading pilots)
  - New distribution channels for local products
  - Increase sales in local shops / outlets
- Development of 'food tourism'
- EU Trading organisation (cooperative)











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## Interim conclusions:

- Differences between participating organisations
  - size, stage of development, activities and objectives
- Complementary product ranges
  - Products need intensive promotional support
  - Synergy between local food & tourism
- Not every partner is well organised at local level
- European trading organisation (cooperative) one step too far for now
- Strong network and involvement of participants is conditional
  - communication needs to be improved
- Partners wish to proceed Food & Tourism Network after 2007

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## Lessons learned (1):

- Difficult to sell products with added value and premium price
  - Food products with no international reputation are not easy to trade with (suited for the local market only)
  - Synergy with Food tourism has to be strengthened
  - 'Products selling their region and regions selling their products'
  - Linking regions to strengthen 'territorial marketing'
- Organisation at local level is crucial
  - Marketing strategies
  - Building on existing marketing channels
  - Cooperative entrepreneurship – shared values, common objectives, collective action
- Collective action is not obvious, depending on cultural background and history

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## Lessons learned (2):

- Different roles / functions have to be fulfilled to be successful:
  - Production of distinct quality products and services
  - Marketing and sales
  - Development (new arrangements, tourism packages, knowledge and education)
- Different organisational models (configurations) can be successful, but some minimal scale is required for continuity

➡ Small scale farmer groups need support from NGO's to innovate

➡ Territorial marketing is an issue that concerns all parties involved (producers, tourism providers, local governments, SME's etc)

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## Future development of the network

- Current project (2006 – 2007) is phase 1
- Phase 2: Strengthen the network (2008-2009)
  - Knowledge exchange, more trading activities, tourism development
  - New project partners in cooperation with AlimenTerra
  - Support local structures (NGO's and producer groups)
  - Developing quality standards
- Phase 3: Implementation of quality formula for Food& Tourism
  - Organisation development
  - Brand development

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More information:

[www.alimenterra.eu](http://www.alimenterra.eu)

[www.alimenterra.org](http://www.alimenterra.org)

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