

BOND REPOSITORY OF COLLECTIVE ACTION

ITALY: Montevarchi Covered Farmers Market (Mercatale di Montevarchi)

The aim of the BOND Repository is to share real-life solutions of farmers' and land managers' capacity to develop collective activities and participate in networks involving a wide range of actors. The Repository contains 20 in-depth case studies emerging from the BOND Project, and in addition provides a store-and-share for other initiatives and projects to upload their success stories on an on-going basis.

The Repository is based on EU 'Practice Abstracts' that provide a common format to characterise a project. This makes it possible for readers to contact the project partners and enables the dissemination of project results.

The language is English apart from the project title and abstract.

This Table aims to provide basic information about the organisation or initiative as a whole.

Title (in native language)	Mercatale di Montevarchi
Title (in English)	Montevarchi Covered Farmers Market
Editor's name and contact details (address, telephone, email)	Flaminia Vita, f.vita@ancalega.coop
Coordinator name and contact details.	Marco Noferi
Partners' names and contact details	
Start date	2011
Main sectors/focus	Sales
Type of organisation (eg coop, network)	
Number of members	50
Type of members	Farmers – Agri-food producers
Operating level (local, regional, national etc)	Local
Funding sources	
Total budget	
Objectives of the initiative	Sell local agri-food products of local farmers/producers
Description of main activities	Sale of fresh and processed agri-food products (fruit and vegetables, pasta, cheese, jam, condiments, cured meat and fresh meat, etc.)
Website	http://www.facebook.com/ilmercatalemontevarchi/
Links to other websites if appropriate	
Tick if audiovisual material provided	https://www.youtube.com/watch?v=ef-YIYO6TW4
Tick if project documents provided	https://www.youtube.com/watch?v=AlRihGRJV4w

PRACTICE ABSTRACT 1

This summary should be as interesting as possible for farmers and other practitioners, using easy understandable language.

(Please repeat this template for each project or subproject that you would like to record)

Short title in English	Montevarchi Covered Farmers Market
<p>Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should at least contain the following information:</p> <ul style="list-style-type: none"> – Main results/outcomes of the activity (expected or final) Include successes such as impact (on policy/productivity/land management etc), effectiveness (have objectives been achieved?), sustainability (economic and environmental), and transferability (can it be adapted and adopted elsewhere?) – The main practical recommendation(s): including both entrepreneurial elements related to cost, productivity etc as well as how any challenges have been overcome. 	<p>The project started in 2008 and was divided into two phases, the first phase of the project belonged to a public investment created by the municipality of Montevarchi (Comuni di Montevarchi e del Valdarno), this support being given in the construction of the closed market as well as the payment for 4 - 5 years of experts for field work to establish links between producers and the market.</p> <p>The second phase of development was related to self-administration, a difficult phase for the fact that this market had to continue working both to increase the number of members but also to maintain close links with consumers who also had their own requirements for the products they were selling. Today there are about 40 - 50 producers that sell their products here.</p> <p>Main results/outcomes</p> <p>Fruitful cooperation between local government and the producers in the area; Close connection between producers and consumers of the area, a link that was strengthened by the production of fresh and safe products; The producers in this market do not sell products out of season; The project learned that it is important to show to the consumers how the product is made, how it is processed and how safe it is; Producers did not pay rent as such but paid 10 - 15% of their earnings for maintenance and new investments in the market; The price of selling their products was 15 – 20% higher compared to the other commercial markets; The project learned that it is important to keep all the sales and purchase data as well</p>

	<p>as the data on the earnings, using special software.</p> <p>The main practical recommendation(s): One pillar of success was raising consumer awareness that not every product required by them can be found in this market outside the production season, but that they will always find seasonal products that are 100% fresh.</p> <p>Another important point was that the producers did not pay rent, but profits were divided according to the percentage of the produce they had contributed, with a certain percentage from everyone for the maintenance of the market environment and for any investment needed for the future.</p>
<p>Short title in <u>native language</u></p>	<p>Mercatale di Montevarchi</p>
<p>Short summary for practitioners in <u>native language</u> (can be the language of the coordinator / one of the partners)</p>	<p>Il progetto è iniziato nel 2008 ed è stato diviso in due fasi, la prima fase del progetto apparteneva ad un investimento pubblico realizzato dal comune di Montevarchi (Comuni di Montevarchi e del Valdarno), questo sostegno è stato dato nella costruzione del mercato chiuso come così come il pagamento per 4-5 anni di esperti per il lavoro sul campo per stabilire collegamenti tra i produttori e il mercato.</p> <p>La seconda fase dello sviluppo riguardava l'autoamministrazione una fase difficile per il fatto che questo mercato doveva continuare a lavorare sia per aumentare il numero dei membri, ma anche per mantenere stretti legami con i consumatori che avevano anche i loro requisiti per i prodotti che erano vendita. Oggi ci sono circa 40 - 50 produttori che vendono i loro prodotti qui.</p>