



# Local food challenges

## The experience of Campagna Amica

**Vanessa Orlando**

Campagna Amica Friuli Venezia Giulia for FCA, Italy



## WHO WE ARE

**Campagna Amica is a Foundation created by Coldiretti**, the largest farmers union in Italy and Europe, aimed at building a strong network supporting the needs of both producers and consumers





## OUR MISSION

Our efforts are aimed at preserving and certifying:

- 100% **Made in Italy** food
- A **sustainable model of production**, under the economic, environmental and social perspective
- Preserve the integrity of our **biodiversity (Sails of Campagna Amica project: 500 products saved and thousands more to save)**
- To introduce a **mandatory country of origin labeling system** for all food, processed or not
- Fair market competition, based on **transparency and legality**
- Shorter **supply chains** through a network of farmers markets



## OUR DISTINCTIVENESS

The network of Campagna Amica is **UNIQUE** model of short value chains, as its members respect the same rules of management in terms of:

- The **Brand** (same colors)
- The **Regulation** about the use of the brand
- The **behavioral rules**
- The **Code of Ethics** on environmental issues
- The **Control System**





## OUR NUMBERS

In 2009 our Network included 550 farmers markets.

Today, it counts on:

- 1,187 Farmers Markets
- 7,000 Farms
- 2.500 Agritourism

In 2020, during the pandemic, despite the challenges to operate:

- sales went up by 20%;
- markets attracted 15% more people;
- 43 new farmers markets were opened in one year.





## OUR NETWORK

We are the **largest direct sales network** (under the same brand) which involves more than 10,000 direct sales farms and generates a turnover of 3.5 billions, a value that has almost doubled over the past two years





**COLDIRETTI**





# Our Actions



For the farmers network

- 1) **Selection** of the best multifunctional farms
- 2) **Training** of farmers
- 3) **Controls** to protect producers and consumers





# OUR ACTIONS



For administrations

- 1) **Support** on rules for national government and local administrations
- 2) **Identification** of suitable areas to host Farmers Markets
- 3) **Participation** in public call
- 4) **Agreements** for supplies (also to private entities)
- 5) Market **management** in municipal areas



# OUR ACTIONS



For citizens

- 1) **Information** on products and seasonality: informed spending
- 2) **Communication** and marketing activities on local food
- 3) **Farmers Markets online**