

### What is a Local Market

The Mercatale is the market for quality agricultural products of the area, a physical and emotional place where farmers create spaces of direct sales supported by local authorities. The theme of both the Mercatale and the Short Chain is the shopping basket, so that the consumer can buy all the daily diet food grown within its territory and in neighboring areas. At Mercatale you can buy a wide range of local agricultural products, fresh and genuine, detergents on tap, fair trade products and local handicrafts.

The Mercatale aims to: improve knowledge of local resources, bringing the producer closer to the consumer, provide space for small-scale agriculture and marginal productions; ensure a fair remuneration of the agricultural labor; promote positive behavior towards the human and the environment .

All producers participating in the Mercatale undertake to sell only their own production and practice agricultural forms in full compliance with the environment. The companies joining Siena Green, also commit to expound on their stand an illustrative card of the company and of its production realized with the technical support of the Province of Siena Short Chain Desk.

### Rules of the Local Markets

As part of the technical co-ordination carried out by the provincial administration, many working groups have been active involving the organizers and leaders of the various Mercatali in the area. The purpose is to write up a regulation shared among producers, consumers and administrations. This led to the identification of a proper methodology for the construction of a Mercatale, and the establishment of rules that manufacturers must follow to establish a transparency pact with the consumer and to make the processes and products traceable.

#### Objectives

Consolidation and expansion of these experiences in other districts.

Planning in each district a group of producers and supporting the basket productions through a provincial technical assistance.

Creating a provincial model for the development of a common methodology for traceability and quality control through a wide social participation.

### List of the Local Markets

The first Mercatale was launched in 2007 in Sovicille starting from the concept of the shopping basket for daily food. It involved over 20 local producers who, with a Group of Fair Trade and the Erbandando association, recreated a meeting place for producers and consumers. A management committee consisting of producers, consumers and public services guide the organization of this Mercatale and operates under a shared Regulation.

Drove by other administrations and thanks to the buying groups' increasing sensitivity, local

associations and active citizens gave birth to the Mercatale Sinalunga, the Mercatale Val d'Elsa and Mercatale Chiusi. Throughout the province the appointments with the local products markets, short chain and organic production are multiplying.

- Mercatale Sovicille
- Mercatale Val d'Elsa
- Mercatale Chiusi
- Mercatale Sinalunga
- Mercatale Casellina in Chianti

## Agenda

### **Mercatale Sovicille**

1st Saturday of the month, from 9.00 to 13.00, Republic Square, San Rocco a Pilli.

3rd Saturday of the month, from 9.00 to 13.00, Piazza Marconi, Sovicille.

Organizers: Association of the Val di Merse producers, Erbandando Association, City of Sovicille..

Info: [info@mercataledisovicille.it](mailto:info@mercataledisovicille.it) - [www.comune.sovicille.siena.it](http://www.comune.sovicille.siena.it)

### **Mercatale Val d'Elsa**

1st Saturday of the month, from 9.00 to 13.00, Castellina Scalo

2nd Saturday of the month, from 9.00 to 13.00, P.za F.lli Rosselli, Poggibonsi

3rd Saturday of the month, from 9.00 to 13.00, Monteriggioni

4th Saturday of the month, from 9.00 to 13.00, P.za Arnolfo di Cambio, Colle Val d'Elsa.

Organizers: Association Friends of the Earth, Slow Food, municipalities.

Info: [adt.provsiena.gas@gmail.com](mailto:adt.provsiena.gas@gmail.com)

### **Mercatale Chiusi**

2nd Saturday of the month, from 9.00 to 13.00, Nature Commercial Center, Chiusi.

Organizers: City of Chiusi, Chiusi in Vetrina Association.

Info: [commercio@comune.chiusi.si.it](mailto:commercio@comune.chiusi.si.it) - [info@chiusinvetrina.it](mailto:info@chiusinvetrina.it) - <http://www.chiusinvetrina.it>

### **Mercatale Sinalunga**

Temporarily inactive.

Organizers: City of Sinalunga.

Info: [mercataledisinalunga@gmail.com](mailto:mercataledisinalunga@gmail.com)

## La Bottega di Stigliano

The shop of Stigliano is a active citizenship project supported by the Province of Siena and the Union of Municipalities of the Val di Merse in collaboration with Stigliano Cooperative, Erbandando Association and the Association of Manufacturers of the Val di Merse.

The financial and technical resources shared by the two administrations allowed the construction of the space and its experimental organization. It is asked stakeholders to start a path to economic viability and to care about the development of innovative forms of management.

The shop is intended as an experimental engine involving new forms of marketing for the local products to transmit different eating habits, made up of local foods, environmentally friendly, with simple recipes for our pleasure and our health .

Inside the store the active services are: a sale of local farmers' products, a kitchen where you can enjoy healthy and tasty recipes, linked to the territory and to the natural seasons cycle, a meeting and training space to attend cultural activities in order to focus the attention on the well-being of everyday life and provide creative support to the local agriculture.

### Opening hours.

The "km 0" products shop is open:

Tuesday to Saturday from 16.00 to 20.00

The shop's Osteria and bar are open to short chain:

Wednesday to Sunday from 16.00 to 23.00

### Contact Us

The Store of Stigliano

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