



### **New ways of dealing with the territory economy.**

Among the strategies promoted at a European and Regional level, the province of Siena started programming actions with food as its core, as a new element of balance for developing rural areas. Hence,

different projects are ongoing, promoting the building of a system enhancing local productions, which could be available for the daily diet through the empowering of quality and seasonal set of products.

### **Values**

The short supply chain is the easiest distribution model of local products. It offers greater chances for producers and allows consumers to discover the seasonal and territory food. The short supply chain helps to respect environment, to improve the work of local producers, to spread knowledge and sense of community supporting agriculture.

Where and how you can find the products of the short supply chain.

- **Direct sales:** the store of the producer.
- **Market:** the market where agricultural producers, representing the shopping basket, directly sell their products and inform consumers about the critical consumption and the support of the local agriculture.
- **Point of sales:** places where many farms organize and sell products together.
- **Supporting Buying Group (G.A.S.):** organized groups of consumers who buy products from farms.
- **Local feasts:** public feasts where local producers can show and sell their products and consumers can taste the products.
- **E-commerce:** where the traditional distribution does not arrive, the internet does.
- **Automatic distributor:** milk is the first product activated in the province, a direct and easy way to buy. Always available for the consumer.

### Chart

The principles of Rururbal projects are found in the transnational chart signed on 24th November 2011 in Barcelona by all the partners of the project. The document represents the guidelines for each country and gathers the general principles supporting local agriculture and food. The province of Siena not only signed the transnational document, but has started to draw its own local chart.

>> Download the attachment - European Chart

>> Download the attachment - Pilot actions and good practice

The **Local Chart** is the tool the community can use to build together and to share programs and rules.

It is a product and a tool of governance, detects commitments for each actors according to commonly shared values.

The general objective is to build a local governance for the territory sustainable development based on valorization, commercialization and consumption of local products. It is not just a matter of food, it is a matter of building spaces where people can meet, talk and create, in order to give birth to new forms of territoriality.

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