



Linkages to Consumers



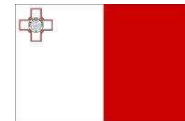
Rural Development Programme for Malta 2007 -2013
Programme 'LEADER'

European Agricultural Funds for Rural Development:

Europe Investing in Rural Areas

Co-Financing Rate:

80% European Union , 20% Government of Malta



The European Commission's view on Short supply chains

- **Commissioner Dacian Cioloș, opening a conference in Brussels on the 20th of April 2012, on Local agriculture and Short supply chain:**
 - *“Short supply chains have too long been overlooked. Yet, available data show that already, despite the lack of recognition and support, 15% of EU farms sell more than half of their produce locally”*
 - *“One in two consumers regret that local products are hard to find and difficult to distinguish from other products”*

The European Commission's view on Short supply chains

- Despite these difficulties, short supply chains is one of the priorities in the new CAP 2014-2020.
- Strengthening the linkages to consumers will bring concrete solutions to many of the challenges facing our society : solutions for consumers, who value the quality, wealth and traditions of farm products ; solutions for the farming sector economy; solutions to wastage of food; solutions to energy waste.
- *Even if they will not become the norm, or anything like it, short supply chains do create extra value added, which is much needed. We must get a better understanding of this type of marketing. We need to rediscover it". – Dacian Cioloș (Brussels 20/04/2012)*

Advantages of Short supply chains for our islands

- Short distances in Malta = low transport costs
- Fresher, higher quality produce = healthy eating
- Better prices for consumers = better competition with imported goods
- Diversification and Improved income earnings for producer
- Reinforcement of the importance of agriculture for a sustainable society
- Increase in employment
- Less wastage
- Direct feedback from consumer to producer = demand and supply equilibrium

Challenges for our islands

- Size of the island = insufficient supply= unsustainable short supply chains
- Stronger understanding of consumerism, basic needs and requirements of the market
- Higher prices? Therefore = increased consumption of imported products
- Traceability issues
- Longer working hours for farmers
- Planning permits

Possible solutions to challenges

- Economies of scale in production and marketing through professional management of short supply chains : produce what you are best at producing or what your land is more suited for – plan production and market collectively.
- Improve communication between consumer and producer through creation of networks (farmers' groups and buyers' groups)
- Draw up guidelines for local quality marks to ensure traceability and quality
- Educate both producers and consumers about the potential benefits of short supply chains
- Improve competencies of farmers as regards business planning, logistics, sales and marketing through training
- Involvement of family in farming (give incentives)
- Collaboration between public authorities and other institutions.

Various ways to enable a shortened distribution chain

- Direct farm sales
- Agricultural markets
- Collective selling outlets
- Buying Groups
- Home Delivery
- Local Festivals
- Direct farm pick-up or pick-up your own

Who are we?

Majjstral Action Group Foundation – first LEADER Programme being implemented

Representation of 16 rural Localities, population of 124,000

Our target groups include municipalities, SMEs, farmers, craftspersons, musical and cultural societies, youths, women, environment and tourism

MAGF's territory



who are we?

THE MAJISTRAL ACTION GROUP FOUNDATION'S TERRITORY CONSISTS OF 16 LOCALITIES AND BRINGS TOGETHER RELEVANT PUBLIC, PRIVATE AND VOLUNTARY SECTOR ORGANIZATIONS AND A POPULATION OF APPROXIMATELY 124,000.

Our mission is to improve the quality of life and economic prosperity of our rural communities through the implementation of the LEADER programme and other measures under the Rural Development Programme for Malta 2007-2013.

WE CAN HELP



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Rural Development Programme for Malta (2007-2013)

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Europe Investing in Rural Areas

Co-financing Rate: 75% European Union, 25% Government of Malta



So what can we do?

What is MAGF doing?

Opportunities

Action 413.5 Creation of a Rural Tourism Network for the Majjistral Territory

- Create an opportunity for farmers to earn additional revenue – rural experiences on farm units for tourists and the community
- Develop/improve direct sales from farmer to consumer
- Reverse current trends - Increase interest in young farmers through the creation of this niche tourism and improved earnings
- Increase interest in the production of local products and produce and educate about the importance of farming, importance of local fresh food
- Increase appreciation of farming and rural issues
- Increase awareness about the value of agricultural sector and its contribution towards environmental issues
- Increase communication between farmer and consumer
- Improve the competency of the farmer through training
- Economies of scale – marketing, training and management

Opportunities

Action 413.1 Culinary and Crafts Festival for the Majjistral territory

- Festivals help to recreate traditional rural lifestyle
- Festivals help to market local products and support local communities
- Festival help to educate the community about local products
- Creation of synergies between different sectors such as food preparers and farmers
- Possible creation of a potential database for putting producers in touch with each other and develop efficient networks and opportunities for partnerships
- Creation of Short-supply chains through these synergies

Opportunities

Measure 421 – Transnational cooperation

- Project MeDIETerranea – 2 festivals in Sardegna and Veneto
- Offering the opportunity to operators in the territory to participate in the festival
- The aim of the project is to enable LAGs to promote and enhance the Mediterranean Diet as a way of healthy food as a source of identity and culture of the people involved. Raising awareness and attention to the Mediterranean Diet will increase the demand for products available from local producers and will create synergies between operators in the catering and hospitality to local producers of food and agriculture sector.



FARMERS
WE CAN HELP!!





PRODUCERS OF AGRO – ALIMENTARY PRODUCTS

WE CAN HELP!!





OUR NATURAL ASSETS, OUR HERITAGE

WE CAN HELP!!



WE ARE OUT THERE PROMOTING OUR LOCAL PRODUCTS

**MEETINGS FOR THE
COMMUNITY TO GIVE
INFORMATION ABOUT
OUR ACTIONS**





**PARTICIPATION IN EVENTS ORGANIZED BY LOCAL
COUNCILS MEMBERS OF MAGF**

ANIMATION FOR OUR COMMUNITY

Majjistrat Action Group Foundation

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Thank – you for your attention!

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