

Catalogue of learning opportunities and needs



NEED FOR RURAL MARKETS

The problem

An efficient marketing system is able to secure better prices for producers and to improve the availability of agricultural products to consumers at competitive prices. In some cases new markets or improvements in existing markets in rural areas can help overcome many of the marketing problems they face. However, before considering whether improvements in the markets and make them what is important to have confidence that the markets or the lack of them, are the main problem. Other causes of inefficient marketing could be:

poor roads;

lack of knowledge about marketing by farmers;

inadequate amount of products to attract a sufficient number of traders.

The advantages of markets

Conventional markets located in rural areas play an important role in improving agricultural marketing. They can:

-have a place where farmers can meet with traders;

-increasing retail competition by providing a convenient place where farmers can meet with consumers;

-improve aspects of hygiene when marketing activities are being carried out as unhygienic;

-reduce post-harvest losses of agricultural production to protect from sunlight, rain, etc .;

-make marketing a more pleasurable activity

-become a focus of rural activities.



where can you find information and learning opportunities?

Ecological Agriculture Committee in the Comunidad Valenciana (<http://www.caecv.com/>)

Ecological Agriculture in Valencia is perfectly organized. The Department of Agriculture, Fisheries and Food is the competent authority, and created the Committee of Ecological Agriculture of the Valencian Community (Order 30/2010 of August 3, 2010, the Department of Agriculture, Fisheries and Food), the CAECV as Authority control, with the main mission to apply in the autonomous community control system established by Regulation of the European community and performing promotion.

Spanish Association of Terrestrial Ecology (AEET) (<http://www.aeet.org/>)

"The Spanish Association of Terrestrial Ecology is a scientific association whose main objective is to stimulate research in ecology. In addition to promoting ecological research are AEET the objectives of clarifying and communicating the science of ecology and promote the application, responsible for the knowledge of ecology to matters of public interest.

Spanish Federation of Winemakers (http://www.fev.es/v_portal/apartados/apartado.asp)

"The Federation consists of eleven regional associations of winemakers and is integrated into the UIOE (International Union of Winemakers), representing almost all the Spanish wine regions. The Federation aims to represent and defend the professional interests of the winemakers and promote the development and progress of the viticultural and winemaking activities of its partners and the optimal management of their common interests, and advising those representing them in those functions and materials that are proper ".

Valencian Institute of Agrarian Research (IVIA) (<http://www.ivia.gva.es/>)

The Valencian Institute of Agrarian Research (IVIA) wants to be, through its research and transfer activities, an effective partner for progress and prestige of the agrifood sector. So we are to improve the mechanisms of dissemination of knowledge produced and accumulated in our center, while trying to be more responsive and sensitive to the needs expressed by industry players.

We recall that is available in their own agencies IVIA in Moncada, the Farmer Service Office for technical assistance to the sector, with a specific phone and email, namely (+34)963 424 222 and e informacionivia@gva.es with which facilitate the exchange of information quickly and centralized

Ministry of Agriculture, Fisheries and Food (MAPA) (<http://www.magrama.gob.es/en/>)

The Ministry consists of the following areas: a) Secretariat of Agriculture, Fisheries and Food (depend on it the Spanish Agricultural Guarantee Fund - FEGA, State Agricultural Insurance Agency - ENESA and the Agency for Olive Oil - AAO); b) General Secretariat of Agriculture and Food; c) General Secretariat of Maritime Fisheries (it depends on the Fund Regulation and Organization of Fishing Products - FROM).

Alicante Sabor y Mucho mas. (<http://alicantesaborymuchomas.com/>)

Alicante enjoys agronomic characteristics that enables users of agricultural and livestock farms offer food of multiple plant and animal varieties with optimal quality, agronomic tradition with processed products.

This platform want to boost consumer near production model and committed to the environment.



Network local producers & learning opportunities

Partner name	Summary and activities of the partner	local/ regional/ national/	Contact details (email, phone, address)	Media (webpage, facebook, blog, others)
Biocamp D'elx	Platform of local agriculture from Elche and Alicante that sell the product directly to the consumers	local		http://biocampdelx.com /
Corazon verde	Organization that give the opportunity to people to learn and train in different areas as agriculture, environment, green job.	local	630 210 126 info@corazonverde.org	http://www.corazonverde.org/
Maura Gavilan	Biodynamic cultivation	local	686068719	-
Asociacion biodinamica Terramar	Direct selling vegetables and fruits bio-dynamic and other organic products	local		terramarasociacionbd@amil.com
Llavors recuperant biodiversitat	Association for the promotion and conservation of agricultural biodiversity of Valencia	local	646136184	www.llavorsdaci.org
Lorena Arcos Palacios	Professor of environmental kitchen, biology and trainer in production of local products such as cheese, salts, oils, sausages, etc	Local		tramaelx@hotmail.com
Huerto de la Cuerna	It is a space to share from children to retirees with common ecological and social purposes as awareness of the environment and preservation thereof, to promote values such as sharing and the virtue of patience, good food and connection with the land.	Local	Asociación de Vecinos "Barrio Obrero " de Altabix C/ Bernabé del Campo Latorre, nº 26 ELCHE	rayuela68@gmail.com ; marilo.anton@gmail.com
Coop "La Camperola"	The Camperola agroecological cooperative. Production of organic fruit and vegetables.	Regional	info@lacamperola.org	http://lacamperola.org/



Learning opportunities:

Asociación provincial panadería y pastelería Alicante

<http://www.apppa.es/>

- Bread
- Pastries
- Bread and pastries for celiac

APEHA (Asociación provincial de empresarios de Hostelería de Alicante)

<http://gastronomiadealicante.com/>

- APP for hostelry
- Labeling traditional ham
- Traditional Food

Taller de las tradiciones

<http://www.tradicion.es>

- Course Craft Beer
- Course soaps and natural cosmetics
- Course bakery and paste Freca
- Course of cheese and dairy products.
- Course artisan sausage and pate.
- Course of chocolate and sweets.
- Canned craft course.
- Traditional Beekeeping Course.
- Course introduction to mycology
- Olive Oil Course.
- Wine Course
- Course of traditional pastries.
- Course Rice and Paellas.

Banco de tierras

<http://bancodetierras.consorci.info/bancodetierras.php>

- Courses for the establishment and management of Ecological Urban Gardens
- Courses for the establishment and management of school gardens Ecológicos
- Reproduction workshop Ecological Vegetables
- Workshop medicinal uses of plants of our environment
- Reproduction workshop Native Plants
- Workshop on Development of Natural cosmetics with aloe vera
- Workshop Ethnobotany: The usefulness of plants



Local markets of local producers, opportunities for agricultures and consumers

Ecological local Markets:

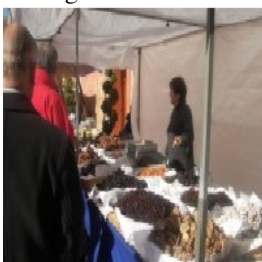
ECOMERCADO SALINAS

Market for organic products launched on September 1, 2013 in Salinas (Alicante) on a weekly basis-all on Sunday morning began 9:30 a 14:00 h.



MERCADO ECOLÓGICO EL LUGARECO

Ecological Market



Second sunday of the month 10:00 - 14:00 h.

MERCADO ARTESANAL SANT JOAN

Artesinal market with ecological products



Saturday and sundays 8.00 a 21.30 h



MERCADO DE PEQUEÑOS AGRICULTORES ECOLÓGICOS Y ARTESANAL

Seasonal vegetables and fruit from the orchard to the table, bringing health to the plate, freshly cut for the occasion, without pesticides, ORGANIC
Saturdays 09:30 a 14:00 h.



MERCADO ECOLÓGICO DE ORIHUELA

Organic market consists of retail outlets of food products, hygiene and cosmetics organic production.



Saturdays 10 a 14h and 17 a 20 horas.

MERCAT DE LA TERRA

A market focused on organic farming and traditional products of the earth. Tomatoes, lettuce, wine, organic sweet wine, soap ... and more.
First saturday of the month 09:00 - 14:00 h.



MERCAT DEL RIURAU

The riurau Market is a meeting place where you find farmers, bakers, artisans and creative showing the product without intermediaries. A space where ...
Sunday 10:00 - 14:00h.

