



IMPROVING FOOD MARKETS IN THE MEDITERRANEAN AREA



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The Mediterranean Sea has been the place of birth of many cultures and civilizations. The idea of Europe as a common place has born in its shores. From very ancient times, this sea called "mesogios", (meaning "between lands" in ancient Greek) has helped the establishment of networks and links connecting nations and peoples.

The creation of market places in the shores of the sea goes back to the times of the ancient Fenician, Greek and Roman Empire. Market trade in market halls is nowadays very similar to what always has been, and it is a part of the characteristic *Mediterranean way of life*, a unique model of healthy diet and lifestyle, based on the

consumption of fresh locally produced and commercialized in market places.

Today, in the 21st century markets are still a central place and a central part of the urban life in the Mediterranean cities, and play an active role as commercial engines and social institutions.

THE MEDEMPORION PROJECT

The cities of Barcelona, Torino and Genova, together with *Conservatoria del Piemonte* and *Conservatoire des Cuisines de la Méditerranée* have launched the **MedEmporion**

project as a way to meet and share ideas and activities, to create links among them and identify the best solutions and models for the market future.

In the frame of the **MED** initiative of the European Union, the **MedEmporion** project will create in the next two years a network between the markets in the mediterranean area to identify and transfer the best practices on managing and modernizing markets ■

THE MED PROGRAMME OF THE EU

The program **MED** is a transnational program of European territorial cooperation.

It is funded by the European Union as an instrument of its regional policy. The program continues the tradition of the "European programs for the cooperation" (called before INTEREG). It develops the European territorial cooperation goal for the period 2007-2013. The purpose of the program **MED** is to fund transnational actions taking the strategic community lines into account for the cohesion, the national strategies of structures of the member states, the specificity and the needs and potentials specific to the Mediterranean space.

MAIN GOAL

To make the Mediterranean zone an area with an enhanced capacity to compete in the international scene in order to insure the growth and the employment for the next generations, providing support to the territorial cohesion and acting up in the protection of the environment and sustainable development.

The program **MED** has identified: four specific priorities, being the fourth the priority where our project (promotion of a polycentric and integrated development of the Mediterranean space) is framed.

In this axe 4, the project **MedEmporion** is set in the goal 4.2: strengthening of the identity and improvement of the cultural resources for a better integration of the Mediterranean space ■



THE MEEMPORION PROJECT

The **MedEmporion** Project is an initiative promoted and led by the cities of Torino, Barcelona and Genova, together with *Conservatoria del Piemonte* and the *Conservatoire des Cuisines de la Méditerranée* of Marseille. The general goal of the project is to study the importance of food markets in the Mediterranean area as a tool of urban development and economic promotion and to undertake a research about the importance of the product of proximity and the role of the market as a tool for social cohesion.

GOALS

- Identification of the common potentials and values of the markets of the Mediterranean zone as key elements in the trade of proximity and the articulation of the populations.
- Promotion of the local food products and promotion of the relationship between the countryside and the city: sustainability, slow food, food sovereignty
- Improvement of the social responsibility of markets in their social environment.
- Creation of a net to exchange good practices, elaboration of recommendations and guides to improve market trade and market exchanges.

ACTIVITIES

- Organization of four food festivals in Marseille, Torino, Barcelona and Genova to spread the reality of the Mediterranean markets, their values and their characteristic products among the general public and to allow a contact between market traders and operators from east-west and north-south of the Mediterranean zone.
- Start up of four pilot programs to test new strategies to increase food markets social cohesion's actions and social responsibility.
- Development of two studies, one about the presence of the product of proximity in the markets and another on the

challenges and the opportunities of Mediterranean markets.

- Creation of a web page of the markets of the Mediterranean zone, with useful information that will remain after the end of the project
- Publication of a Guide of standards of quality and a collection of standards of good practice to improve the daily management of the markets.
- Edition of a policy recommendations document addressed to the European and local authorities in charge of markets.

EXPECTED RESULTS

- State of art of the situation of the markets in the **MED** zone and the Mediterranean area in general: dimensions, diagnosis, identification of good practices and opportunities through a grass roots study.
- Conceptualization of the Mediterranean frame of the food markets as a space of relationship, encounter, exchange, work and research. Identification of the opportunities.
- Creation of a net of markets of the Mediterranean area for the exchange of good practices among the business agents, the operators and the traders.
- Creation of a frame of commercial exchange among the participant markets.
- Improvement of the management of the markets with the transfer of good practices of four pilot programs locally displayed
- Increase the importance of the markets in the political agenda
- To raise awareness raising and concern about the importance of the fresh products and products of proximity in the market in the frame of the health policy, environment and food sovereignty ■

ACTIVITIES

STUDIES

Two academic studies are being produced in the frame of the **MedEmporion** Project:

GLOBAL STUDY ON MEDITERRANEAN MARKETS

A comprehensive and global study on the current situation of the markets in the Mediterranean area. This study will analyse the state of the art, challenges and opportunities of markets, and will figure out proposals and solutions to their present situation. The study will be made on an integrated approach, considering technical, economics, social integration or tourist promotion points of view.

The analysis will take into account the whole Mediterranean markets reality, to reach a more global and comprehensive approach. As such, all the Mediterranean area will be considered as a working frame.

STUDY ON THE ORIGIN OF LOCAL MARKET PRODUCTS

Traditional local products are being sold together with many other of the same type coming from overseas. The percentage of locally produced and commercialised products has been reduced dramatically in recent years, also in the fresh categories.

This study will analyse where do the products come from and how and will pay attention on the importance of guaranteeing local products at local food markets for a sustainable economy. The study will arise awareness about food sovereignty in the frame of the market hall activity.

PILOT PROJECTS

The **MedEmporion** Project includes the organization and deployment of four pilot projects, one in every leading city of the Project.

Their main goal is to develop activities to test new strategies to make markets more competitive and linked to their community and to be more active as tools for social cohesion and integration. In other words, to test new strategies on how to deepen markets social responsibility towards the community they belong to.

The development of the pilot project will consider the importance of the cooperation and interaction with local associations and neighborhood associations.

Every pilot project is organized locally, but their results and activities will be discussed and shared by all **MedEmporion**

partners. Their success and also their difficulties will help other markets to achieve similar results.

FESTIVALS

One of the biggest events and a major activity of the **MedEmporion** Project is the organisation of four Food Market Festivals, one in every of the lead cities of the project.

The Festivals include a wide range of events and activities:

- A real Food Market Festival, with products made in the Mediterranean area and presented by direct producers.
- In market halls, traders will interact with their costumers catching up their attention on the freshness and quality of the Mediterranean products they sell and the importance of eating local, fresh and healthy food.
- Information about the history and the importance today of the Mediterranean diet and the market culture will be delivered to customers and neighbors visiting the market hall premises..
- Mediterranean Chefs will teach on how to cook the most celebrity Mediterranean dishes.
- Colloquiums will be hold with the participation of producers, traders, market operators and authorities to introduce research, pilot projects and other achievements currently undertaken in the Mediterranean area to promote and revitalize food markets and market halls ■



PARTNERS

BARCELONA



Barcelona has a network of 46 markets, 40 of them market halls. They are owned and managed by the City, through the Municipal Institute of Markets (Institut Municipal de Mercats, IMMB). Today, the markets of Barcelona are following a renovation process to update their structures, logistics and services. The renovation process, transforms the old market places onto modern commercial centers where customers can buy in a one stop shopping process everything needed at home, food and other equipment. Keeping the traditional market appearance, organized on stalls, and the principle of direct and personalized attention, the market halls are incorporating underground parkings and malls to upload the merchandises, cold chambers and storage for every stall, and new services like home delivery, fidelity cards and wi-fi areas.

TORINO



Among other peculiarities of Torino there is, without doubt, the large number of urban markets. The most important of these is the market of Porta Palazzo, the true heart of the historic part of the town that has always been the place of the melting pot of Torino. In addition to this, other 46 markets, large and small, provide daily delivery of over 60% of the fruit and vegetables and, of course, to all other food and extra food.

Particularly, in recent years, the city of Torino has become the place of gastronomic excellence, with the rediscovery of the traditions and the collaboration with organizations, institutions and individuals: among all Slow Food, the new center EATALY, the exhibition of Terra Madre with the Salone del Gusto and the Torino Food Market Festival.

GENOVA



Genova, capital of the Liguria region, is located at the farthest inmost part of the Gulf of Genova. It has been called the "city of the cities" and the "city of the contrasts", city of the sea and mountains, of industries and services, of handicrafts and business, in which different cultures have always lived. Genova is a town rich in contrasts, you only need a few steps to find yourself immersed in its glorious ancient past or walking on the path of new daring symbols of a town facing the future.

Liguria and Genova gastronomy shows the characteristics of taste typical of its area and of the creativity of its people. Genova people, in fact, have a simple cooking rich in vegetables and herbs, with a wide use of olive oil: all this helped make up delicious, tasty dishes also very natural and attractive.

CONSERVATOIRE DES CUISINES MÉDITERRANÉENNES

The *Conservatoire* was born in 1999 in the Bouches du Rhône area after a decision of the Bouches du Rhône local council to set up a new euro Mediterranean network devoted to the culinary, touristic and cultural heritage of Mediterranean countries: *Le Conservatoire International des Cuisines Méditerranéennes* (CICM).

The *Conservatoire* is composed by territorial and professional organizations, universities, and also individual prestigious members. Its main goal is to strengthen the preservation and promotion of Mediterranean food product and cuisines. The *Conservatoire* also supports the development of sustainable agriculture and sustainable tourism, and takes action in the matter of food education.



CONSERVATORIA DEL PIEMONTE



The *Conservatoria delle Cucine Mediterranee* of Piemonte is a non-profit association in the field of the research and promotion of local products, crafts, markets, quality cuisine, and more generally the culinary heritage, tourism and cultural development of Mediterranean countries. Our activity provides a particular attention to the organic and environmentally friendly agriculture, to the food quality, to the report price-quality-economic sustainability of food as part of the overall concept of environmental sustainability.

Our general objectives are: supporting the production of techniques designed to conserve biodiversity and natural resources, environmentally friendly farming practices and biologic agriculture; rejects the GMO's; devotes a particular attention to the resources of mountains and foothills, mainly because of its border-binding.



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