

THE ROLE OF PUBLIC AUTHORITIES TO SUPPORT SHORT SUPPLY FOOD CHAINIS



March 25th



In collaboration with



Funded by
the European Union

Financial and non-financial instruments

Financial tools: an overview of available financial instruments, including the management of funds through Local Action Groups (GALs)

Local cooperation financing measure:
250.000 euro/NSP

100.000 euro/GALs



Financial and non-financial instruments

Quality schemes: initiatives designed to develop and promote high-quality standards in local production.

- national schemes for quality recognition:
MOUNTAIN PRODUCT, CERTIFIED TRADITIONAL PRODUCT, DEDICATED RECIPE
- internationally recognized quality schemes:
ECOLOGICAL PRODUCT, PROTECTED GEOGRAPHICAL INDICATIONS
- annual program: ENJOY ITS FROM EUROPE!



Green Public Procurement

Case Study: 2023 – 7,000 students who visited our farm through the program managed by Brasov City Hall - targeted program that integrates green procurement practices by purchasing fruits and bakery products alongside educational measures to encourage sustainable food consumption

- risk: example Mercheasa apples



The Role of Local Authorities

Local governments play a crucial role in supporting short food supply chains by fostering the development of peasant markets, and Local Gastronomy Hubs.

<https://youtu.be/VmiN4ilUutY?si=pB8PnDYv9sS4btsu>



The Role of Local Authorities

Analysis: why winter fairs are not an effective tool for promoting local producers and stimulating local development.

BizBrasov
Stirile care conteaza in Brasov

Știri Brasov Economie ▼ Timp liber ▼ Viața Brașovului ▼ Sănătate Social Opinii Știri Naționale

Home » Știri Brasov » Un comerciant va plăti 34.000 de euro pentru o căsuță la Târgul de Crăciun din Piața Sfatului. În total, Brașovul va câștiga peste

Un comerciant va plăti **34.000 de euro** pentru o căsuță la Târgul de Crăciun din Piața Sfatului. În total, Brașovul va câștiga peste 1 milion de lei din închirierea spațiilor de vânzare

BY IONUȚ DINCĂ ON 18 NOIEMBRIE 2024

STIRI BRASOV, TIMP LIBER

