Transnational Working Group and Technical Visits
on Farmers’ Innovation

Metropolitan Agriculture for Developing an innovative, sustainable and Responsible Economy

Summary report

8 - 9 November 2017

Marseille (Villa Méditerranée) and Aubagne

ANIMA Investment Network, in partnership with the Agency for Sustainable Mediterranean Cities and Territories (AVITEM), organised a Transnational Working Group and Technical Visits on farmers’ innovation on 8 and 9 November 2017, as part of the European project MADRE - Metropolitan Agriculture for Developing an innovative, sustainable and Responsible Economy.

It was the opportunity for 50 participants from the 6 metropolises associated with MADRE (Barcelona, Montpellier, Marseille, Bologna, Tirana and Thessaloniki) to:

- Share real-life experiences and best practices related to urban and peri-urban farming innovation, in its broad approach (technological, marketing and organizational);

- Discuss specific issues and identify Mediterranean specificities for urban and peri-urban farming innovation;

- Define common solutions to the constraints and needs faced by Mediterranean metropolises;

- Formulate policy recommendations as a basis for a Policy Paper on metropolitan agriculture in the Mediterranean;

- Express their expectations vis à vis a transnational cluster/network on metropolitan agriculture in the Mediterranean.

The event was part of the Mediterranean Urban Agriculture Days.

Project co-financed by the European Regional Development Fund
Tuesday 7 November: Journées des Agricultures Urbaines en Méditerranée

In partnership with ASTREDHOR, Cité de l'Agriculture, IAUR and TELEMME

Optional seminar for MADRE partners and their experts - Further information here

Wednesday 8 November: Transnational Working Group and Technical Visits - Part 1 (Marseille)

8:30 – 9:00  Welcoming of participants  (Villa Méditerranée)

9:00 – 9:15  Welcome speech by Bernard Valero, AVITEM

9:10 – 9:30  Welcome speech and presentation of the objectives and agenda of the two days by Jeanne Lapujade, ANIMA

See slides 2 to 7 of the presentation here
9:30 – 10:40  Brief presentation of each Metropolitan context and participant’s activities related to farming techniques, organisation and marketing

Introduction of participants from Barcelona Metropolitan Area (from left to right):
- Xavier RECASENS, Area Metropolitana de Barcelona (AMB)
- Sara ANGRILL TOLEDO, Area Metropolitana de Barcelona (AMB)
- Salvador AVIA, Municipalité de Badia del Vallès (AMB)
- Violeta MEZELIEVA, LLaurant Barcelona (Policy Paper expert)
- Joaquim MUNTANE, Llaurant Barcelona (Policy Paper expert)
- Josep-Maria VALLES, Tarpuna Cooperative: see presentation here

Introduction of participants from Montpellier Méditerranée Métropole (from left to right):
- Selma TOZANLI, Institut agronomique méditerranéen de Montpellier (CIHEAM-IAMM)
- Pascale MEJEAN, Boutiques Paysannes d’Occitanie: see presentation here
- Loïc BESSON, Ferme de la Condamine
- Fatima EL HADAD-GAUTHIER, CIHEAM-IAMM
- Edouard KIERLEAU, Ferme de la Condamine
Introduction of participants from Aix-Marseille Provence Métropole (from left to right):
- Flore TISSONE, Institut de Management Public et de Gouvernance Territoriale
- Manon DIENY, Terre de Mars Urban Farm
- Caroline DE BROISSIA, Cité de l'Agriculture
- Claude NOBLE, Réseau Vert de Provence
- Alexandre LAUTIER, Métropole Aix-Marseille-Provence
- Laure GAILLARD, Métropole Aix-Marseille Provence: see presentation here

Introduction of participants from the Metropolitan City of Bologna (from left to right):
- Francesca VILLANI, Metropolitan City of Bologna
- Elena HOGAN, Campi Aperti Association
- Giorgio PIRAZZOLI, Mercato Ritrovato
- Laura MARI, Arvaia CSA
Introduction of participants from the Tirana Metropolitan Area (from left to right):

- Baki Dervishi, Organisation for technological transfer
- Fatmir Guri, Agricultural University of Tirana
- Ana Kapaj, Agricultural University of Tirana: see presentation here

Introduction of participants from the Thessaloniki Metropolitan Area (from left to right):

- Minas Klonaras, Aristotle University Thessaloniki
- Michail Genitsargiotis, American Farm School of Thessaloniki: see presentation here
- Antony Karagiorgas, PER.KA. Greece
- Achillas Charisiou, Aristotle University Thessaloniki
- Eleni Feleki, Aristotle University Thessaloniki
10:40 – 11:00 Factors that foster and hamper farmers' innovation in the development of Metropolitan and Peri-Urban Agriculture in the 6 MADRE Metropolises - Lessons learnt from the Metropolitan Working Groups by Charlotte Lafitte, ANIMA

See slides 9 to 15 of the presentation here

11:00 – 11:30 Coffee break

World Café: Distribution of participants in 3 working groups of 10-15 people

Each group discussed successively 3 common issues for farmers' innovation in the development of Metropolitan and Peri-Urban Agriculture. Each group had a dedicated group leader, in charge of facilitating discussions and translating EN/FR when needed, as well as a rapporteur to share the working group’s results with all participants at the end of the TWG.

The following 3 common issues were discussed:

- Economic model of urban and peri-urban farming businesses and development of added value activities
- Collective organisation of farmers to access larger markets and share costs
- Capacity building and support services for current farmers and newcomers

You will find the outcomes of these 3 parallel working groups in the attached document.
11:30 – 13:00 First parallel working groups

For each common issue, participants will be invited to discuss the following question: What are the main constraints and needs on the targeted issue?

13:00 – 14:00 Buffet lunch by Terres de Mars
14:00 – 16:00 Field visit - Terres de Mars Urban Farm

Participants visited "Terre de Mars", an urban farm set up 2 years ago by 5 young architects and landscapers in the district of Sainte-Marthe, only 7 kilometers from the city centre of Marseille. In less than one hectare, about 40 different vegetables are cultivated over the seasons, without heavy mechanisation nor chemicals. A part of the production is used for the catering service provided by Terres de Mars for events organised by companies, associations and individuals. The rest is sold via mobile reservation and delivered in 2 different places in Marseille every week.
16:00 – 17:00 Second parallel working groups
For each common issue, participants will be invited to discuss the following question: Are there Mediterranean specificities to this issue?

17:00 – 18:00 Third parallel working groups
For each common issue, participants will be invited to discuss the following question: What political, institutional, operational and citizens’ solutions should be put in place?
Thursday 9 November: Transnational Working Group and Technical Visits - Part 2 (Aubagne)

8:30 – 11:30  **Field visit - Chez les Producteurs (Aubagne)**

- Visit of the farm of Marie Helene Di Ruzza, organic market gardener in La Destrousse

Participants visited the last organic market garden farm in the village of La Destrousse, managed by Marie-Hélène Di Ruzza and her husband. Installed in 2011 with the support of the Mayor, they sell their vegetables and eggs via short marketing channels only: at the farm, at the collective outlet “Chez les Producteurs” and in an AMAP (community-supported agriculture association).
- Visit of the collective outlet “Chez les Producteurs” in Aubagne and presentation of support services to farmers provided by CETA Pays d'Aubagne by Bernold Poinas

"Chez Les Producteurs" is a collective outlet for 26 local producers (10 women, 16 men) from the Pays d'Aubagne area. At least one farmer is present every day, in addition to 2 employees. The association is chaired by Bruno Knipping, an organic market gardener from Aubagne. The outlet sells various products, from both organic and sustainable agriculture: fruits and vegetables, fish, meat, dairy products, wine, beer, bread, honey, safran, etc. Products are all 100% local and most of them are under the "Jardins du Pays d'Aubagne" brand or other labels. Based on the direct selling model, the outlet's prices are the same as farm-gate prices and one producer is present at the store every day. The association received a € 15,000 grant from Aix Marseille Provence Metropole, PACA Region and Bouches-du-Rhône Department at the beginning. Today, the initiative is self-sufficient: a portion of each producer's sales is used to pay the rent, bank charges and employees' wages. CETA Pays d'Aubagne (Centre d'études techniques agricoles) supports farmers in this initiative since the very beginning. The next step will be the opening of a collective processing centre. CETA also supports Aix Marseille Provence Métropole in the development "Jardins du Pays d'Aubagne" brand.
11:30 – 12:00 Welcome coffee at the Agora Conference Centre (Aubagne)

12:00 – 12:30 Synthesis of the outcomes of parallel working groups on farmers’ innovation

See slides 2 to 11 of the presentation here

12:30 – 13:00 Discussions on the next steps - Towards the MADRE Cluster

See slides 12 to 16 of the presentation here

Moderation by Jeanne Lapujade, ANIMA

- What Mediterranean dimension of farmers’ innovation should be promoted by the MADRE Cluster?

Project co-financed by the European Regional Development Fund
What do participants expect from the creation of this Cluster (e.g. networking, information, training, services, etc.)?
What resources are available for the animation and services of the Cluster (potential active members, financial resources, etc.)?

13:00 – 14:00: **Buffet lunch** (Class Traiteur)

Return to Marseille by coach

**Contact**

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