

# "Campagna Amica" Farmers' Market at Circo Massimo



**SUPURBFOOD** is a research project funded by the European Commission's 7<sup>th</sup> Framework Program. It aims to contribute to the development of sustainable modes of urban and peri-urban food provisioning.

## About the project

Until recent, short food supply chains and multifunctional agriculture were considered to be part of the rural development realm. However, this project looks at these topics from the perspective of urban rather than rural development. Short food supply chains have been advocated as a means to reduce the environmental impact of the agro-food system. However, to improve the ecological performance of the agro-food system other flows ((e.g. nutrient, water, and urban waste) need to be considered as well. In the current context these aspects are usually treated separately. This project will treat them in an integrated manner.

## Approach

Research will be carried out in seven European city-regions (Rotterdam (NL), Rome (IT), Ghent (BE), Vigo (ES), Bristol (UK), Zürich (CH) and Riga (LV)) in collaboration with a diverse group of SMEs to further innovate in urban and peri-urban food provisioning, nutrient, water and waste management, and multifunctional use of urban and peri-urban space. Finally the project will also establish links with researchers, policymakers and SMEs in these domains in developing countries. This will be organised through a process of dialogue, sharing of experiences, exchanging of best practices and joint learning.

## More information

[www.supurbfood.eu](http://www.supurbfood.eu)



## What is the Campagna Amica about?

Campagna Amica (Friend Countryside) is a Foundation promoted since 2008 by Coldiretti, one of the most important and famers' organizations in Italy. The Foundation promotes Italian agriculture through a range of initiatives focused on direct selling, rural tourism and multifunctionality, ecological sustainability.

One of the Foundations' main activities is the organization of Farmers' Markets throughout Italy. The Farmers' Market of Circo Massimo (close to the ancient "Circus Maximus", in the heart of Rome, is one of the most important and popular (there are about 10 Campagna Amica markets in Rome).

Producers participating to these initiatives (associates to Coldiretti) have both duties and rights. They receive periodic controls, both internal (by Coldiretti) and by an external agency. they must sell their own produce, realized in a sustainable way. They have the right to participate in the Farmers' Markets and in the other initiatives of Campagna Amica, they can also use the "Campagna Amica" brand and its well known logo to promote their products.

## Who is involved?

Coldiretti, created in 1944, is the largest representative organization of Italian farmers with more than 1,5 million associates. "Campagna Amica" is a network of actors and initiatives dedicated to short chains and local food. Alongside Farmers'markets there are farms, agro-tourisms, restaurants, corner shops, urban gardens, consumers' groups.

In the Circo Massimo Farmers'Market there are more than 50 producers from the 5 provinces of Lazio Region.

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## Which activities are carried out?

The main activities of Campagna Amica are related to the organization of the Markets for product selling. This also comprises the controls that Coldiretti makes on the farmers who have the right to use the brand "Campagna Amica", and that are conducted by Coldiretti itself but also by an external private agency. Controls regard the quality of food but also other aspects of farms' activity (farmers must sell for the most their own products, and adopt eco-sustainable methods).

With specific regard to the Circo Massimo Farmers' Market, many cultural and educational initiatives are hosted, that also profits of the historical neighbourhood in which it is settled to attract customers and visitors. In particular the Market hosts the educational initiative "*Sapere i sapori*" (Knowing the tastes) promoted by the Lazio Region for the primary and intermediate schools of the region, with the aim to lead students to a correct, healthy and ecological diet. Expositions on the historical aspects of food production and on traditional peasantry culture are also organized. Communication initiatives regard also issue like the re-use of the shoppers and the use to purchase seasonal products (only seasonal products are sold in the Market)

## Where is the Campagna Amica Farmers' Market located?

The activities of Campagna Amica (whose headquarters are in the city centre of Rome) cover the whole Italy., and so does the Coldiretti as a representative farmers' association.

The "Circo Massimo" Farmer's Market is located in the historical street "Via di San Teodoro" in a building very close to the Circus Maximus with an internal garden, that was in the past used as the Jewish fish market. Once per year the Circus itself host the national initiative of Coldiretti.



## Lessons from Campagna Amica for SUPURBFOOD

- ✓ An organization which mainly represent farmers' interests in the political arena can play a key role for the promotion of short food chain and alternative market channels
- ✓ The cultural heritage of rural areas is a lever for short food chains development that can also brought into the urban centres
- ✓ The location of a short food chain initiative within an urban area can be important for its success
- ✓ Local food chains are compatible (and can be strengthened) with a country-wide organization and a national brand

## Contact details of Campagna Amica and for Circo Massimo Farmers' Market

<http://www.campagnamica.it/>

<http://www.mercatocircomassimo.it/>

## Contact details of Supurbfood

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