

Promoting resilience.

Opportunities and challenges of the local economy and society to adapt to climate change

## THE ADAPTATION OF AGRICULTURE TO CLIMATE CHANGE AND THE ROLE OF LOCAL AUTHORITIES

Parc Agrari del Baix Llobregat - 6 June 2018

**GUSTUM project**– Alba Secanell (Leader de Ponent Association)

**Gustum** is a project funded by the DARP and the EAFRD which is coordinated by a Local Action Group (LAG), **Leader de Ponent Association**, but in which the 11 Catalan LAGs take part.

Its aim is to encourage the creation of economic activity in the territory through the **promotion and marketing of local, artisanal and quality agri-food products and synergy with other sectors of the territory**.

Therefore, the project works along the following lines:



### PRODUCTS & PRODUCERS LOCALS

Identify them, value them and promote them



### TOOLS

Providing tools to producers to help them promote and market their product



### CREATE SYNERGIES

Linking the agri-food sector with tourism, gastronomy and small businesses



### COOPERATIVE WORK

Encouraging associations in the sector

The **Gustum project** was born in 2011 at a time when **there was little culture of the local product**, but at the same time there was a boom based on this concept, so the actions that were carried out were, among others:

- Support for producers at professional agri-food fairs
- Promotion of local markets
- Promotion of new fairs linked to local products
- Olive oil campaign in schools

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Currently, **the project has grown** and the situation of the local product is already more consolidated, so more **cross-cutting actions** are proposed in order to focus on areas where there is a greater need.

The lines of action are as follows:

- **Actions in schools:** to teach about the value of the agri-food product produced in rural areas.



Screening in the 'Cúpula Gustum' of audiovisual materials that allow to know **how, who and where the foods that are eaten daily are produced.**

- **Support for promotion and comercialitization:** design actions aimed at promoting local products and producers and provide them with tools.
  - ☐ Promotion of the campaign in the restaurants 'Aquí, vins catalans'
  - ☐ Gastronomic sessions at the Lleida School of Hospitality
  - ☐ Free diagnosis and advice service for agri-food companies
  - ☐ Territorial actions to promote the local product
- **Support for territorial initiatives:** support initiatives in which various territories and / or various producers are involved to promote the local product.
  - ☐ Lleida craft beer route
  - ☐ Territorial brand Vall del Corb

[www.gustum.org](http://www.gustum.org)  
@infogustum

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