CORENET Good SFSC Practice No 2:	
Author:	
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Short title in English	**AGRIMARKET CAMPAGNA AMICA - CAGLIARI**
Choose relevant advertising categories below* and provide short explanation:	
a Business planning and strategy:	Establishment of agrimarkets with the aim of creating a closer connection between consumers and producers in local food markets
b Distribution and logistics:	The food is sold direclty from producers to consumers in the local agrimarkets of Campagna Amica - Cagliari.
c Regulatory compliance:	The participating producers comply with the rules of the statute and the regulations of the agrimarket, as well as follow the rules for the organization of the local markets.
d Better partnering:	
e Technology:	
f Production & processing:	The producers who want to sell in the agrimarkets must necessarily sell products coming from their crops and/or production activities.
g Packaging:	The food sold in the agrimarket don't require specific packaging. However, shopping bags with the logo of Campagna Amica are provided
h Branding and marketing:	Each producer participating in the agrimarket has its own (farm) name. Yet, they are all operating under the "market brand" of the agrimarket
Basic information on knowledge and advice provided: e.g. private or public funded organization/advisor, peer to peer knowledge exchange, etc.	The producers in the initial phase and always are supported and advised by the managers of the agrimarket association and by the advisors who work at Coldiretti.
*See The CORENET SFSC Charter 14. C SFSC ADVISING.	

Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). *Do not complete if the summary below is completed in English* This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.	The Agrimarket Cagliari is a SFSC model promoted by Coldiretti Sardinia within the Campagna Amica network, and coordinated at national level by the Campagna Amica Foundation. In this model consumers can buy fresh products directly from the producers without the intervention of any intermediary. The agrimarket offers a wide variety of products: vegetables, fruit, meat, fish, cheese, honey, rice, wine, beer and much more. Particular attention is paid to seasonality and local varieties. Some producers are also offering different types of processed products such as canned food, jams, pasta and traditional desserts. From an advisory perspective in terms of support received: producers receive organisational, logistic and promotional support for selling their products. This is provided by the managers (or representatives) and advisors of the agrimarket association, who have also an important role in enhancing consumers awareness about local productions and the activities of the farmers. In addition, the advisors verify that the producers are operating according to the rules and indications for participating to the agrimarket.
	Main results/outcomes of the activity (expected or final)
	Producers receive organisational, logistic and promotional support for selling their products The producers receive support in the organization of the market and on the prices Consumers have a better knowledge of the producer's activities and are supported on the product choices, for example nutritional properties, recipes, and conservation methods. From a social point of view, a direct relationship is established with the consumers. Both the producer and the consumer take part in the various social initiatives organized in the agrimarkets. This helps create a sense of community as well as social and cultural identity.
	The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?
	The Agrimarket model provides an example of the type of advisory services but also of the technical, quality and goverance support that is needed to build a strong and organized short food supply chain system.
	Further inormation/references:

Actors, stakeholders	**Producers, consultants/agrimarket managers, consumers**
Region, Country	**Sardinia, Italy**
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	

Short title in native language	**AGRIMERCATO CAMPAGNA AMICA - CAGLIARI**

Short summary for practitioners in native language (*can be the language of the coordinator / one of the partners - otherwise in English*) (1000-1500 characters, word count – no spaces).	Agrimercato Cagliari è un modello di filiera corta promosso da Coldiretti Sardegna all'interno della rete Campagna Amica, e coordinato a livello nazionale dalla Fondazione Campagna Amica. In questo modello i consumatori possono acquistare prodotti freschi direttamente dai produttori senza l'intervento di alcun intermediario. Agrimercato Cagliari offre un'ampia varietà di prodotti: verdure, frutta, carne, pesce, formaggi, miele, riso, vino, birra e molto altro ancora. Particolare attenzione è riservata alla stagionalità e alle varietà locali. Alcuni produttori offrono anche diverse tipologie di prodotti trasformati come conserve, marmellate, pasta e dolci tradizionali. Dal punto di vista consulenziale in termini di supporto ricevuto: i produttori ricevono supporto organizzativo, logistico e promozionale per la vendita dei loro prodotti. Tale supporto vieni gestito dai rappresentanti e dai consulenti dell'agrimercato, i quali hanno anche un ruolo importante nel sensibilizzare i consumatori sulle produzioni locali e sulle attività degli agricoltori. Inoltre, i consulenti verificano che i produttori operino secondo le regole e le indicazioni per la partecipazione all'agrimercato.