

*Protected Areas for Sustainable Agriculture – building partnership with farmers*

*October 2017*

# *“Feeding Milan. Energies for change”, “Nutrire Milano, Energia per il cambiamento”*

## ***Milan South Agricultural Regional Park (Parco Agricolo Sud Milano)***

*A framework project for sustainable regional development based on food de-mediation and multifunctionality as a strategies*

***Alessandro Cecchini, Paolo Bolzacchini***

| Slow Food Italia



# context



NUTRIRE Milano









*historical monuments*







*water channels*



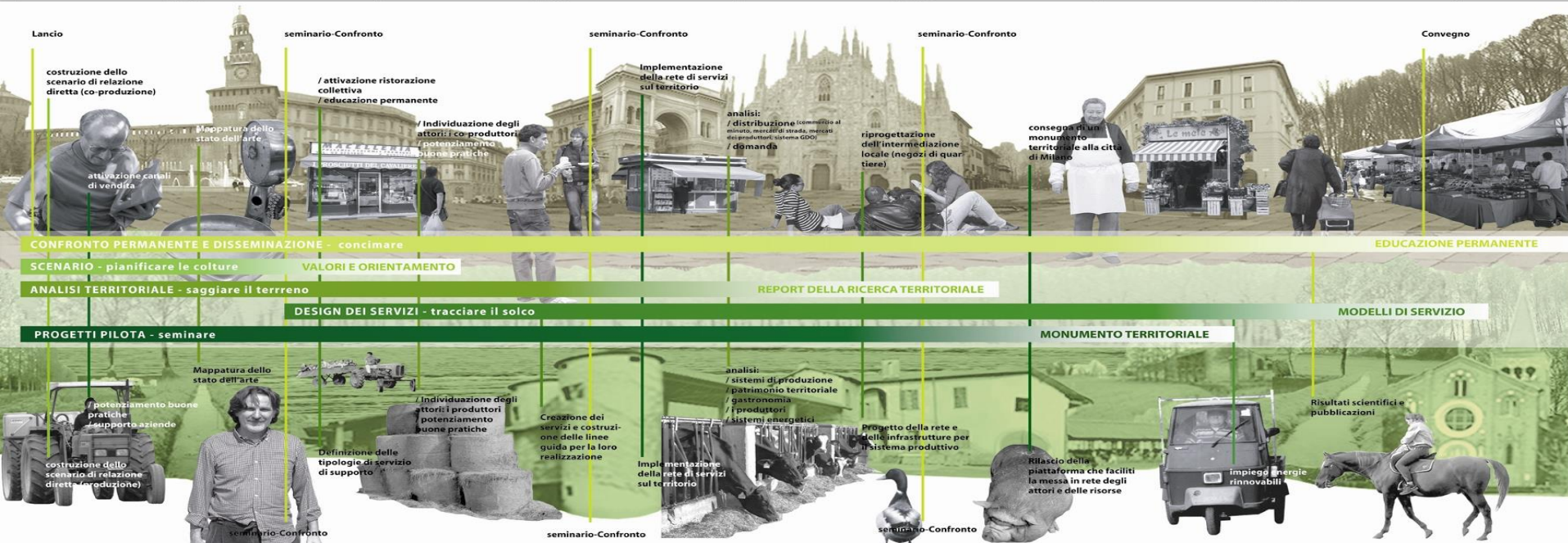




*traditional and industrial agriculture*







Fotocomposizione: Politecnico di Milano Dip. Indaco; Lucia Di Sarli, Anna Meroni, Giulia Simeone. Foto originali di: Lucia Di Sarli, Anna Meroni, Carlo Bermani, Stefano Brambilla, Giulia Durante, Erica Moretti, Guido Rovi

# NUTRIRE MILANO

## An "on-field" regional project



POLITECNICO DI MILANO



DIPARTIMENTO  
INDACO



**Slow Food Italy**  
**Politecnico di Milano, INDACO dept.**  
**University of Gastronomic Sciences**



# How it is possible to revitalise milanese agricultural region?

??

Revitalizing local networks

Sharing resources





*Support, spread and create a synergistic network  
between the city and its periurban agricultural area*



**“Multifunctionality and de-mediation”**





## vision

***A metropolitan agri-food  
model of excellence***

## goals

› from industrial agriculture to **organic**  
multifunctional farming

› › new **culture** of food and agriculture







## strategy

- › transform the **proximity** to the city from disadvantage in to a competitive advantage
- › support existing **best practices**
- › build **new food networks** based on de-mediation and multifunctionality



# **PROJECTS STEPS:**

## **ACTION 1**

*TERRITORIAL MAPPING*

## **ACTION 2**

*MILAN EARTH MARKET*

## **ACTION 3**

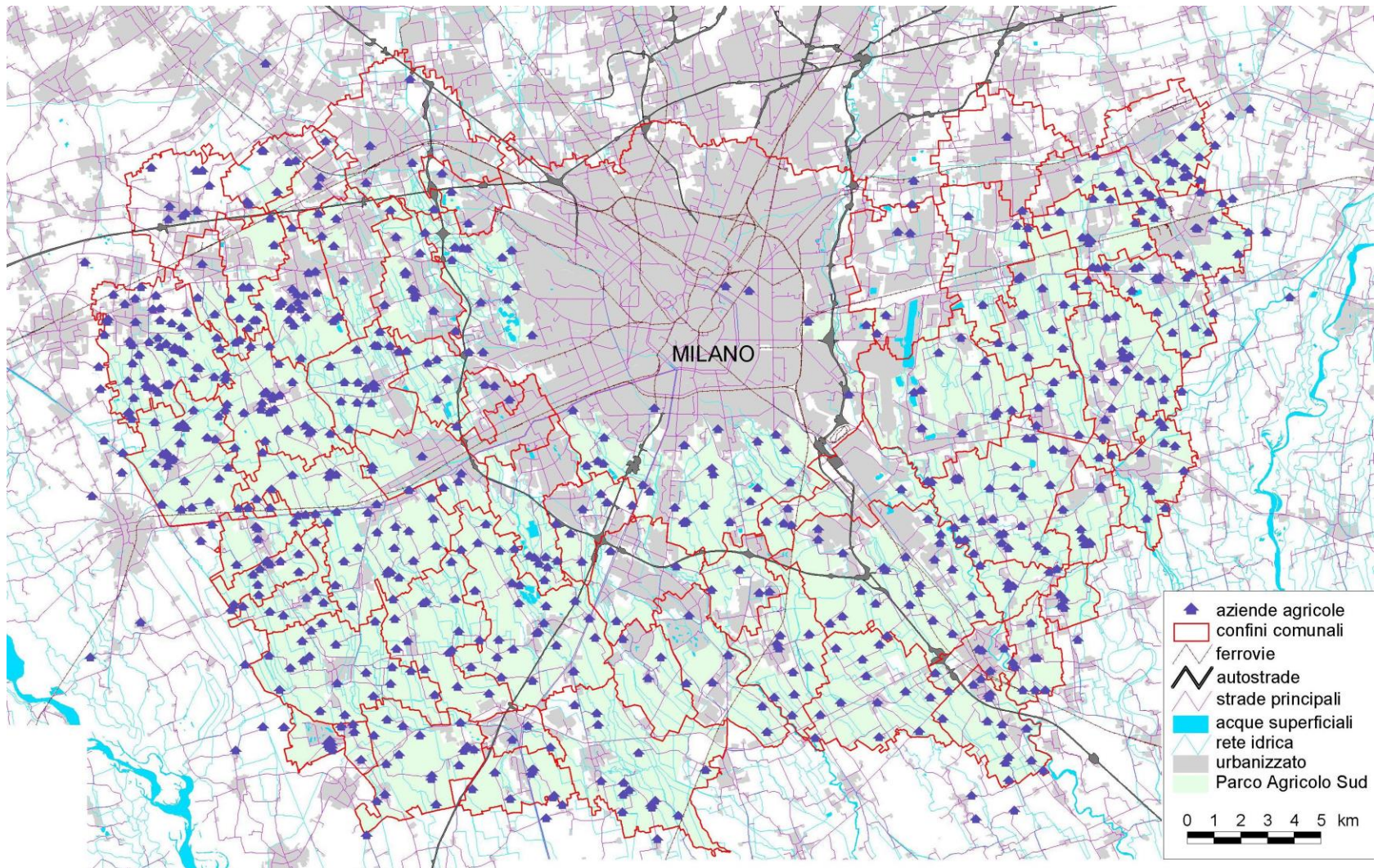
*SHORT AND LOCAL  
SUPPLY CHAIN PROJECTS*





# ***ACTION 1***

## ***TERRITORIAL MAPPING***





## ***ACTION 2***

### *Mercato della Terra di Milano – Milan Earth Market (Slow Food Milan's Farmers' Market)*

- ✓ **Earth Markets is a worldwide NETWORK of farmers' markets respecting the SLOW FOOD philosophy.**
- ✓ **COMMUNITY-run markets that strengthen local food networks.**
- ✓ **Quality food you can TRUST, bought directly from the producers.**
- ✓ **Fair prices for both consumers and producers that foster LOCAL ECONOMIES.**
- ✓ **Access to good, clean and fair food from the local area to reduce food miles and SHORTEN the FOOD CHAIN.**
- ✓ **Consumers become COPRODUCERS, learning from producers and EDUCATIONAL activities.**





## ***ACTION 2***

# *Mercato della Terra di Milano – Milan Earth Market (Slow Food Milan's Farmers' Market)*



# **ACTION 3**

## **SHORT AND LOCAL SUPPLY CHAIN PROJECTS**

### *Cereal and bread supply chain*

Re-designing a short chain of traditional bread: from the quality of the crops, through the processes of transformation, to the final consumer.





***ACTION 3***  
***SHORT AND LOCAL SUPPLY CHAIN PROJECTS***  
***Meat and dairy supply-chain***

Implementation of a Slow Food Presidium on the Varzese cattle: saving it from extinction and stimulating environmentally sound breeding



***ACTION 3***  
***SHORT AND LOCAL SUPPLY CHAIN PROJECTS***  
*Vegetables and fruits supply chain*

Organisation of a local production and distribution system of fresh vegetables and fruits, based on a direct farmer-citizen link.





# ***WHAT WE ACCOMPLISHED?***

*Revitalize a direct linkage with Milan South Agricultural Park food production and the Milanese Urban area consumption*

*Raise the citizen awareness  
of Milan South Agricultural Park relevance*

*Design news tools in order to help Milan South Agricultural Park farms to reach economic sustainability*



# ***THANKS***

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