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## **New Voices New Visions New Values**





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## New Voices New Visions New Values







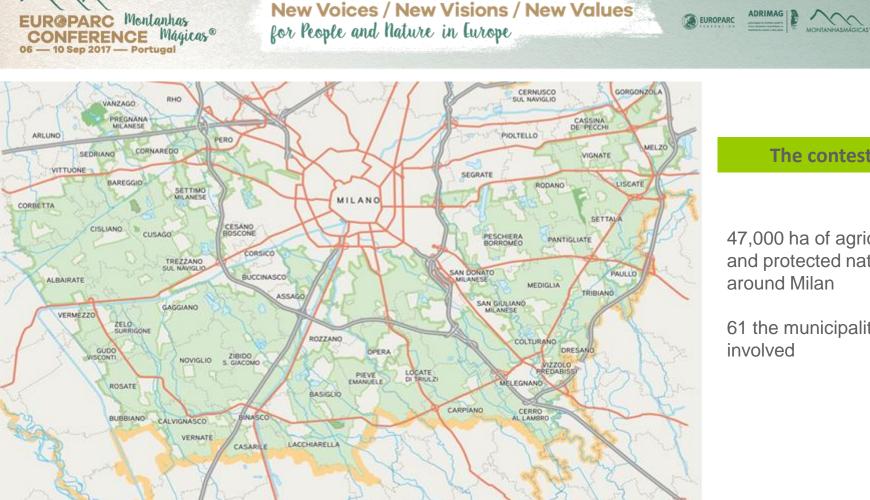
Città metropolitana di Milano



# Urban agriculture: taking care of vegetables and citizens

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Sud Milano

Presentation by: Corrado Teofili FEDERPARCHI



#### The contest

47,000 ha of agriculture and protected nature around Milan

61 the municipalities involved



# New Voices / New Visions / New Values



The main goals of Parco Agricolo Sud Milano are laid out in the institutional law:

1) Safeguarding landscape and environmental recovery of the areas connecting town and country and connecting the outer areas with the urban green system;

2) Ecological balance for the metropolitan area;

3) Safeguarding, gualifying and increasing the agro-wooded-cultivation activities coherently with area destination;

4) Citizens using the area for cultural-recreation activities.





The park constitution law itself gives to the park the topics generating the focal point of the marriage between preservation and development of the territory close to the Milan metropolitan area.

There are four main topics: *Agriculture Use of the park Environment Landscape* 















#### **The Agriculture**







37.000 ha

About 900 active farms









#### **The Periurban Agriculture**

The periurban agriculture plays a role of primary importance not only for soil conservation, but also for food production.

The citizens demand for food at Km 0 is increasing and the periurban agriculture can well meet this need.





#### **Periurban Agriculture – The Multifunctionality**

	About 100 farms with direct sales
<b>43</b> school activity	Restaurant only Accomodation only Accomodation and restaurant Complementary services like : environmental education, dog sitting, riding schooletc
46 Farm house	







#### **Best practices in agriculture**

- The project brand for farmers' producer environmental quality "starts in 2008
- The project is the "Earth Market " started in 2009
- the two projects are of particular relevance to manage and they require the participation and sharing of stakeholders
- Managing Authority: Parco Agricolo Sud Milano









#### **Overall Description**

•The Park has launched a major <u>action for the enhancement of farming</u> through the right of farms located in the park to <u>use the brand "Manufacturer of environmental quality – Parco</u> <u>Agricolo sud Milano"</u> to farms operating in-house can implement actions on the environment and the territory of the Park.

The brand guarantees that the **producer respects the shared goals of the Park** for the use and protection of agricultural characteristics, environmental protection and rural land conservation, enhancement of the landscape and in particular of the bands liaison between city and country, for the use of short chain and food safety. Among the other retail points, these products are **sold at the "Earth Market**", which is focused on using sustainable agriculture as a defensive quality of the territory.







#### **Evidence of Success**

The brand "Manufacturer of environmental quality – Parco Agricolo Sud Milano" has allowed farms to develop their agricultural activities to the environment and to offer products and services to citizens by the mark certificates issued by the park.

The Earth Market has favored the knowledge of farms and their products to consumers who are now about 5000.

#### The project has increased the economy of farms of 20 to 25%







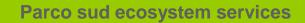






- •Food production
- Restaurants
- Direct sales
- Accomodation
- •Environmental education
- •Environmental services
- •Biodiversity and landscape maintenance
- •Sport activities \_
- •Rural tourism itineraries















#### SUSTAINABLE DEVELOPMENT GOALS



➢Social cohesion and well-being



Opportunities for GREEN JOBS Sustainable ecotourism Km0 direct sales



Biodiversity and conservation



➢Make Resilient Cities

Create Green Infrastructures for City Meeting and Space View Open Offer ecosystem services

#### As agriculture can contribute to agenda 2030 goals



Sustainable agriculture Checking the supply chain Offer ecosystem services

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for People and Nature in Europe

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Thank you for your attention

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