

## Capacity building session n 6

### How to effectively address "small farmers" - Pushing the COACH project's ambition towards a renewed Farm to Fork Strategy

The capacity building session is an interactive session that will take place on the first day of the Seminar (12/10) in two different rounds: from 12.00 to 13.00 and from 14.00 to 15.45.

This interactive capacity-building session will look at the opportunities between small-scale farmers and public procurers based on the work carried out in the EU project COACH. The session will show key learnings and good practice examples on how to overcome the challenges of logistical, administrative and legal nature in order to link small-scale production with public demand. The session will also showcase the first ever cartoon on Farm-to-Fork sustainable public procurement!

The participants should leave the seminar better equipped to deal with their procurement challenges, approach tenders in a way to overcome those challenges, and have a stronger and closer peer network to draw upon for support.

## LIST OF PARTICIPANTS

<b>Peter Defranceschi</b>	ICLEI European Secretariat - Food Cluster
<b>Francesca D'addario</b>	ICLEI European Secretariat - Food Cluster
<b>Marzia Rezzin</b>	ECVC -European Coordination Via Campesina
<b>Betina Bergmann Madsen</b>	Municipality of Copenhagen
<b>Emilie Bøttern</b>	Procurement officer, Municipality of Copenhagen
<b>Luke Owen</b>	Coventry University - <a href="#">COACH Project</a>
<b>Tony Little</b>	<a href="#">Landworkers' Alliance</a>
<b>Tamara Bruning</b>	City of Ghent
<b>Tina Storbjörk</b>	Växjö municipality

FIRST ROUND 12:00-13:00		
Moderator: <a href="#">Peter Defranceschi</a>		
Time	Speaker	Topic
12-12:15	Everyone	Quick presentation round - why are we here?
12:15 - 12:25	<a href="#">Luke Owen</a> (Coventry University-Centre for Agroecology, Water and Resilience)	Setting the context - COACH: Project presentation  Clear focus on what this EU MAD aims to achieve.  Actions that we could take forward.
12:25-12:35	<a href="#">Francesca D'Addario</a>	Market engagement and stakeholder dialogues
12:35-12:45	<a href="#">Betina Bergmann Madsen</a> (Copenhagen)	Best practice example
12:45-13:00	Everybody	Discussion - FLIPCHART + POST IT
Lunch break 13:00-14:00		
SECOND ROUND 14:00-15:45		
Moderator: <a href="#">Peter Defranceschi</a>		
14:00-14:10	<a href="#">Peter Defranceschi</a>	Video on F2F procurement + Manifesto - challenges
14:10-14:25	<a href="#">Tony Little</a>	how to involve small farmers in public food procurement

14:25- 14:45	Tamara Bruining (Ghent) + Q&A	Ghent best practice examples
14:45- 15:05	Tina Storbjörk (Vaxjo) + Q&A	Dynamic food procurement
15:05-15:35	Everybody	Discussion & possible solutions

## KEY OUTCOMES

This interactive capacity-building session dealt with the opportunities between small-scale farmers and public procurers. The session focused on the good practice examples on how to overcome the challenges of logistical, administrative and legal nature in order to link small-scale production with public demand.

The key outcomes can be summarized as follows:

- Market engagement is a valuable tool to involve SMEs in the food procurement process.
- Contracts below the thresholds are not considered within the scope of the Procurement Directive, thus enabling the contracting authority to actively seek to buy local goods when procuring.
- Education services can become part of the procurement criteria. This implies that the farm needs to be located at a reasonable distance from the schools.
- Online B2B platforms, such as the good practice in the City of Ghent, can facilitate the connection between procurers and producers since producers can offer their short-supply-chain products directly through this platform.
- Infrastructures like distribution Hubs in the City of Växjö, can help in the last mile logistics, which are often an obstacle for SMEs.
- Dynamic Food Procurement has the potential to meet the needs of small producers. It is more common in the UK yet, and different approaches exist. Currently, it is in the consolidation phase in several Municipalities in the European Union.
- The F2F [Procurement Manifesto](#) has a session on how to include small farmers in the procurement process. Those are actionable criteria and verification methods that can be applied by procurers.

The first-ever cartoon on Farm-to-Fork sustainable public procurement (<https://youtu.be/MLrtsfzsyCU>) was presented to highlight the importance of a multi-stakeholders approach in promoting inclusive, healthy, and sustainable food procurement processes from farm to fork.



The message is clear: with the right procurement criteria, all the Sustainable Development Goals can fit on one public plate. Small Plate, Big Impact!

**For the COACH newsletter**

***‘Procura+ Seminar: a key Multi-Actor Dialogue for the COACH Project sustainable procurement agenda’***

Multiple COACH partners and beacons participated in the [Procura+ European Sustainable Procurement Network Seminar](#) held in the Municipality of Schaerbeek, Brussels on 12<sup>th</sup>-13<sup>th</sup> October.

The event brought together key figures and organisations involved in sustainable, strategic, circular and innovation procurement across Europe. This included several COACH project partners, including Tony Little ([Land Workers’ Alliance](#)), Marzia Rezzin ([European Coordination Via Campesina](#)), Betina Bergman Madsen (the Municipality of [Copenhagen](#)), Tamara Bruning (City of [Ghent](#)), and Peter Defranceschi and Francesca D’Addario ([ICLEI](#)).

At the core of the 2022 Procura+ Seminar was the [Farm to Fork](#) Procurement strategy. This prompted critical discussion within workshop-style Capacity Building Sessions about the role of territorial food systems and collaborative agri-food chains in delivering sustainable procurement objectives.

The event culminated in the screening of the first ever [short animation on farm-to-fork sustainable public procurement](#); highlighting the importance of a multi-stakeholders approach in promoting inclusive, healthy, and sustainable food procurement processes from farm to fork.

Photographs from the event can be found on the COACH SharePoint site [here](#)