



Local food challenges

The experience of Campagna Amica

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WHO WE ARE

Campagna Amica is a Foundation created by Coldiretti, the largest farmers union in Italy and Europe, aimed at building a strong network supporting the needs of both producers and consumers





OUR MISSION

Our efforts are aimed at preserving and certifying:

- 100% **Made in Italy** food
- A **sustainable model of production**, under the economic, environmental and social perspective
- Preserve the integrity of our **biodiversity (Sails of Campagna Amica project: 500 products saved and thousands more to save)**
- To introduce a **mandatory country of origin labeling system** for all food, processed or not
- Fair market competition, based on **transparency and legality**
- Shorter **supply chains** through a network of farmers markets



OUR DISTINCTIVENESS

The network of Campagna Amica is **UNIQUE** model of short value chains, as its members respect the same rules of management in terms of:

- The **Brand** (same colors)
- The **Regulation** about the use of the brand
- The **behavioral rules**
- The **Code of Ethics** on environmental issues
- The **Control System**





OUR NUMBERS

In 2009 our Network included 550 farmers markets.

Today, it counts on:

- **1,187 Farmers Markets**
- **7,000 Farms**
- **2.500 Agritourism**

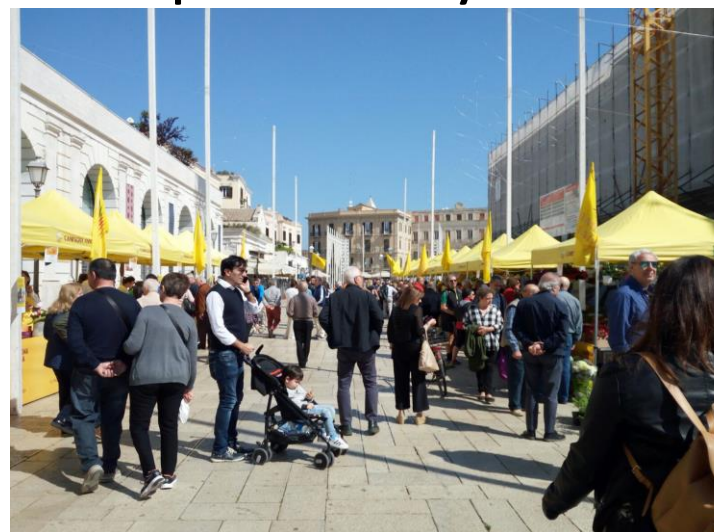
In 2020, during the pandemic, despite the challenges to operate:

- **sales** went up by 20%;
- markets attracted **15% more people**;
- **43 new farmers markets** were opened in one year.



OUR NETWORK

We are the **largest direct sales network** (under the same brand) which involves more than 10,000 direct sales farms and generates a turnover of 3.5 billions, a value that has almost doubled over the past two years





COLDIRETTI



**CAMPAGNA
AMICA**





THE WORLD FARMERS MARKETS COALITION

Launched in July 2021 and officially recognised as an international association under the Italian legislation in June 2022

**THE WORLDFMC IS ONE of 10 FAO programs selected
within the Food Coalition project**



OUR MISSION

The World Farmers Markets Coalition cultivates and serves a community of practice for farmers markets to benefit farmers, consumers, communities, and the environment around the world.





Our Numbers

More than 20 THOUSAND markets

- ✓ **40 COUNTRIES** around the world
- ✓ **60 MEMBER** associations
- ✓ **200 THOUSAND** farming families
- ✓ Over **300 MILLION** consumers.





OUR ROLE IN YOUR PROGRAM

- Provide **technical and legal assistance** in communicating to governments and associations in issuing rules, procedures, and replicable best practices
- **Educational programs** for farmers and farmers market managers
- Communication to civil society about the importance of buying **local food** for bettering one's health, as well as for supporting the local economy

