



FOOD POLICY
Farmers' markets as food citizenship territorial meetings

KEY WORDS
Farmers' markets,
short distribution channels

✓ **OBJECTIVES**

- To guarantee access to and availability of fresh and healthy food at a fair price to the population, close to their places of residence.
- To ensure a selling space for small and medium-sized producers and to improve their income and quality of life.

📄 **POLICY DESCRIPTION**

The farmers' markets in Bogotá were formalised through a municipal agreement in 2010. In 2019, the public policy on food security was regulated, having Food Citizenship as a point of reference, through the integration of the idea of creating a collective awareness towards responsible food production and consumption. In 2021, there was a new municipal development plan, with the goal to implement 1,600 weekly farmers' markets (2021-2024).

Encuentros territoriales de Ciudadanía Alimentaria (Food Citizenship Territorial Meetings) are spaces for the interaction and participation among supply actors for the construction of Food Citizenship. The gatherings seek to promote the meeting of small and medium-scale producers with end consumers; but also to raise awareness about reducing food loss and waste, responsible food purchasing and consumption, healthy nutritional habits, and healthy culinary preparations. Participation in the markets is inclusive: integrating different ethnic and population groups as well as conflict victims.

These Food Citizenship Territorial Meetings promote regional integration and facilitate the networking among small and medium-scale producers to increase their income and to improve the supply of healthy and local food products.

🏠 **DEPARTMENTS IN CHARGE**

Rural Economy and Food Supply Directorate

CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS

2 ZERO HUNGER



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



In 2002, the farmers' organisations launched the initiative. In 2006 they started the formulation of a regulatory framework and in 2010 the farmers' markets were formalised and are currently running.





KEY STAKEHOLDERS

Bogotá surrounding provinces, as Bogotá's food pantry.

Rural development agency

BENEFICIARIES

Producers and processors:
1,000 per year.

BUDGET

An average of 238,000 € per year for the implementation of the initiative.

ASPIRATIONAL QUANTITATIVE OBJECTIVES

3,600 residents adopting the Planetary Health Diet.

30,000 residents eating regionally and locally produced food.

3,000 weekly municipal non-sedentary farmers' markets promoted by local authorities.

236,000 residents adjusting their food intake and adopting options for food waste reduction.

Overall aspiration of the food policies committed to The Barcelona Challenge:

<https://toolkit.thebcnchallenge.org/challenges/report/371>

STRENGTHS AND SUCCESS POINTS

Bogota has a large potential demand (with a population of approximately 8 million) and this policy initiative gives producers the possibility to respond to it through direct sales.

Other positive impacts of the initiative are the reduction in the number of intermediaries and associated costs, so farmers have a higher profit; the improvement of the traceability of food (keeping record of who grows it and how) and respecting the principles of clean production, as this is a requirement to participate in the markets (reduction of pesticide use).

Moreover, farmers' markets contribute to the recognition of the peasant economy in the city, which represents a high percentage of the nation's supply.

OBSTACLES AND SOLUTIONS

Several aspects hamper the development of this type of initiative. First, producers have a low level of organization among them and they do not develop the joint crop planning that could optimise commercialisation. Another important issue is logistics. Adequate transport options are missing for small producers to efficiently reach the market and to allow for the aggregation of the supply at the regional level. Other limiting factors are the need to develop and adapt technical product sheets, the packaging and conditioning of products and the difficulty in stabilising prices, due to the volatility of input costs.

CRITICAL POINTS

It is necessary to develop actions that support the collective organisation of producers to optimise transport processes and to reinforce the technical support provided in the fields, which is insufficient and inadequate in this moment.



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FURTHER INFORMATION

Farmers' markets website

Economic development Secretariat website