

## TRAINING FICHE

### 02. ECONOMIC IMPLICATIONS APPLIED TO FOOD

*(Sections in italic only for internal use, not to be published)*

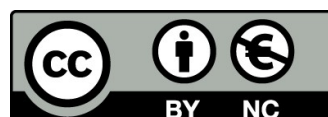
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<b>Keywords</b>	Responsible consumption - Circular economy – Local products – Sustainable economy – Wealth distribution										
<b>Introduction (500-1000 characters including spaces)</b>	<p>Food and drink industry is the largest manufacturing sector in EU in terms of turnover, value added and employment.</p> <p>It is important to remind that:</p> <ol style="list-style-type: none"> <li>1. This industry is one of the most important parts of the economy because it is responsible for the nutrition of people and the demand will never stop.</li> <li>2. Food and drinks are the second largest household expenditure.</li> </ol>										

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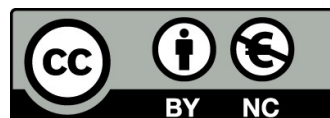
	<p>3. The food industry generates and secures many jobs: in Europe alone, 4.82 million people work in this industry.</p> <p>All this implies that this industry has considerable weight within the global economy and within each country. Consumers should be aware of this and of the weight that their purchasing and consumption choices have on the local, national and even global economy.</p> <p>Responsible food consumption has a great impact. Making aware choices about which products and from which companies to buy implies exercising economic power over the values of companies and changing the market and the shared culture of our society, since it only finances companies and entities that meet ethical and moral standards and are committed to social issues.</p>
<b>Impacts/Benefits</b> <b>(1000-1500 characters</b> <b>including spaces)</b>	<p>Being an economically responsible consumer certainly means being critical about one's spending, but it also means thinking about what kind of economy one wants to finance and acting in a manner consistent with this desire.</p> <p>Buying and consuming responsibly therefore means preferring a local and circular economy. Micro-economies of local communities can ensure livelihoods while respecting local ecosystems, health, and culture. They also promote conviviality and solidarity.</p> <p>Therefore, a responsible consumer is one who prefers local food and finances small, sustainable and ethical businesses. As food and drink is the second largest household expenditure, capital spent on food has potentially great power within the economy, especially the local economy. If in a given community, city or neighbourhood, all consumers bought products within the same community, there would be a circulation of money that always finances the community, so contributing to preserve the employment and</p>

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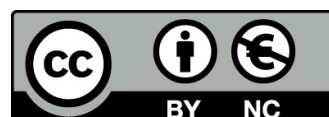
	<p>fixing the population to the land, a great concern in most of the rural areas.</p> <p>Buying directly from a local producer (such as a farmer, fishmonger, butcher, etc.) allows us to ensure that his or her labour is paid decently. Often, in fact, distribution chains and large companies that buy from the primary producer are not ethical and respectful of their rights. From this point of view, the smaller the distance between the consumer and the producer, the better.</p> <p>Directly financing local producers and small businesses also gives the consumer the power to take part in a process of wealth redistribution, boycotting multinationals and large corporations that have a strong control over the economy.</p> <p>Such a local and circular micro-economy also makes it easier to control the environmental impacts of products and thus promote an economy based on sustainability principles.</p>
<p><b>Good practices</b> (1000 -1500 characters including spaces)</p>	<p>The Capuchin Friars of Spain have promoted a project based on the idea of a local economy, ethical and respectful of human rights. The project is called <a href="#">Huerto Hermana Tierra</a> and envisages the use of a large garden of two hectares, which had been abandoned for over 25 years, for sustainable cultivation. This garden is also a space for training and work experience in organic farming for immigrants and people with personal and social difficulties. These people are guaranteed economically and humanely dignified conditions and the acquisition of knowledge and skills that will improve their employability.</p> <p>Another project recently launched in northern Italy, for example, <a href="#">babaco market</a>, stems from the desire to avoid food waste and to value the work of ethical small local producers. Babaco market recovers fruit and vegetables that would be discarded from the distribution process due to aesthetic defects and resells them at a low price by sending 6 or 10 kg crates directly to subscribers' homes. Babaco</p>

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	market buys only from small local producers who work ethically and sustainably. It is clearly specified where each product comes from and why it was discarded.
<b>Current and future challenges</b> (1000 -1500 characters including spaces)	The biggest challenge to achieving a responsible, local, ethical and sustainable type of economy is undoubtedly price. Organic and local food often costs more than the products of multinationals and large corporations. The latter often lower prices while also lowering the quality of the products, failing to offer economically and humanely decent working conditions and failing to meet certain standards in terms of the sustainability of the product production process. Another problem is that small local producers often cannot afford or are unable to take advantage of an advertising plan to make themselves more visible in the community. It is not enough to make oneself visible, it is necessary to convince the potential consumer that local food products are of such high quality that they decide to change their buying habits. The consumer must be empowered to the point of abandoning the convenience of the supermarket, where all kinds of desirable food products can be found, to buy local products that meet sustainable and ethical production requirements.
<b>Language</b>	English
<b>Partner</b>	IWS
<b>Further references</b>	<a href="https://www.fooddrinkeurope.eu/wp-content/uploads/2021/02/FoodDrinkEurope-Data-Trends-2020-digital.pdf">https://www.fooddrinkeurope.eu/wp-content/uploads/2021/02/FoodDrinkEurope-Data-Trends-2020-digital.pdf</a>

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