

Zamora October 10-11 of 2007
Fundación Rei Afonso Henriques

conference
RAFAEL
 Renaissance of Atlantic Food Authenticity
 and Economic Links

Renacimiento de los Alimentos Genuinos del Área Atlántica y sus Vínculos Económicos

The RAFAEL final conference **has an aim to:** increase support for sustainable localised authentic food systems in the future, in all partner regions, through sharing and discussing the achievements, challenges and learning of the RAFAEL project partners

The RAFAEL project **promotes and supports** authentic food production and marketing systems that enhance the divergent landscapes and local culture within the Atlantic Arc Area of Europe.



- 1 Fundación Rei Afonso Henriques
- 2 Hotel NH Palacio del Duero
- 3 IFEZA (Ecocultura trade fair)



SUPPORTED BY
 THE EUROPEAN UNION
 PROJECT COFINANCED
 BY THE ERDF



ESPAÑA ESPACIO ATLÁNTICO
 FRANCE ESPACE ATLANTIQUE
 IRLAND ATLANTIC AREA
 PORTUGAL ESPAÇO ATLÂNTICO
 I.E.C. ATLANTIC AREA

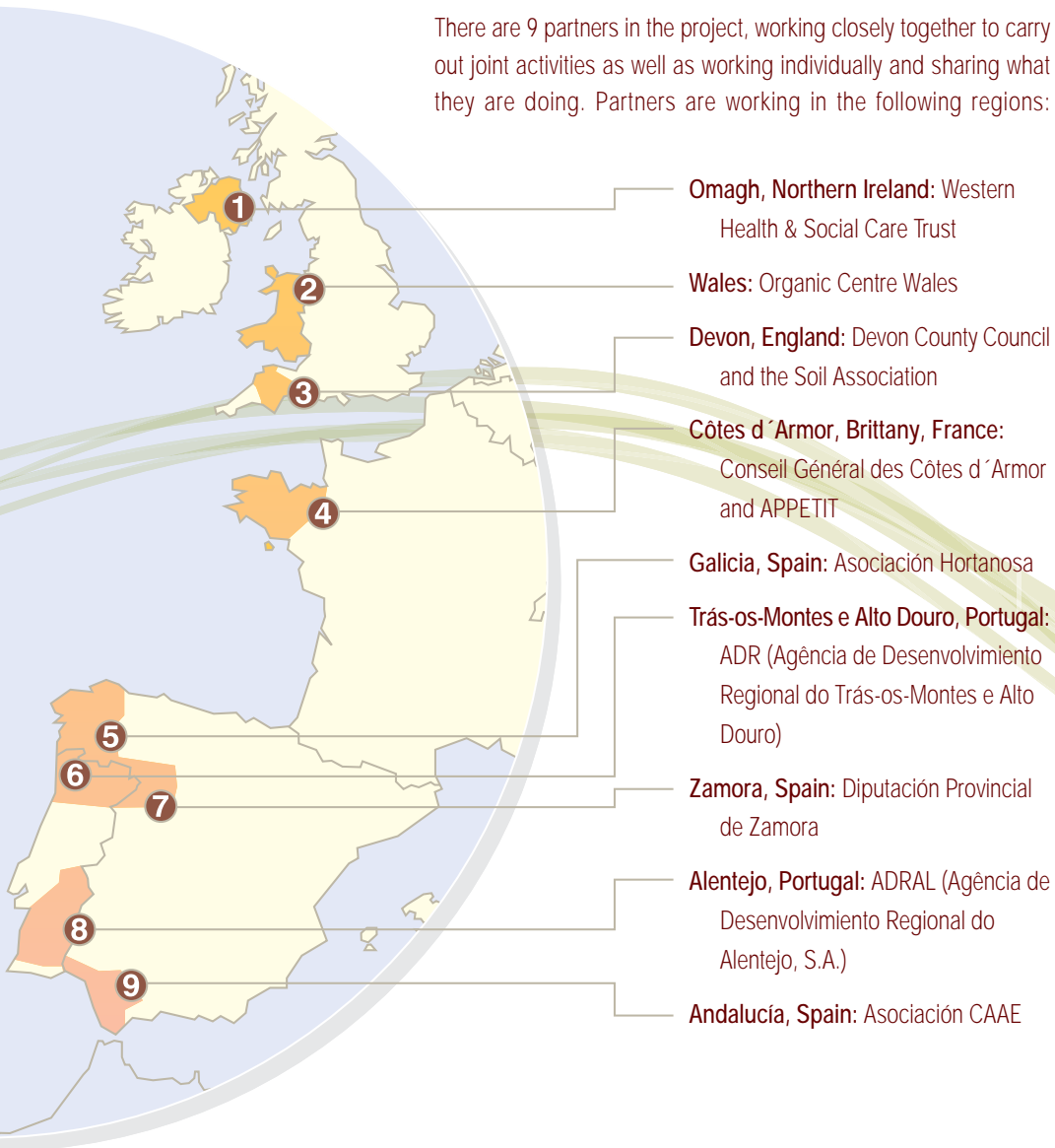
RAFAEL
 RENAISSANCE OF ATLANTIC FOOD
 AUTHENTICITY & ECONOMIC LINKS



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RAFAEL
 finalconference

There are 9 partners in the project, working closely together to carry out joint activities as well as working individually and sharing what they are doing. Partners are working in the following regions:



The RAFAEL partners are working to increase the availability and consumption of authentic food, promoting its use and benefits by:

- Helping schools, hospitals, restaurants and shops to source authentic produce
- Using food directories and events to promote authentic food to local people and tourists
- Helping producers to work together and develop local markets, such as box schemes and farmers markets
- Promoting the trade of regionally distinctive produce by linking producers and consumers across the RAFAEL regions
- Organising technical exchanges for producers to share expertise and experience and create an authentic food network
- Sharing what the project has done to help influence policy and support the authentic food sector in the future

Find out more at www.rafael-eu.com

CONFERENCE PROGRAMME

The two days will be made up of four sessions.

These will consist of presentations by partners and others involved in the project and there will be an opportunity for translated discussion between the conference delegates.

This programme gives you an idea of the subjects that will be addressed which will be based on the main aims of the RAFAEL project.

The conference will be based on:

- learning from the activities in each region and the partnership activities
- sharing best practice
- agreeing how our activities can be developed in the future

CONFERENCE programme

OCTOBER 10TH - DAY 1

09.00 Reception - Delegates to register and collect information

09.30 Session 1: "Direct Selling"

Facilitator= Julien Brelet: Responsible of programs that promotes the development of sustainable agriculture in the Conseil Général des Côtes d'Armor (France).

1. Introduction
2. "The benefits that local supply chains bring to the sustainable development of the regions" by Mr. Bruno Lebreton (Côtes D'Armor)
3. "Developing the infrastructure to develop a sustainable business" by Mr Kevin Hickey (Northern Ireland)
4. "Organic production: Recovering the origins" by Miguel López Delgado and Angeles Ruiz Hurtado (Iberian Pork producers) (Andalusia)
5. "Working together to add value to an authentic product - the APIECO Association" by José Luis García Melgarejo (Managing director of the CAAE association)
6. "Route of Flavours: An example of good practice in direct selling through the promotion of regional and local products" by Pedro Roma - ADRAL (Alentejo)
7. "The production and direct sale of organic cheese and lamb" by Carlos Palacios Riocerezo (vet) (Zamora)
8. "Selling directly through a local shop in TMAD - a successful example" by Rui Costa, ADRTMAD
9. Conclusion

11.00 Welcome

- Fernando Martínez Maillo (President of Diputación Provincial de Zamora)
- Ismael Morán García (INTERREG/E.U. representative)
- Kathryn Edwards (RAFAEL Project Co-ordinator, Devon County Council) & Des Shadrack (Devon County Council Councillor)

11.30 Coffee Break

12.00 Facilitated discussion session

13.00 Lunch at Nh Palacio del Duero

14.30 Session 2: "Public Sector food procurement & collective catering"

Facilitator= Florence McAllister: Head of Procurement with the Central Services Agency, Regional Supplies Service.

1. Introduction
2. "Hospital food procurement in Northern Ireland" by Florence McAllister (Northern Ireland)
3. "Interests and difficulties in procurement for school catering in Côtes d'Armor" by Bruno Lebreton (Côtes d'Armor)
4. "School vegetable gardens and ecological menus in schools" by Jesús Concepción (Zamora)
5. "Developing and promoting organic and authentic food supply chains in Wales - local organic food in school meals" Presentation by Pauline van Diepen and Tom Cowcher RAFAEL producer, Organic Centre Wales (Wales)
6. "Links and efforts of local Schools and Local Producers in Alentejo - case study of an Elementary School" - Alfredo Cunhal - Freixo do Meio Farm (Alentejo)
7. "A promotional guide to share the experience of RAFAEL partners" (Galicia) by Ana María Rodríguez Vázquez, Hortanosa (Galicia)
8. Conclusion

16.00 Coffee Break

16.30 Facilitated discussion session

17.30 Summary of the day

20.30 Reception - catering at Diputación Provincial de Zamora

OCTOBER 11TH DAY 2

09.30 Session 3: "Promotion, communication and education"

Facilitator = Joy Carey: Head of the Local Food team at the Soil Association, Bristol, UK.

1. Introduction
2. "The principles of authentic food" by Joy Carey, Soil Association (Devon)
3. "Where to Eat and Where to Stay - Promoting organic farms, authentic food and quality accommodation in Wales" Carolyn Wachter, Organic Centre Wales (Wales)
4. "The links between rural tourism and production" Rui Costa, ADRTMAD (Tras-os-Montes)
5. "The importance of communication in the organic sector" by José Luis García Melgarejo, Managing director of the CAAE association (Andalusia)
6. "Ecological food introduction in Galicia schools" by M^a Rosario Sánchez Parga from "O Grelo Verde association" (Galicia)
7. "The promotion of organic agriculture in Zamora" by Jesús Concepción (Zamora)
8. "Developing a 'whole school approach' to help communicate the benefits of authentic food in Devon" by Jonathan Smye (Devon)
9. "RAFAEL schools work in Alentejo: RAFAEL Character for the education of children" by Ana Luisa Brejo - ADRAL (Alentejo)
10. The RAFAEL Programme of Technical Exchange by Pedro Roma (ADRAL) & Vanessa Ebdon a producer from Devon
11. Conclusion

11.00 Coffee Break

11.30 Facilitated discussion session

12.30 Lunch at Nh Palacio del Duero

14.00 Session 4: "Conclusions and what happens next"

Facilitator = David Frost : Leader of the the Organic Centre Wales RAFAEL partnership.

1. Presentation - 'Developing producer- led authentic food supply chains in the Atlantic Area - Preliminary findings from a review of the RAFAEL project' - David Frost, Organic Centre Wales
2. Facilitated discussion in working groups : Priorities for future actions

15.30 Coffee Break

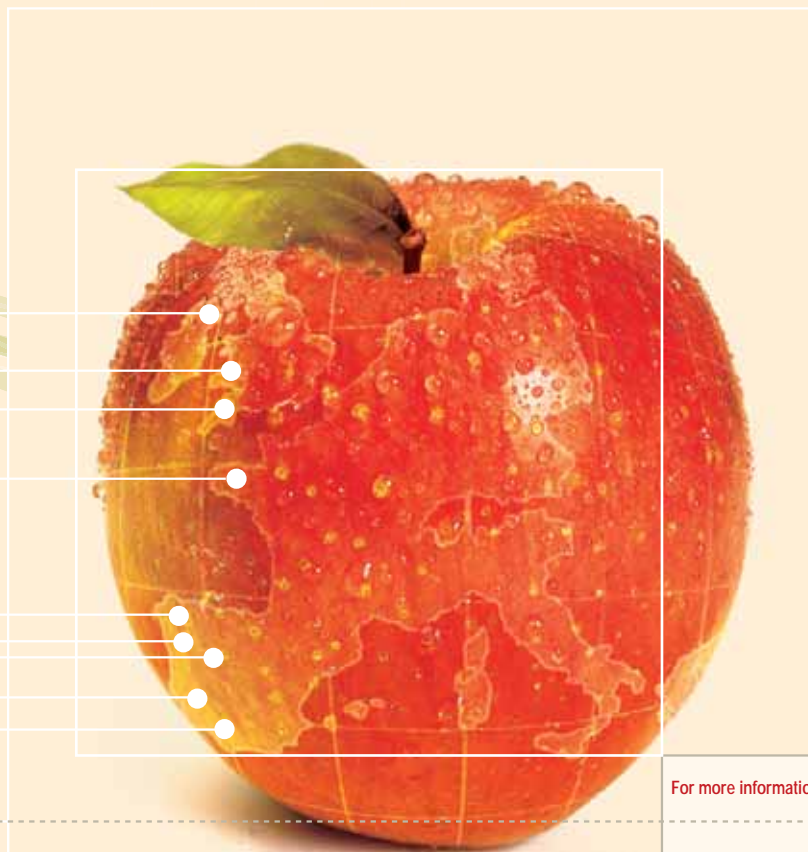
16.00 Continuation of Session 4

17.00 Conclusions, thanks, and closure of the conference

17.30 Finish

OCTOBER 12TH DAY 3

At 11.00: Start of EcoCultura 2007 (organic products' trade fair) in IFEZA.
<http://www.ecocultura.org/en/index.htm>



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