

LIVING LAB: MADRID

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AESOP4FOOD – SUSTAINABLE FOOD PLANNING SEMINAR

FINAL PRESENTATION
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FOCUS & SCOPE OF THE RESEARCH

- Focus on mapping the LL -and comparing (to some extent) to what we find in Buenos Aires- using different methods to incorporate other insights to reflect on the understanding of sustainable food planning within the Madrid food system.

QUESTIONS

- How is the current AFN of our LL organized? Which stakeholders are involved?
- How is the logistic dimension functioning?
- How do Buenos Aires AFN universe relates to MADRID ´s?
- Are there "Argentinian" SFSC schemes that are not being used in Madrid? Can they be adapted?



THE PLACE/CONTEXT OF RESEARCH

MADRID

- Decrease in vegetable and fruit consumption
- Progressive disappearance since 2018 of AFN experiences with more than 7 years of life
- Madrid and 6 other municipalities are also signatory cities of the MUFPP. Regional concern for food planning
- Diverse AFN
 - Significant presence of "grupos de consumo"
 - Existence of cooperative supermakets
- Madrid Agroecológico - Red Municipios Agroecológicos



BUENOS AIRES

- Rise of food prices (+100% annually)
- Low consumption of fruits and vegetables
- Remarkable growth (scale up) of AFN
 - Followed by rapid descense
- Verdurazos - Rise of Farmer ´s organizations (UTT)
 - Chasqui platform for AFN ´s
- Greenhouses influence in production
- Buenos Aires signatory city of MUFPP



RESEARCH APPROACH AND METHOD



- Relational study” between two case studies.
- Qualitative and quantitative tools
- Flow analysis
- Madrid ´s Living Lab and Buenos Aires AFN universe.
- Virtual interviews with the “leader” of the “Unión de Huertas” of Madrid and Jorge Molero
- Literary review.
- Professional experience.



MAIN FINDINGS

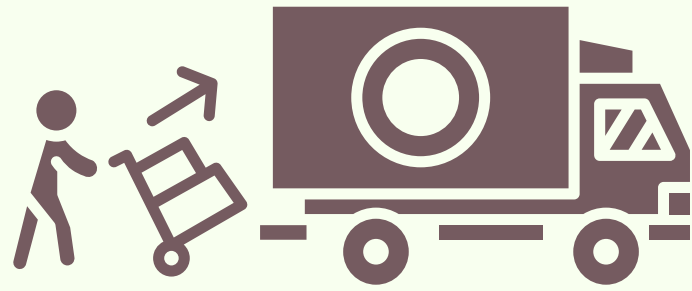
UNIÓN de HUERTAS

- 4 farms (possibly 5)
- Agroecological farms
- Uneven distribution in Madrid
- Obj: to supply cooperative supermarkets or agroecological distributors
- Project: FOOD HUB

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	Commercialization	Logistics
Individual scheme	<ul style="list-style-type: none">• Each farmer sustains "grupos de consumo" of their own• box scheme - 5kg. of mix vegetables	<ul style="list-style-type: none">• Individual organization and transportation• Distribution on Mondays/Tuesdays
Collective schme	<ul style="list-style-type: none">• Farmers sell to cooperative supermarkets,etc.• Bulk scheme• 35 bulks per month• 6-7 regular clients	<ul style="list-style-type: none">• Collective organization<ul style="list-style-type: none">◦ Paid work• Informal distribution of bulks• Distribution on Tuesdays



MAIN FINDINGS

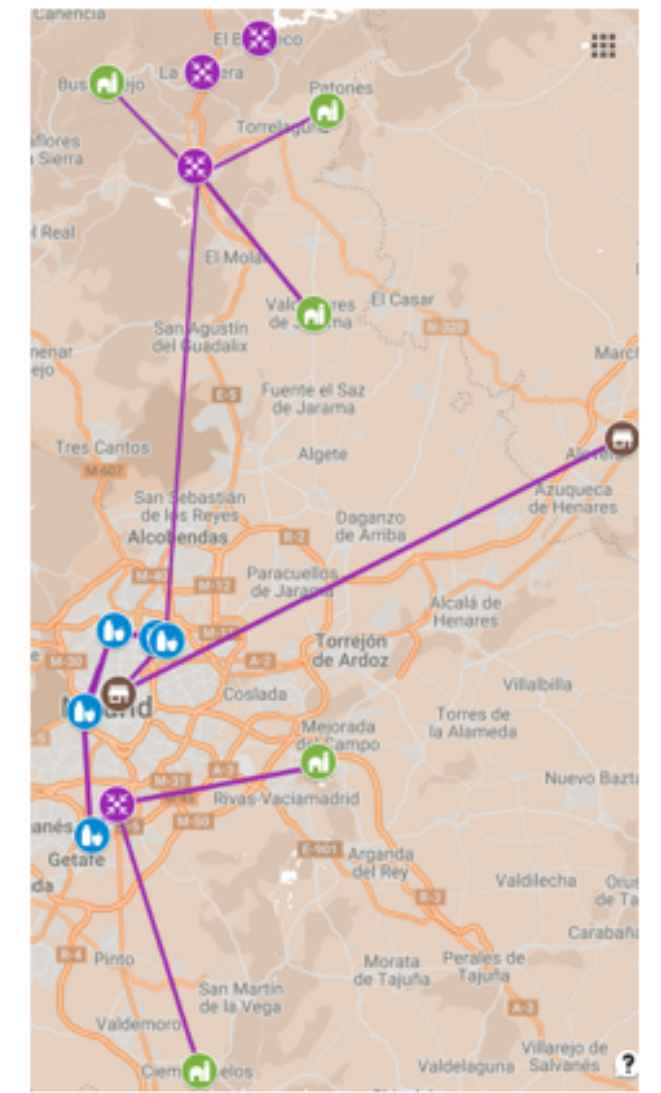
FOOD FLOWS

Flows	Figure 1 total Km	Fuel expenses	Time and labor cost	Figure 2 total Km.	Fuel expenses	Time and labor cost
Individual Flow	161 Km.	11,27 €	X	73 Km.	5,11 €	X/2
Collective Flow	140 Km	9,8 €	Y	57 Km.	3,99 €	Y/3
Total	301 Km.	21 €	X+Y	130 Km.	9,1 €	(X/2)+(Y/3)

Figure 1 – Actual food chains and flows



Figure 2 – Potential food chains and flows





MAIN FINDINGS

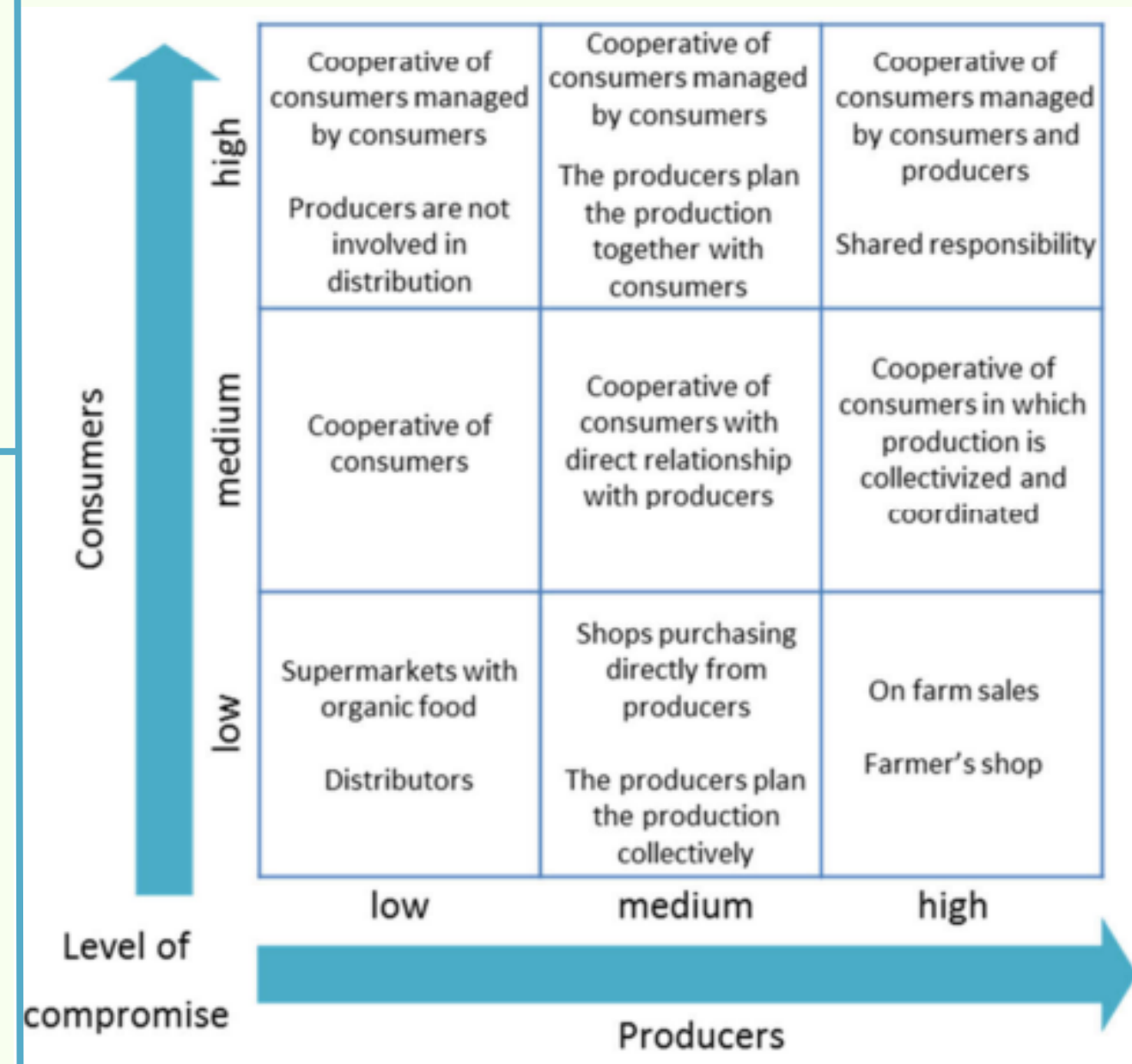
STAKEHOLDERS MAPPING

UNIÓN de HUERTAS CONSUMERS

- Biolíbere
- Al Grano
- Acciona
- Unide Madrid
- LA OSA
- Ecomarca

TYPES OF SFSC IN BS.AS.

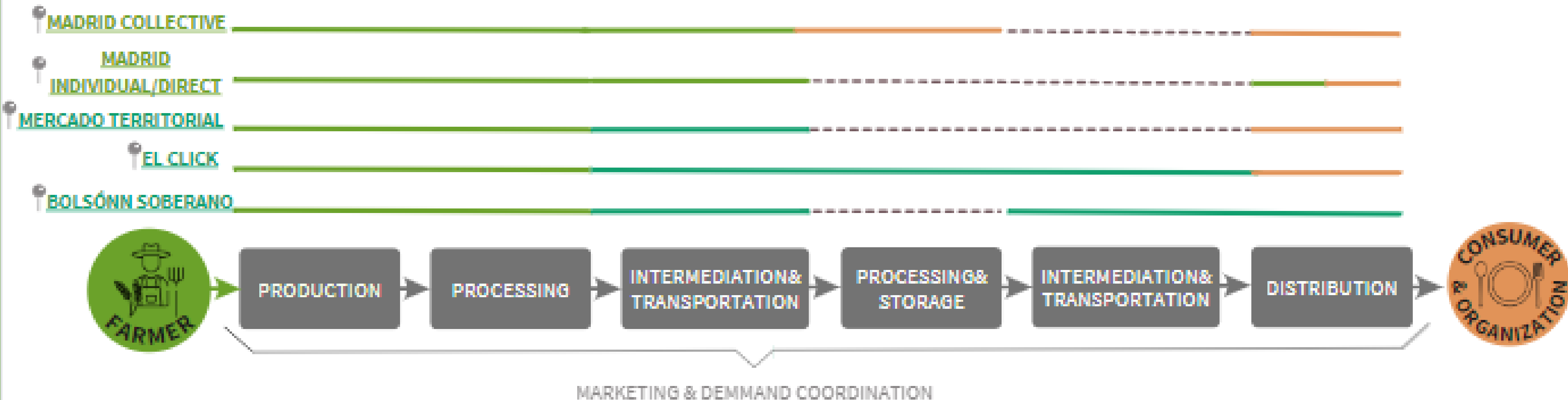
- UTT
- Caracoles y Hormigas(CyH)
- El click
- No cualquier verdura (NCV)
- Pueblo a Pueblo (PP)
- La Yumba
- Bolsón Soberano (BS)
- Mercado Territorial (MT)
- Farmers market FAUBA
- Agroecológicos MG
- 1610 farmers that supply SFSC



*ECOMARC A	*BIOLIBERE *LA OSA	
	*Consumer groups	
*UNIDE	*ACCIONA *AL GRANO	
*La Yumba	*BS *MT *PP	
	*CyH	
*El Click	*NCV *UTT	*MG *UTT *1610

MAIN FINDINGS

FUNCTIONS IN AGRIFOOD CHAIN



MAIN FINDINGS

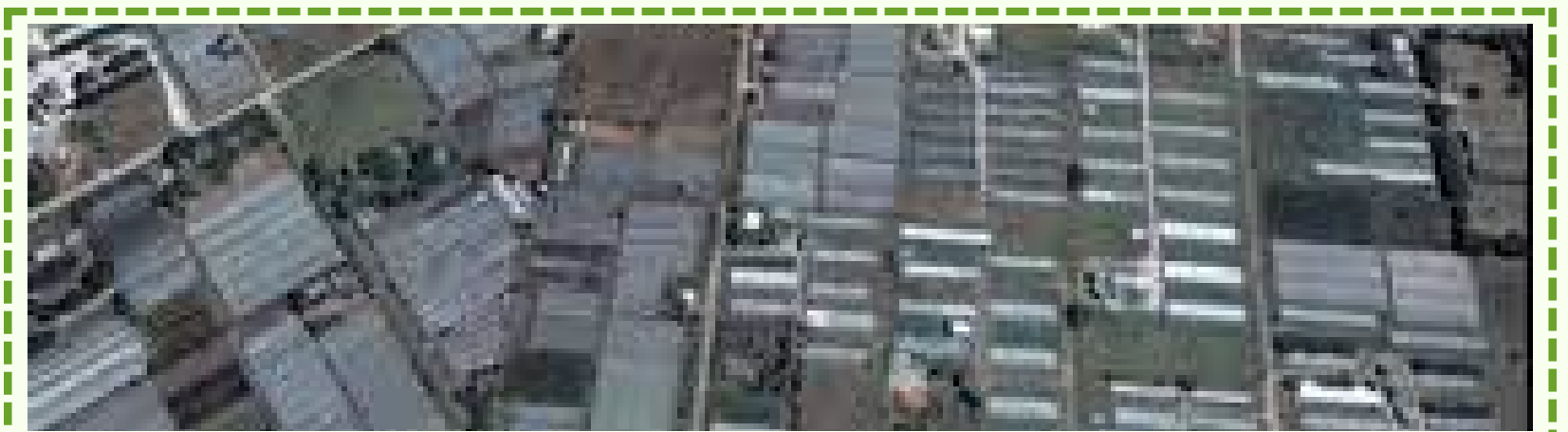
MADRID

- Spaniards farmers are assuming more functions than their “porteños” counterparts.
- Collective flows look much more efficient
- Particularly, they are always sustaining transportation activities and those require a lot of time and are highly costly
- Good balance between schemes that demand high levels of compromise for producers and those that demand high levels of compromise for consumers.

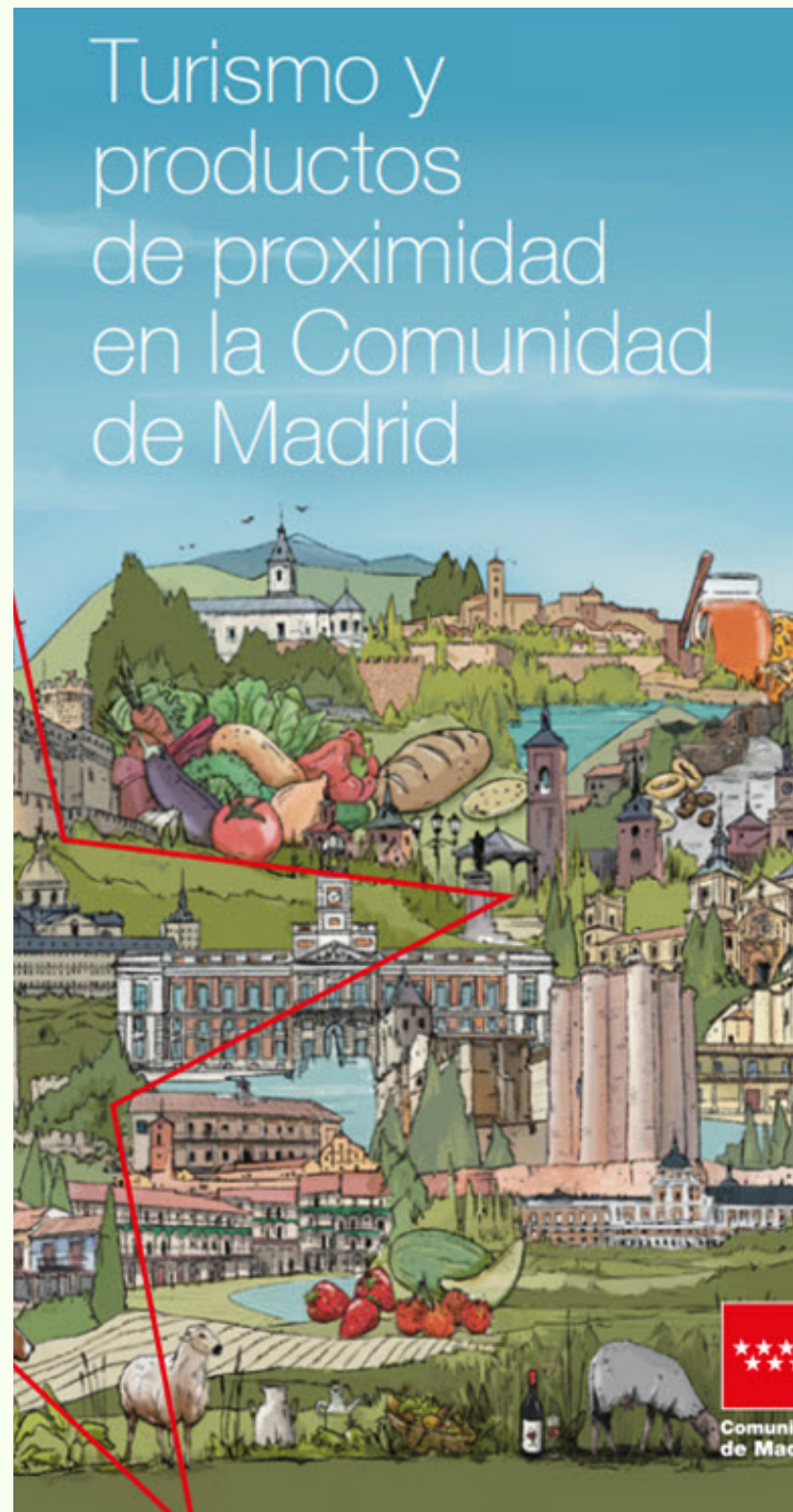


BUENOS AIRES

- In Buenos Aires we can find many different organizations (acting like food hubs) that specialize in logistics and commercialization (Universities, shops, etc).
- BsAs "consumers" are actually commercial organizations frame in the concept of: solidarity intermediation (not all of them)
- They sustain themselves on: voluntarism and paid work (often symbolic)



CONCLUSIONS

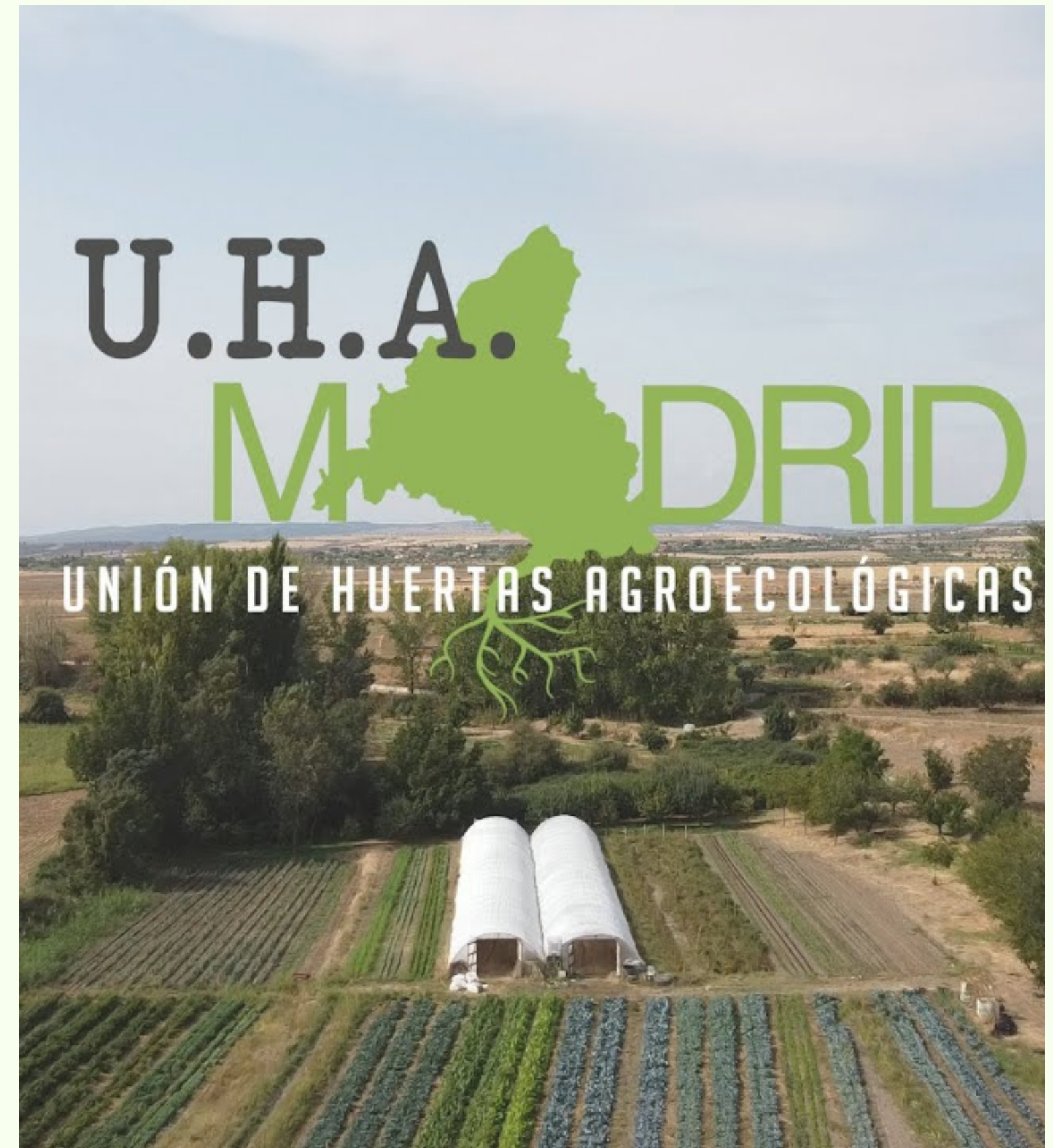


- Organizing a food hub/logistic platform placed near the productive sites to group the products from each farm, we could reduce the kilometres made – and their consequently costs.
- It appears that a reallocation of functions is needed to minimize the “efficiency losses due to de-specialization” and the high demand of work that the farmers have.
- Scaling up by linking with actors that assume medium or high levels of compromise.
- BsAs presents SFSC ´s schemes that could be adapted to Madrid by linking with new stakeholders
- Germinal process with lots of possibilities to grow .



SHORT SELF REFLECTION

- Challenge of contributing to development of the LL being a remote student by combining the assignment question with a practical reflection/exercise to generate knowledge
- Great multicultural exchange.
- Enjoyed the practical focus and the methodological approach of implementing mapping tools to a dynamic and present reality.
- Struggle between academic "times" and objectives and reality needs/objectives/times



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