



# Newbie

**Type of toolkit:** Access to market based on Roadmap towards Km0.

**Target audience:** New entrants into farming, decision-makers, tourism and gastronomy sector, research.

**Toolkit topic and highlights:** New entrants to farming often start on small farms. Producing for the market, at a small scale, requires that these producers look for innovative ways to add value to their products, and alternative ways to enter the market. At this scale, selling through short supply chains usually proves to be a viable option. The Km0 label is an innovative opportunity to keep or revitalize small-scale and diversified agriculture in every region. It qualifies a product that is consumed, fresh or processed, near its production site and is consumed in the season it is produced. Creating a value chain network of operators promotes an innovative way of entering the market, enabling the direct supply of products (by producers and processors), as well as disseminating information on where to look for this type of products (shops and restaurants).

**Website access:**

# Roadmap for the implementation of a Km0 network the example of Alentejo

The km0 Alentejo initiative first started with the mission of boosting consumption of local products, shortening distances between producers and consumers. The liberal use of the Km0 designation led to the creation of a brand with clear rules, and subject to certification. In this process it became clear that bringing producers and consumers closer together cannot be done without the involvement of the entire value chain, including processing and distribution, nor without a network that includes the various local players and entities.

## Monthly Km0 dinners in restaurants for promotion and dissemination

The menu with  $\geq 80\%$  of the ingredients from local production was agreed in advance and announced on a mailing list so that participants could sign up

Dissemination and awareness raising: fundamental to increase interest in all elements of the value chain. Dialogue with value chain operators and promotion to consumers to create interest

The liberal use of the concept led to

## Creating a Brand

### Registering the brand



<https://justica.gov.pt/Registos/Propriedade-Industrial/Marca>

It has an associated image and requires a manual for the use of the logo

km.0

### Creating a set of rule

Clear definition of the concept with set rules for obtaining km0 certification covering the whole food system

Raw Product Km0 : originates from a radius  $\leq 50$  Km from the place where it will be purchased by the final consumer

Transformed Product Km0 :  $\geq 80\%$  of the ingredients, by weight, originate from a radius  $\leq 50$  Km from where it will be processed. The main ingredient has to be mandatorily

Km0 Dish Km0 - Product, or the result of cooking with products, in which  $\geq 80\%$ , by weight, are Km0

Shops Km0  $\geq 5$  products km0

Restaurants Km0  $\geq 1$  complete menu Km0 (starter, soup, dish, dessert/fruit, white and red wine)

Public Canteens  $\geq 25\%$  of weekly purchases are Km0

Requires certification

Recruitment of certifying entity (Certis)

Audits

### Protocol between several entities

MED – UEvora University  
NERE business hub  
Associação comercial distrito de Évora regional business association  
Fundação Alentejo Foundation  
CM Évora local Municipality  
Slow Food Alentejo  
Turismo do Alentejo regional tourism  
GESAMB regional waste management entity

Distribution of responsibilities and funding

Certification of value chain operators and creation of Km0 network

[www.km0alentejo.pt](http://www.km0alentejo.pt)



# Roteiro de implementação do Km0 Alentejo

A iniciativa km0 Alentejo surgiu com a missão de potenciar o consumo de produtos agroalimentares de origem local, encurtando distâncias entre produtores e consumidores. O uso pouco rigoroso da qualificação km0 levou à criação de uma marca com regras claras, e sujeita a certificação. Neste processo ficou claro que a aproximação de produtores e consumidores não pode ser feita sem o envolvimento de toda a cadeia de valor, incluindo a transformação e distribuição, nem sem que haja uma dinâmica de rede incluindo os diversos atores e entidades locais.

**Jantares Km0 mensais em restaurantes** para promoção e divulgação

A ementa especial era acordada previamente e anunciada numa mailing list de forma a que os participantes se podiam inscrever.  $\geq 80\%$  dos ingredientes deveriam ser de origem local

Divulgação e sensibilização: fundamental para aumentar o interesse em todos os elementos da cadeia de valor. Diálogo com operadores da cadeia de valor e promoção junto dos consumidores para criar interesse

O uso liberal do conceito levou a

**Criar uma Marca**

**Registo da marca**



<https://justica.gov.pt/Registos/Propriedade-Industrial/Marca>

Tem imagem associada e requer **manual de utilização do logotipo**

**km.0**

**Construção de um referencial**

Definição clara do conceito com imposição de regras para a obtenção da certificação km0 que abrangem todo o sistema alimentar

**Produto Km0:** tem origem num raio  $\leq 50$  Km do local onde vai ser adquirido pelo consumidor final

**Transformado Km0:**  $\geq 80\%$  dos ingredientes, em peso, têm origem num raio  $\leq 50$  Km do local onde vai ser transformado. O ingrediente principal tem de ser obrigatoriamente Km0

**Prato Km0** – Produto, ou o resultado da confeção com produtos, em que  $\geq 80\%$ , em peso, são Km0

**Lojas Km0**  $\geq 5$  produtos km0

**Restaurantes Km0**  $\geq 1$  menu completo Km0 (entrada, sopa, prato, sobremesa/fruta, vinho branco e tinto)

**Restauração coletiva**  $\geq 25\%$  das compras semanais são Km0

Requer certificação

Recrutamento de entidade certificadora externa (Certis)

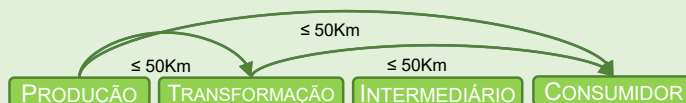
Auditorias

**Protocolo de parceria entre várias entidades**

MED - UEvora  
NERE  
Associação comercial distrito de Évora  
Fundação Alentejo  
CM Évora  
Slow Food Alentejo  
Turismo do Alentejo  
GESAMB

Repartição de responsabilidades e de esforço de financiamento

**Certificação de operadores da cadeia de valor e criação de rede Km0**  
[www.km0alentejo.pt](http://www.km0alentejo.pt)





After looking at the NEWBIE topic specific toolkit - what do you consider useful for your work (as a new entrant, established farmer, advisor, policy maker, researcher, teacher, etc.)?

From your perspective - what did you miss in this topic specific toolkit?

Since we would like to continue with the monitoring of new entrants - would you like to share your e-mail address for future information exchange?

<https://forms.gle/xiLsDw5MNJwEPkyA9>