

próve

promote and sell
local fruits and vegetables



PROVE: Training, tools and collaboration

PROVE is a methodology aimed to promote new ways of short circuit trading between producers and consumers by

- **EMPOWERING SMALL SCALE FARMERS** through training, TIC tools and collaborative partnerships
- **FOSTERING LOCAL NETWORKS** among promoters, farmers and consumers for sustainable local food production and consumption practices
- **ONLINE COMMERCIAL SERVICE** of seasonal and locally produce fruit and vegetables baskets



PROVE: collaborative and intersectoral design

HOW IT STARTED? Developed in the scope of EQUAL [2004-2009]

Plural consortium coordinated by ADREPES. Collaborative and intersectoral design:
Local partners, local business, farmers, and experts inputs.

DIAGNOSE. KEY CHALLENGES FOR SMALL SCALE FARMERS.

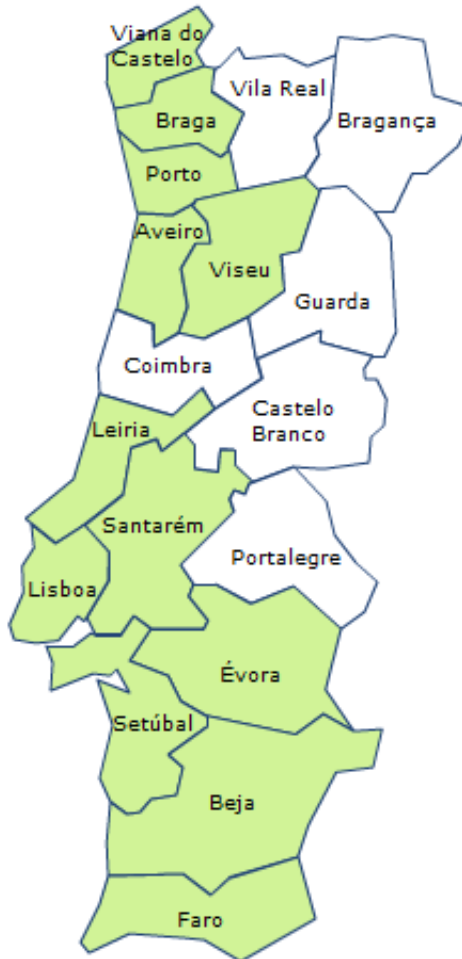
DEVELOPMENT. A MORE SUSTAINBLE MODEL FOR PRODUCERS AND CONSUMERS?

COMERCIALIZATION. PROMOTE AND SELL!

DISSEMINATION. TRANSFERABILITY AND GROWING NETWORKS

PROVE: an on-going process





PROVE: across the country

- PROVE methodology implemented across the country.
- North to South experiences.
- **Transferability and contextual appropriation of PROVE model.**

FROM 2006 -> 2018

From 1 to 12 districts

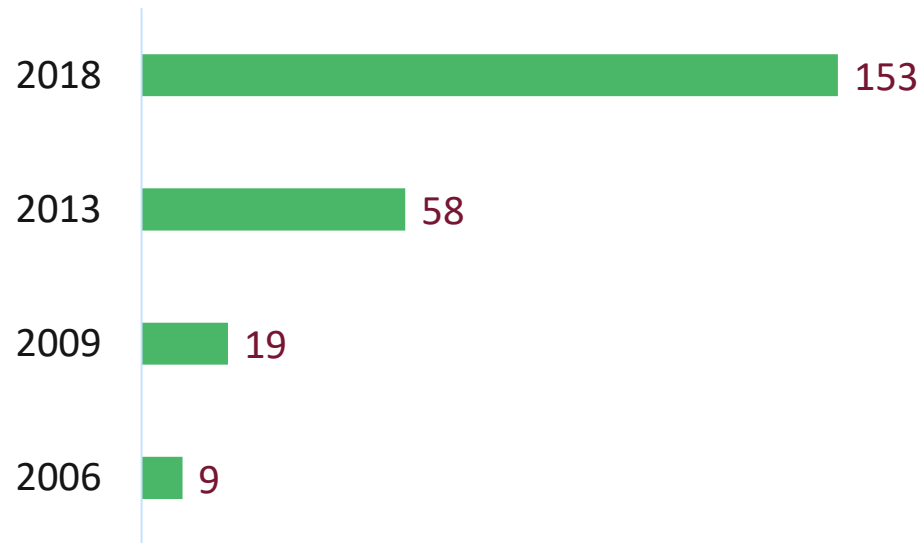
From 2 to 147 PROVE selling points in 2018
across the country

PROVE: consolidation, transferability, growth

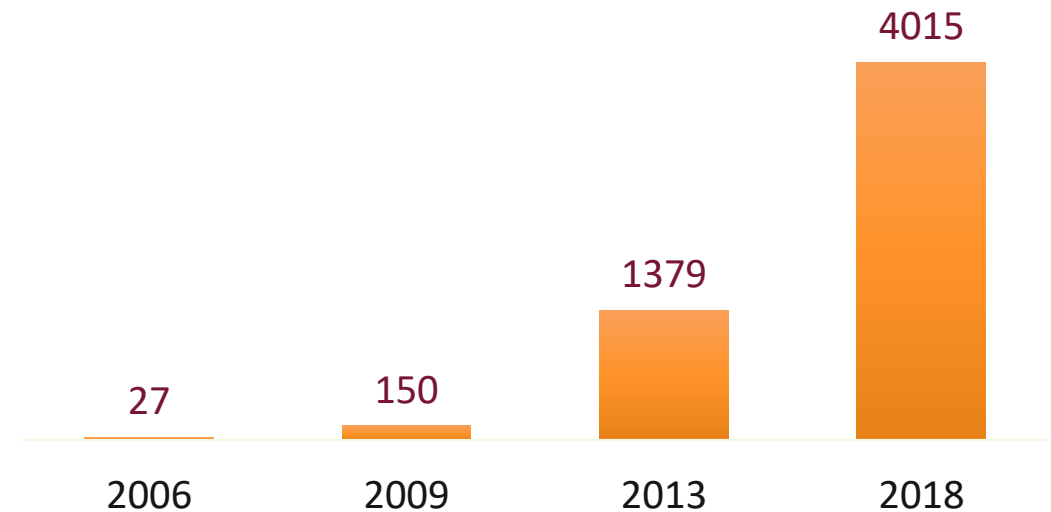
Year	2004				2010				2013				2018				
PHASE	DIAGNOSE & DEVELOPMENT				DISSEMINATION				CONSOLIDATION				MAINTENANCE				
FUNDING	EQUAL				PRODER				PROVE NETWORK								
	3,63M€	296,0M€			318,6M€			500,7M€									
NUMBER PROMOTORS						10				16							19
PROVE GROUPS						5				21							96

PROVE: consolidation, transferability, growth

FARMERS



CONSUMERS



PROVE: consolidation, transferability, growth

PRESENT SCALE

38 tons of fruits and
vegetables commercialized
every week

3.257.142€ annual turnover

RECOGNITION

Indicated as exemplar practice by
European Rural Network
Portuguese Social Entrepreneurship Institute
European Conference on Rural Development
SUSY project (Sustainable and Solidarity Economy)
INHERIT project
and others

IAPMEI Award (2016), **1st place** in “Ecological Markets and
resources efficiency” category

Better EQUAL solutions (2008), **3rd place** in “Projecting the
future” category

Lessons learned and new challenges

- Resilience and trust in a participated process;
- The importance of establishing partnerships;
- The value of a flexible and transferable methodology;
- Project sustainability after 10 years for the producers not for the promoters.