promote and sell local fruits and vegetables
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 promotors, 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 SUSTAINABLE MODEL FOR PRODUCERS AND CONSUMERS?
COMMERCIALIZATION. PROMOTE AND SELL!
DISSEMINATION. TRANSFERABILITY AND GROWING NETWORKS
PROVE: an on-going process

The INHERIT project (2016-2019), coordinated by EuroHealthNet, has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 667364
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

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2010</th>
<th>2013</th>
<th>2018</th>
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<tbody>
<tr>
<td>PHASE</td>
<td>DIAGNOSE &amp; DEVELOPMENT</td>
<td>DISSEMINATION</td>
<td>CONSOLIDATION</td>
<td>MAINTENANCE</td>
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<tr>
<td>FUNDING</td>
<td>EQUAL</td>
<td>PRODER</td>
<td>PROVE NETWORK</td>
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<td>FUNDING (€)</td>
<td>3,63M€</td>
<td>296,0M€</td>
<td>318,6M€</td>
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<td>NUMBER PROMOTORS</td>
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<td>PROVE GROUPS</td>
<td>5</td>
<td>21</td>
<td>96</td>
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</table>
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#InheritYourFuture

Forum, Vienna, 21 November 2018
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.