

INFORMATIONAL CAMPAIGN ABOUT THE TERRITORY



AgriXPlainer

Description of the activity

- This method involves creating an informational campaign focused on educating farmers and consumers about sustainable food products specific to their territory. The campaign will highlight local agricultural practices, the benefits of consuming local and sustainable food, and the unique characteristics of the region's produce.

Easy operations to be replicated

- **Identify Key Messages:** Develop key messages about the importance of sustainable agriculture, the benefits of local produce, and the unique qualities of the region's food products.
- **Create Educational Materials:** Produce brochures, posters, videos, and social media content to disseminate information. Ensure materials are visually appealing and easy to understand.
- **Partner with Local Organizations:** Collaborate with local schools, farmers' markets, community centers, and agricultural organizations to distribute materials and host informational events.
- **Use Multiple Platforms:** Utilize a mix of online and offline platforms to reach a broad audience. This can include social media campaigns, local radio spots, newsletters, and community bulletin boards.
- **Host Workshops and Tours:** Organize workshops and farm tours to provide hands-on learning experiences about sustainable farming practices and local food production.

Expected outcomes

Purpose	Added value	Target Audience
To increase awareness and knowledge among farmers and consumers about the benefits and practices of sustainable agriculture and locally produced food.	Strengthened community ties, enhanced local food economies, and increased demand for sustainable products.	Local farmers, consumers, students, educators, community leaders, and local businesses.

Type of experts to be involved

- Agricultural Extension Officers
- Sustainability Experts
- Local Farmers
- Nutritionists
- Marketing and Communication Specialists
- Educators
- Community Leaders

Requirements

Geographical requirements	Type of products	Legal requirements
The campaign should focus on a specific region or territory with distinct agricultural products and practices.	Locally produced, sustainable food products such as organic vegetables, free-range eggs, artisanal cheeses, etc.	Ensure compliance with local advertising and marketing laws, especially regarding food claims and consumer protection regulations. Obtain permissions for public events and the use of any private property for tours or workshops.

Tips & tricks/successful case study

- **Engage Local Influencers:** Involve well-known local figures or influencers to endorse the campaign and reach a wider audience.
- **Interactive Elements:** Incorporate interactive elements such as quizzes, competitions, and hands-on activities to engage participants and reinforce learning.
- **Leverage Testimonials:** Use testimonials from local farmers and consumers who have benefited from sustainable practices to add credibility and relatability.

- **Monitor and Adapt:** Track the campaign’s impact through surveys and feedback, and be ready to adapt strategies based on what works best for your audience.

Successful Case Study: In Italy, the “Discover Your Local Food“ campaign was launched in the Emilia-Romagna region to promote the area’s rich agricultural heritage and sustainable food practices. The campaign featured a series of workshops, farm tours, and market events, along with a robust social media presence showcasing local farmers and their produce. Educational materials were distributed in schools and community centers, and local chefs participated in cooking demonstrations using regional ingredients. The campaign successfully raised awareness about the benefits of consuming local, sustainable food and significantly boosted the sales of regional products at local markets and restaurants. It also fostered a sense of pride and community around the region’s agricultural traditions.

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