Reconnecting agriculture with land use policy

October 2011

An instrument for preserving, developing and managing a peri-urban agricultural area

Parc Agrari del Baix Llobregat
WELCOME TO A PERIURBAN AGRICULTURAL AREA

Agricultural area = farmers

Periurban = area with specific constraints (urban pressure/consumers proximity)
What’s Periurban Agriculture?

An open space within a sea of light...
North, South, East or West... problems in periurban agricultural areas are more or less the same.
An open space within a sea of light... and same problems

- Increased land prices
- Commercialization
- High production costs and low incomes
- Competition with other resources and land uses (water, housing, industry,...)
- Vandalism
- “urban land provides more income than agricultural land…”
- “an ageing profile of farmers, …”
- …
i. Periurban Agriculture in Barcelona’s Metropolitan Region
4,928,852 inhabitants
1,523 inhabitants/km²

3,236 km²

23,089 hectares of UAS (2009)/2.91% of catalan UAS.
Source: land use GIS from the Catalan Ministry of Environment and Housing & metropolitan areas' cartography by Paül (2006), Oliveras (2008) and the Spanish Minister of Housing
Barcelona’s plain and its surroundings (1708)

Source: Soley (1998)
Source: Barcelona Metropolitan Region (2009)
There is an emerging (European) geography of consumers’ networks seeking for direct production in the city’s countryside (AMAP in France, GAS in Italy, Consumers’ Cooperatives in Spain…)

Peri-urban agriculture: the main food supplier for Metro Barcelona citizens

Food supply and (hypothetical) food demand: a negative balance

- Demand: 250 m² agricultural land/person
  250 m² x 4,000,000 people (BMR): 100,000 ha

Land use evolution in Metropolitan Barcelona (1955-2004)

Source: Paül (2006)
Metro Barcelona
23,089 ha (2009)/(-486 ha/year) = 47 years
2009 + 49 = 2058

Baix Llobregat
3,092 ha (2009)/(-208 ha/year) = 15 years
2009 + 15 = 2024

Source: Montasell (2011)
Metro Barcelona
2,615 farms (2009)/(-117 farms/year) =
22 years
2009 + 22 =
2031

Baix Llobregat
593 farms (2009)/(-36 farms/year) =
16 years
2009 + 16 =
2025
DO WE WANT AGRICULTURE AND LOCAL FOOD PRODUCTION?

YES

NOT
ENVIRONMENTAL VALUES?

CULTURAL VALUES?

AGRICULTURAL LAND · ENVIRONMENTAL AND SOCIAL VALUES · CITIES’ LANDSCAPE? · CO2 EMISSIONS? · FOOD SOVEREIGNTY? · CITIES’ LANDSCAPE? · SUSTAINABILITY? · FOOD SECURITY

SCENARIO 1

SCENARIO 2

SCENARIO 3
BARCELONA METROPOLITAN AREA
PROPOSALS FOR THE PROTECTION AND MANAGEMENT OF PERIURBAN AGRARIAN AREAS
THE MODEL:
A TERRITORIAL SYSTEM

Connectivity

AGRI+FOR
URBAN
INFR
► **AGROTERRITORI** is a private, non-profit foundation working in the agricultural arena. In particular, the Foundation aims to foster initiatives for preserving, developing and managing agricultural areas, especially those in periurban locations, and to encourage innovation in this field.

   www.agroterritori.org

► **PURPLE** (Peri-urban Regions Platform Europe) is a group of regions with a shared interest in agriculture and rural issues in areas that experience significant urban pressure.

   www.purple-eu.org

► **AGROTERRITORIAL NETWORK** is an interdisciplinary group, which includes experts (professors, researchers, managers) from a range of disciplines, dealing with peri-urban agriculture topics. They form a network based on a voluntary cooperation.

► **AGROTERRITORIAL** is a group of regions with a shared interest in agriculture and rural issues in areas that experience significant urban pressure.
ii. The Baix Llobregat Agricultural Park
THE AGRICULTURAL PARK, A SPECIFIC SOLUTION TO A COMPLEX TERRITORY

THE DELTA OF THE LLOBREGAT, WITH A STRATEGIC POSITION WITHIN BMR, HAS BEEN TRADITIONALLY THE “FOOD SUPPLIER” OF BARCELONA
### TERRITORY OF FARMERS

There is no agricultural areas without farmers and there is no agriculture without agricultural land.

### FARMS

- **Approximately 500**: 75% full-time agriculture

### DISTRIBUTION OF UAS

<table>
<thead>
<tr>
<th>Category</th>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horticulture</td>
<td>1.243 ha</td>
<td>63%</td>
</tr>
<tr>
<td>Fruticulture</td>
<td>513 ha</td>
<td>26%</td>
</tr>
<tr>
<td>Other</td>
<td>213 ha</td>
<td>11%</td>
</tr>
</tbody>
</table>

### AP SUFACE

- **2.938 ha**

### UAS

- **1.969 ha (67%)**

### SIZE OF FARMS

- 3-4 ha to 8-10 ha
<table>
<thead>
<tr>
<th>Category</th>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>1,647.69</td>
<td>49.15</td>
</tr>
<tr>
<td>Greenhouses</td>
<td>59.26</td>
<td>1.17</td>
</tr>
<tr>
<td>Agr. buildings</td>
<td>31.71</td>
<td>0.95</td>
</tr>
<tr>
<td>Illegal allotment</td>
<td>241.88</td>
<td>7.22</td>
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<tr>
<td>Water network</td>
<td>302.08</td>
<td>9.01</td>
</tr>
<tr>
<td>Rural pahts</td>
<td>225.93</td>
<td>6.74</td>
</tr>
<tr>
<td>Abandoned land</td>
<td>192.03</td>
<td>5.73</td>
</tr>
<tr>
<td>Non agricultural uses</td>
<td>205.08</td>
<td>6.12</td>
</tr>
<tr>
<td>Other</td>
<td>446.90</td>
<td>13.91</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>3,352.56</td>
<td>100.00</td>
</tr>
</tbody>
</table>
CULTURES DIVERSITY
CULTURES DIVERSITY

“PRAT” CHICKEN
IGP (EU TRADEMARK)

Stockbreeding
17,000 sheeps
The "Metropolitan Area Urban Plan" was approved in 1976.

The Agricultural Park is presented to society in 1997.

The "Consortium of the Agricultural Park of the Baix Llobregat" is officially created in 1998.

...different interests came together.
AGRARIAN PARK, A MANAGEMENT TOOL TO

1.- Consolidating the territory (dispose of land for cultivation)

2.- Facilitating the continuity of agrarian activity (presence of farmers)

3.- Promoting specific programs to preserve the values and to develope the functions in agrarian spaces (sustainable development)

4.- Commitment with the future (technological innovation)

5.- Coordinating between public administration and agrarian sector (cooperation network)
Based on three elements

Who?

Management body

PARC AGRARI

Management and Development plan

What?

Land use Plan

Where?
WHERE?

1900

1976
Source: Paül (2006)
• **STRATEGIC LINE 1:** achieve infrastructural efficiency and general services

• **STRATEGIC LINE 2:** promote efficient production systems which respect the environment and commercialisation which boosts the increase in farm income.

• **STRATEGIC LINE 3:** encourage the establishment of services and the modernisation of farms in order to improve their viability (standardisation centre for products, agreements with cooperatives and vegetable defence associations (ADV), improving the sale points at MERCABARNA etc.)

• **STRATEGIC LINE 4:** achieve a quality area integrated into the land and in harmony with the natural environment

• **STRATEGIC LINE 5:** consolidate and promote the natural and cultural heritage of the Agricultural Park without interfering in agricultural activity
WORKING PLAN 2010 - 2011

SETTING PRIORITIES

IMPROVING COMPETITIVENESS
(Parc Innova, Parc Actiu, Parc Acull)

CONSOLIDATE THE TERRITORIAL BASE
(Parc Aqua, Parc landscape, Parc endreçat)

MANAGEMENT IMPROVEMENT (Parc 24@, Parc informat)

COOPERATION (Parc coopera)
STRATEGIC LINE 1: achieve infrastructural efficiency and general services

Rural roads and irrigation system management

Water management and quality control/ treated water re-use

General Services:

Rural security service, supply of diesel oil
SIGAT (AT GIS)

+ water management
+ land uses
+ agricultural roads network
+ abandoned land
STRATEGIC LINE 2: promote efficient production systems which respect the environment and commercialisation which boosts the increase in farm income

Agroenvironmental measures: integrated pest management and biological production

A management engaged with consumers: quality brands
STRATEGIC LINE 3: encourage the establishment of services and the modernisation of farms in order to improve their viability.

Agreements with private and public stakeholders, specific training for technicians and farmers.

Active Park: programme for the economic promotion of Agricultural Park.
STRATEGIC LINE 4: achieve a quality area integrated into the land and in harmony with the natural environment

Centre for collecting plastics related to the greenhouse effect

Preserving and improving Agro- and Bio-diversity

Landscape improvement measures
STRATEGIC LINE 5: consolidate and promote the natural and cultural heritage of the Park without interfering in agricultural activity

Information and agro-territorial management Center

Education activities
IMPROVING COMPETITIVENESS
(Parc Innova, Parc Actiu, Parc Acull)

CONSOLIDATE THE TERRITORIAL BASE
(Parc Aqua, Parc landscape, Parc endreçat)

MANAGEMENT IMPROVEMENT (Parc 24@, Parc informat)

COOPERATION (Parc coopera)
Strategic line 2: Promote production and marketing systems that foster the generation of higher incomes.

Specific objective 2.3: Promote cooperation between farmers to enhance production and improve the conditions of competitive markets access.
“Role of the label Baix Llobregat Agricultural Park and other quality brands”

+ 

Proximity (consumers and farmers) 
Short distances (farm to selling point) 
Small farms and small food stores 
Local markets network 
Emerging demand of local food 
Diversity 
Freshness 
Short chains trade 

- 

no distinctiveness 
no cooperation 
Consumers’ ignorance in the existance of the BLLAP
What’s a BRAND?

One idea in the head of consumers...
Eating is part of the production process. The closer, the fresher.

2 ideas:
The closer, the fresher: time+distance

**Time** = Hours between the harvest and the purchase (24-48 hours)

**Distance** = km between farmer and consumer (foodstuff km, 40-90-100 km)

(km 0: local product+local consumption)
CARTA
DEL PRODUCTE FRESC
DEL PARC AGRARI DEL BAIX LLOBREGAT

Una manera d’assumir la tradició, de recuperar la memòria històrica alimentària del nostre entorn més immediat i d’ofrir qualitat.

El Parc Agrari del Baix Llobregat dona continuïtat a la tradició agrícola del delta i vall baixa del Llobregat que, durant segles, ha estat el rebost de Barcelona. Les seves produccions, de fructes i hortalisses, han estat i continuen sent reconegudes en molts mercats de Catalunya i d’Espanya.

Productes emblemàtics com l’encamí, la carrofa, les plomes, les pommes de roba o les celines (entre moltes d’altres) són referents dels consumidors i consumidores dels municipis del Parc Agrari del Baix Llobregat, de la ciutat de Barcelona i del seu entorn.

Es tracta de productes que eren presents en l’àmbit del mercat de Barcelona, en els mercats municipals locals i en moltes botigues del Barcelonès i municipis del seu entorn. Presència que encara avui bàsicament es manté en les pareades de les pageses dels mercats locals, en pareades i botigues de molts municipis i a l’engrés en mercats majoristes.

Són productes de proximitat i ja que es produïxien en l’àmbit del Parc Agrari del Baix Llobregat i el seu entorn, el que permet considerar o bénci facilitat per conèixer el pàgo o la pàguesa que els ha produït, és una trota de productes frescos a oferir al consumidor i a la consumidora una viada recient collida, i un producte de qualitat resultant d’una manera de fer i d’un comportament general de respecte al medi fonamental en els usos i costums de bons a pàguesa/pàgueses.

Però això,

El Consorci del Parc Agrari del Baix Llobregat recollint aquesta tradició, recuperant la memòria històrica alimentària i convencint que ara, més que mai, és un bon moment per aproximat al consumidor i a la consumidora el “saber fer” dels pàgueses i pàgueses del Baix Llobregat.
Eating is part of the production process

Giving added value to local production and recognizing farmers’ work

COOK, CONSUMERS AND FARMERS

PAGUS (territory)

CONSUMER

FARMER

PRODUCE
Eating is part of the production process
IMPROVING COMPETITIVENESS: Parc Actiu
Cooperatives (Central Market)
IMPROVING COMPETITIVENESS: Parc Actiu

Local markets
IMPROVING COMPETITIVENESS: Parc Actiu

Food stores
IMPROVING COMPETITIVENESS: Parc Actiu

Vente à la ferme

VENDA DIRECTA

Can Colomer

Km 0
IMPROVING COMPETITIVENESS: Parc Actiu

Boxes delivery
Directe del camp a casa teva.
A Can Perol volem arribar a casa vostra, directament des del camp. A través de Can Perol us oferim fruita i verdures de la comarca del Baix Llobregat, fresca i bona, coneguda seguint les pautes de l’agroecologia. A més, també us oferim pa i pastissos de la Pastisseria Vila, elaborats en un obrador que des dels anys 50 treballa de manera tradicional.

Ja han arribat els panellets!!
A Can Perol ja tenim panysos del nostres boscos per a fer deliciosos panellets.

Encarem la tardor, ha arribat el mes d’octubre!
Tot i la calor d’aquests dies, seguim cuidant els nostres conreus per oferir-los als millors productes del camp.

Volí venir a Can Perol?
Pots venir a recollir la teva cistella a Can Perol, al carrer Badia del Camp de Futbol, nu 26 de Sant Vicenç dels Horts.

www.canperol.cat
Restaurants
IMPROVING COMPETITIVENESS: Parc Actiu/Communication
IMPROVING COMPETITIVENESS: Parc Actiu/Communication
DEGUSTACIÓ DE PRODUCTES DE QUALITAT

MASIA DE CAN COMAS
14 de desembre de 2007
Marriage Carxofa Prat and Estrella Inedit
IMPROVING COMPETITIVENESS: Parc Actiu/Communication

The "Agriculture Ecosystem" program
IMPROVING COMPETITIVENESS: Parc Actiu/Communication
Consumers - Farmers
AGRICULTURE, FRESH PRODUCE, PROXIMITY, OPPORTUNITY, LANDSCAPE
HOLERT TOURISM
HOLERITOURISM

AGRICULTURE, FRESH PRODUCE, PROXIMITY, OPPORTUNITY, LANDSCAPE

HOLERITOURISM
the garden’s tourism

Holus, -eris = vegetable
SEASONAL ACTIVITIES: Tour (artichoke, chard, cherry, seasonal fruit)

Conference “Discovering the Parc”

Guided tour “knowing the seasonal products”

Cuisine/tasting Workshop “Feeling the product”

Guided tour with a farmer “Get in touch with your farmer”

Tasting “to savour the product”
Què podràs fer...

Descobrir
A la primavera, cirera.
MARX I FRUNY
La cirera es començarà els carrers d'estiu, amb la participació de treballadors de la terra, així com a la participació de diferents activitats culturals. Aquesta època és un moment molt important per a la preservació de la cultura dels carrers.

A la pràctica, cirera.
La cirera es començarà el mes d'abril, amb el començament de la floració d'aquests arbres. Aquesta època és un moment molt important per a la preservació de la cultura dels carrers.

Holi.
El turisme de l'horta.

Primer primeres.

Primaveras.

A la primavera, cirera.

La cirera es començarà d'estiu, amb la participació de treballadors de la terra, així com a la participació de diferents activitats culturals. Aquesta època és un moment molt important per a la preservació de la cultura dels carrers.

Primer primeres.

Tardor.

La bloda, la vitamina més verda.
El tardor es començarà a novembre, amb la participació de treballadors de la terra, així com a la participació de diferents activitats culturals. Aquesta època és un moment molt important per a la preservació de la cultura dels carrers.
CONCLUSIONS

THE FUTUR 2010-2020: NEW WISHES, NEW COMMITMENTS

+ Project “FARMERS’ SCHOOL”

+ Project “LAND BANK”

+ New land use plan for the AP

+ Project “Parc Actiu”

14% (2011)  50% (2020)
A sustainable Metropolitan Region is only possible if surrounded by agricultural areas, in short peri-urban areas, that can act as buffer zones, fashion the landscape, give the urban environment a human face and provide healthy locally produced food.

Because “the most beautiful landscapes are those arising from a edible beauty, those that can be eaten”
Josep Pla

“Farming is not something of the past, farming will be the future”
Andreu Vila (2011)
THANK YOU VERY MUCH
The Baix Llobregat Agricultural Team
parcagrari@diba.cat
i. European Periurban Agriculture. Some key data
European Peri-urban: policies and terms

There is a lack of specific policies to address the traditional problems facing peri-urban agricultural areas.

According to the OECD definition (1979), Peri-urban Agriculture is that which is found within a radius of 20 km surrounding urban areas with more than 200,000 inhabitants and 10 km for urban areas with between 50,000 and 100,000 inhabitants.

The European Economic and Social Committee adopted the opinion on “Agriculture in peri-urban areas” in September 2004.
According to the EESC opinion “peri-urban areas are essentially the interface between strictly rural areas and the urban world… it is the professional farming practised in these areas that is known as *peri-urban agriculture*”

According to the EESC opinion “Peri-urban areas are rural areas that face specific and characteristic constraints that set them apart from other rural areas, and whose survival is seriously threatened”

According to the EESC opinion “At the same time, peri-urban agriculture often presents unique characteristics that must be exploited to the full, e.g. the *opportunities provided by its proximity* to consumer markets, growing consumer awareness of issues such as food quality and safety”
CAP funds are nearly absent in peri-urban areas:

► 1st pillar is mostly based on extensive productions (logs) and in peri-urban agriculture there is a widespread dominance of intensive productions. And logs have punished intensive production farmers.

► Peri-urban Barcelona agriculture is only receiving 4% CAP (1993-2000?) support in Catalonia while it represents 6% cropland, 10% farms and 12% farmers.

  ▪ Only 16% of the 4,169 peri-urban Barcelona farmers receive CAP support.

  ▪ Mostly of them concentrated in a district devoted to cereals and dairy (Vallès).

  ▪ 1st CAP pillar is absolutely absent in districts devoted to horticulture & fruit productions, the real peri-urban ones.
2nd pillar is nearly absent in peri-urban spaces: axis 1 to 3, according to the Catalan RDP 2007-13, do not contain specific measures for peri-urban areas

- Only the creation of peri-urban agroshops (in Axis 1) is understood as exclusively “peri-urban”

- Although RDP general measures (farms’ modernisation, agricultural areas diversification…), are applicable to peri-urban areas, there is a noticeable inconsideration

Source: Paül (2009)
There are problems of food trade and commodity differentiation of local products.

### INCOMES DEPENDING ON TRADE SYSTEM

<table>
<thead>
<tr>
<th>TRADE SYSTEM</th>
<th>% production</th>
<th>% income</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Direct sale</td>
<td>20</td>
<td>50</td>
</tr>
<tr>
<td>Sale through wholesaler</td>
<td>80</td>
<td>50</td>
</tr>
<tr>
<td>B Sale in local markets</td>
<td>15</td>
<td>40</td>
</tr>
<tr>
<td>Sale through wholesaler</td>
<td>85</td>
<td>60</td>
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