

ENTITY FILE

IDENTIFYING DATA:

Group name	ASOCIACIÓN COSTA DA MORTE - GDR
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Name of the contact person	José Antonio Vila García
Position of the contact person	Manager

DESCRIPTION OF THE ENTITY

The Rural Development Group called "Asociación Costa da Morte - GDR" is a non-profit association created to integrate and represent the different territorial, institutional, social and economic agents, both public and private, interested in promoting the development of this territory, as well as contributing to the sustainable development of rural areas on the Costa da Morte by implementing projects and initiatives that promote economic, social growth and environmental improvement.

The association was established in 2008 and has been registered in the Register of Associations since 23 December 2009.

The scope of the Group is composed of 17 municipalities located in the province of A Coruña: Cabana de Bergantiños, Camariñas, Carballo, Carnota, Cee, Corcubión, Coristanco, Dumbría, Fist, A Laracha, Laxe, Malpica de Bergantiños, Mazaricos, Muxía, Ponteceso, Vimianzo and Zas.

The Association Costa da Morte - GDR has 85 partners both public and private with roots in the territory of action:

- Public partners (17): 16 municipalities: Cabana de Bergantiños, Camariñas, Carballo, Carnota, Cee, Corcubión, Coristanco, Dumbría, Fisterra, A Laracha, Malpica de Bergños, Mazaricos, Muxía, Ponteceso, Vimianzo and Zas + la Mancomunidad de Fisterra.
- Private partners (68): from different sectors and collectives: agricultural-livestock sector (13), forestry sector (7), women's associations (1), social action associations (6), associations for the protection, conservation and/or improvement of the environment (1) associations of entrepreneurs and professional associations (7), cultural associations (8), sports, recreation and neighbourhood associations and sectors not attached to other tables (20), associations of the tourism and hospitality sector (2), craft associations (3).

If we take into account that each partner (not counting the municipalities) has in turn enough members, if we add them all, it is covering a population that can exceed 11,300 people and if we consider the municipalities the amount is much higher (112,363 inhabitants, including the municipality of Laxe, which although not a member the GDR covers its territory).

MAIN ACTIVITY AND OBJECTIVES:

Our competences range from the management of LEADER Programme grants to the promotion and dissemination of our territory. We inform and advise the rural population about the activities framed in the rural development programs and encourage active participation in them, as well as promoting and attracting initiatives accompanying the promoters in the process of maturing the projects.

We seek to identify and promote actions that promote rural development within the scope of the partnership, including initiatives in all sectors of activity, supporting innovative and sustainable projects located in rural areas with the aim of improving the quality of life and strengthening the local economy, encouraging job creation and diversification of activities.

Another aspect of our work is to make known the valuable resources and the great heritage of these lands, from tourism, gastronomy, intangible, artistic, archaeological or natural heritage.

COOPERATION PROJECTS

Cooperation is one of the principles of the LEADER approach in which the Rural Development Groups also work, cooperating with other groups in order to develop projects with common objectives to improve the potential of the territories.

GDR Costa da Morte has participated in several cooperation projects related to the promotion of local products and short marketing channels. Among these projects we highlight the participation in the following two:

- Project "New Horizons" (2010-2013).- The main focus of this project was to identify and evaluate traditional crops and/or new crops with potential in each territory in order to study possible marketing routes for these crops, as well as encouraging women, young people, the unemployed and groups at risk of exclusion to take up farming. Within the framework of this project, different traditional phylogenetic varieties of tomato, onion, pepper, cabbage, wheat, grelo, potato and apple were recovered and new productions were introduced in some territories (Kiwi, hops, physalis, buckwheat, cranberry, spelt and quinoa).

Technical cultivation guides were also developed for each of the products and attempts were made to establish links between producers and catering and marketing companies.

- Project "Paisaxes Intelixentes" (2022-2023).- The main objectives of this project were to: promote forestry and agroforestry production initiatives to take advantage of the unproductive masses; recovering native varieties of plant crops and introducing new crops that would allow the valuation of abandoned or underused land; carrying out training activities related to the development of agro-livestock and/or forestry projects; enhance local agri-food products through short marketing circuits.

Within the framework of this project, activities were carried out on a variety of topics that revolved around the definition of what each territory considered to be an intelligent landscape:

- seminars and training sessions on energy sustainability, circular economy, plant genetic heritage, multifunctional use of the forest,...
- training and information on management, marketing through local markets and digital markets for agro-food and forestry products;
- training and information days on the Law on the Recovery of Agrarian Lands of Galicia;
- development of experimental fields of garden products with traditional varieties in collaboration with local producers (tomatoes, peppers, beans, corn, cabbage,...), as well as plantations of different types of grasses for extensive livestock production;
- learning trips and exchange of experience;
- creation of project website;
- creation of a partnership between the participating groups.

ACTIVITIES RELATING TO THE PROMOTION OF SUSTAINABLE FOOD

The GDR has promoted and/or participated in projects related to the development of activities that promote both sustainable food and the promotion of organic and/or local agro-food production, also promoting education in healthy nutrition and the short channels of marketing products of the territory.

With a view to planning activities within the new LEADER programming for the coming years, the objectives set out in the EDLP 23-27 Action Plan include, inter alia, actions aimed at promoting healthy and differential quality food preserving biodiversity and sustainable practices in rural areas.

The aim is to promote a change in the production model, in which organic farming has a fundamental role to play. changes in consumer trends, which require not only product quality but also food safety and environmental sustainability, are boosting demand for eco-labelled products and making organic farming and livestock production a profitable alternative for farms in the territory.

Work has also been carried out under the LEADER programme 2014-2020 through the implementation of various actions and participation in cooperation projects aimed at these objectives.

In particular, a number of activities have been developed to revitalize and promote the countryside, directly related to sustainable food and healthy nutrition through short marketing channels.

In this way, activities have been developed since January 2020 in **several actions but connected to each other (a dossier by annuality), developed in collaboration with** canteens of some schools and producers in the territory.

Main objectives:

- Inform about healthy nutrition.
- Promote/ motivate the implementation and inclusion of local products in school canteens.
- Optimise promotion and awareness-raising activities to ensure that producers and schools are involved.

Basically it is the realization of days and activities aimed at the promotion and awareness of producers/ as and cooks/ school with the aim of promoting the generation of a short circuit and a strategy of menus with proposals of dishes to favor a Healthier and sustainable model with local and/or organic foods.

Action 1.- In 2020the action called " Promotion and awareness days healthy and sustainable school canteens with short marketing circuits" was carried out:

A total of 17 producers/s and 12 schools have participated in this project. Individual interviews were conducted with producers and schools to finally identify the available supply in production and the needs of schools. They have worked on three exercises to

move towards a healthier and sustainable menu linked to local production without increasing the current cost of the menu.

- Exercise 1- Cold menu wheel 6 weeks
- Exercise 2- Generate or improve FT data sheets
- Exercise 3- Food batch validation and introduction of local and/or organic foods.

With this project, the first steps have been taken to face the transition towards the consumption of higher quality local products, helping sustainability and without increasing the costs of the food supply of schools. Likewise, school cookers have been taught that the technical sheets are a fundamental tool in the kitchen to ensure processes, nutrients, costs and reduce food waste. Currently most kitchens had no or incomplete data sheets. The producers reviewed and validated a proposal of food, formats and prices adapted to communal kitchens.

Among the difficulties that occurred during the development of this project, following the COVID-19 pandemic, some of the actions planned to be carried out online, through videoconferences, telephone interviews, etc.

As a final result of this action, a list of foods available in Costa da Morte was produced: formats and prices; a menu wheel for 6 weeks per school; technical data sheets for new dishes and validation of the food item.

Action 2.- In 2021 took place the action called "Online Days of Promotion and awareness, hot season menus for healthy and sustainable school canteens with short marketing circuits" developed in 3 phases:

Phase 1. Day online promotion

A total of 10 producers/s and 8 schools participated in this day. It focused mainly on raising awareness among participants about the potential that exists to link school consumption with local production, identifying barriers and the main potentials.

Phase 2. Supply and demand.

Face-to-face conference in which 10 people from 6 production companies and 11 people from 7 schools participated. On this day it was possible to identify the number of menus, monthly consumption and it was possible to verify that with the available budget you could purchase locally sourced product without increasing the cost of the menu. 3 keys were defined to connect local production with school consumption: menu - food item - commitment. And from the point of view of the short circuit: schedule consumption - agree prices - organize orders.

Phase 3. Gastronomic day and conclusions (online).

A showcooking was carried out consisting of 3 dishes in which it was to boost the consumption of seasonal vegetables, whole grains and legumes.

The workshops raised awareness among producers and schools interested in taking part in a change of model. Generating a circuit is key to implementing the model, but this

needs the involvement of all, which is what has been tried to stimulate during the development of this initiative.

Action 3.- In 2022 the action called "Ecomedores - Km Costa da Morte" was carried out:

The action aimed to promote a short circuit in Costa da Morte for the supply of collective kitchens of schools, generating a commitment to organic production and/ or proximity.

Worked with 5 schools and 3 producers/s (with the intention of incorporating more producers during the campaign). The project consisted mainly of the development of 2 actions:

Action 1. Digitisation pilot kitchens

The participating schools provide information to upload data to manage purchases and that allows to identify consumption and program with local production needs.

Action 2. Production awareness day - kitchen Chef2030

Participating producers, schools and several chefs network Chef2030

The initial intention was to try to reach an agreement to serve a vegetable protein by 2023 and try to serve the same first dishes for the 2023-24 course.

A popular event was organized, consisting of the elaboration of a menu of collectives in a school in the area, an event that was disseminated through RRSS to publicize and promote healthy and sustainable menus linked to local production. 100 people signed up to taste the menu.

The aim was to reach a compromise between the schools and the producers/ as to consume a minimum amount of local product. The intention was that these first "pilot" schools would serve as an example for other schools and producers/s in the area and that gradually the consumption of local products in communal kitchens would be increased.

Current status of the project with school canteens and local producers.

The intention is to continue the project in the territory of the GDR, trying that this initiative can also be extrapolated to other areas of Galicia and other areas of the Spanish State.

We also think it would be interesting if the regional administration decided to implement the purchase in short circuits (local producers) to supply the kitchens of schools and other communities.

We know that there are some schools that have taken steps to make improvements in the feeding of students and are seeing favorable changes, with very good results, but it is noted that the work done in the school is not the main problem. Children are not averse to these changes as they adapt to the new situation without difficulty; the real problem is in the families, in the lack of information they have to be able to contrast and

thus be able to conclude that this is the best way for the physical and mental health of their sons and daughters. It was also found that there are no healthy eating habits at home.

With which it is concluded that a formula to channel the project would be to offer informative talks and awareness to families in the centers themselves, so that it can be concluded that the informed families are equivalent to sensitized and cooperative families in this change; that's why we think this is the way to go, take a step back and start again at that point.

Objectives to be achieved:

- Promote talks to families from centers and NPAs
- Provide awareness talks to families raising awareness of the importance of healthy eating for children and in general for all.
- Teach families the process and the changes that must be made in the centers, what is the starting situation and where it should go.
- Provide impact workshops to families to change the idea of rejection towards collaboration and thus join forces.
- Provide workshops for families in which cooking options are offered in homes in a healthy way without posing a problem of time. Showcooking, snacks, healthy meals and breakfasts.
- Batch cooking, cooking one day for the whole week, programming the weekly menu.
- Make families feel part of these projects and not a mere spectator.