

# Development of technologically innovative production, marketing and processing strategies to achieve the reintroduction of recovered local varieties in the agricultural markets, with the aim of improving the competitiveness of the agroecological sector

## Summary

The Local Varieties Transformation Project analyzes the best way to reintroduce into the Market traditional varieties of vegetables through its transformation as an added value product. Therefore, it studies the most appropriate traditional vegetables for transforming and their productivity, as well as the possible elaboration methods.

The members of The Operative Group represent the different steps in the food chain and are from the geographic area of work: the county of El Vallès Oriental. The project focuses on the technological, the organizational and commercial innovative fields.

## Objectives

The project has four main objectives. The first one is to develop new elaborate product lines from local recovered vegetable varieties. The second one is to identify the business potential of local varieties. The third one is to increase the market presence of local varieties. The last objective is to promote de multiplication and reintroduction of local varieties in the productive and commercial sector.

All of that will help to improve de profitability of farms, increase the commercial competitiveness of vegetables and preserve biodiversity.

## Conclusions

It is concluded that there should analyzed in detail the costs throughout the transformation process in order to optimize it and maximize the economic margin. For commercial success, it is essential to invest strongly in communication and branding.

A second recommendation is to focus on the transformation and conservation of dehydrated and specifically in tomatoes. It could be tasted also with oil conservation and boiling. For products packed in autoclave, the most suitable storage is glass containers. For the remainder, packing in plastic protected atmosphere. It is proposed to study dehydrated systems of hot air using renewable energy.

## Operational Group Leader

Entitat: **QUINO ORTÍ IGLESIAS (HORTA LA FANECADA)**

E-mail de contacte:

**hortalafanecada@gmail.com**

Tipologia d'entitat:

**Productor agrari**

## Keyword-category

Farming / forestry competitiveness and  
Plant production and horticulture  
Supply chain, marketing and consumpt

## Territorial scope

**Província**

Barcelona

**County**

Vallès Oriental

## Project dissemination *(publications, seminars, multimedia...)*

---

## Project website

---

## Other project information

---

### Project period

Starting date (month-year): Novembre 2015

End date (month-year): Setembre 2016

Project status: *Finalised*

### Approved budget

**Total budget: 28.571,00 €**

*Funding source DARP:* 11.399,83 €

*Funding source EU:* 8.599,87 €

*Own funds:* 8.571,30 €

### With the support of:

---

Project funded by Operation 16.01.01 (Cooperation for innovation) of the Rural Development Program of Catalunya 2014-2020.

*Ordre ARP/258/2015, de 17 d'agost, per la qual s'aproven les bases reguladores dels ajuts a la cooperació per a la innovació a través del foment de la creació de grups operatius de l'Associació Europea per a la Innovació en matèria de productivitat i sostenibilitat agrícoles i la realització de projectes pilot innovadors per part d'aquests grups, i es convoquen els corresponents a 2015.*

*Id. projecte: 92 2015*