

## MANAGEMENT OF FARMING. FOOD AND FORESTRY SYSTEMS & VALORIZATION OF THE TERRITORY

Valorization of the territory and use of endogenous resources

### KEYNOTE SPEAKER

**Marta Cortegano**, is an independent adviser on local development and rural entrepreneurship. Cooperate with different Municipalities, NGOs, Rural Action Groups, searching for innovative solutions on rural south Portugal, based on the valorization of the endogenous resources. Before she was Technical Director of CEVRM (2013-2015) and collaborated with ADPM (2004-2013). Manages, with her husband, an organic farm. She's also President of the Vale do Guadiana Entrepreneurs Association.



### CHALLENGES

- Rural Territories vs Rural Depopulation;
- New farmers and New Ruralities;
- Value Creation based on endogenous resources;
- Knowledge and Knowledge transfer;
- Product and Process Innovation on Agri-Food;
- Territorial Governance and Organizational Innovation;
- Localized Agri-Food Systems;
- Biodiversity, Natural Resources Conservation and Ecosystem Services.

### PRESENTATION

The session started with the presentation of the key issues for this theme, followed by a poster session and a group discussion. It was presented opportunities and constraints related with the use and valorisation of endogenous resources and with the valorisation of rural territories. The main key issues focused where:

#### RURAL TERRITORIES VS RURAL DEPOPULATION

Rural territories cover a wide range of different realities, but most of them have faced constant changes at the social and economic level, that have led to depopulation. In

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some places, however, rural depopulation processes, are affected in a critical level, increasing negative impacts on land abandonment.

#### NEW RURALITIES AND NEW FARMERS

In many rural regions, agriculture is no longer the main economic activity. So, what changes are taking place in rural areas and what implications those changes have, for an innovative context? We should have an open mind about the diversity of rurality contexts, and about different ways of achieving the valorisation of the territory and the use of the endogenous resources.

It's also important to understand the role of the new farmers. Are they mostly the descendant of older farmers, or do we have more, a new entrance phenomenon? In both cases, are they available to innovate? In Portugal, we observe a tendency from young urban people with higher qualifications to start a new activity as a farmer, but many of them, don't remain in the sector, probably because a bigger percentage of them, had no agricultural background and tend to fail after few years. However, they are skilled people, available to live on the countryside, and they bring new ways to think the territory and it's use, they are more adapted to use high technology, and a tendency to relate between each other in different and innovative organizational models, what can be very interesting for the valorisation of the territory.

#### TERRITORIAL GOVERNANCE, ORGANIZATIONAL INNOVATION AND LOCALIZED AGRI-FOOD SYSTEMS

Territorial Governance is a relatively new and complex concept. Implies often organizational innovation, as the concept suggests the existence of new approaches, based on multi-level coordination and cooperation processes, and it can be adapted to specific situations as the Localized Agrifood Systems. It's important to share results from Community Supported Agriculture or Alternative Food Systems, like Solidarity Purchasing Groups, new innovative organizational models, that are related with consumer needs: like new demand for food safety, environment protection, or even the story behind the food.

#### BIODIVERSITY, NATURAL RESOURCES CONSERVATION AND ECOSYSTEM SERVICES

Ecosystem Services recently become an established policy concept on policy agendas. It describes the services, that people obtain from the ecosystem, including "provisioning", as production of food and water; "regulating", such as the control of climate and diseases; "supporting", such as nutrient cycles or crop pollination; and "cultural", such as recreational benefits. So, it's important to understand if we can contribute to the valorisation of the endogenous resources also by valuating them, as an ecosystem service, that they provide.

#### VALUE CREATION BASED ON ENDOGENOUS RESOURCES VS KNOWLEDGE AND KNOWLEDGE TRANSFER

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Endogenous resources can be the focus in a territory valorisation strategy and can be quite interesting to create new and innovative products or innovative commercialization models. However, from the endogenous resource to the final product, it requires strong knowledge to understand the most efficient and effective product or processing options and even more time to increase



innovation on the process and obtain competitive advantages. It's also a key point to guarantee that the knowledge, is efficiently shared, by potential users.

## MAIN OUTCOMES FROM THE DISCUSSIONS

In Territorial Governance, Organizational Innovation and Localized Agri-Food Systems theme, we propose to take attention not just on the product or process innovation of the endogenous resources, but also if there is some innovation on the organizational models presented, trying to outcome the territorial governance involved, and its contribute to sustainable rural development.

In Biodiversity, Natural Resources Conservation and Ecosystem Services who defines which Ecosystem services are being considered, and which aspects might be left out? We propose that Ecosystem services can be also an innovative way to create value based on the endogenous resources and a good practice on rural development.

In Value Creation based on endogenous resources vs Knowledge and Knowledge transfer innovative networks can support connectivity and generate value creation in modern rurality, but how to use innovation among the knowledge transfer process, or in advising services, as extension service to farmers, to increase the innovation in agri-food based on the valorisation of endogenous resources?

In the Groups dynamics, this last idea has been the most relevant and transversal to the four ideas before. Sharing knowledge using multiactor approaches, networking and cooperation, has been indicated as the innovative and common aspect of the posters presented, that could be beneficiated by the development of user-friendly platforms that can aggregate big data related.

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## INNOVATION PROJECTS

At this thematic session, each participant assisted to the presentation of 3 of the following posters:

- **BDMIRA** - Sustainable and competitive sweet-potato at Mira irrigation zone: innovative practices and organizational dynamic
- **Connecting isolated terrestrial habitats** - Biodiversity taxis 2.0
- **DEM@BIOFUMADOS** – Biosmoked Demonstrator - Tradition vs Quality - production of portuguese traditional cured and smoked products
- **DiverIMPACTS**
- **Humus formation by legumes**
- Innovations and new technologies the use of the Arbutus fruits
- **Jarmelista Value** - Territorial valorization by the genetic and identity preservation of the Jarmelist breed
- **MAGIC** - Marginal lands for Growing Industrial Crops: Turning a burden into an opportunity
- **PROVITERRE** – Guidelines of better agricultural practices to soil’s conservation in the main hill’s wine in Emilia-Romagna
- **Wild Edible Mushrooms Processing Technologies**

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