



This project is funded by the European Union



**ESSEDRA**

Environmentally Sustainable Socio-Economic  
Development of Rural Areas



**Slow Food®**

a project implemented by

# ESSEDRA Partnership Policy Advocacy Work

## The way forward...

**ESSEDRA Workshop**

**26 October 2014**

**Terra Madre 2014**





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# Why is advocacy important for us

Advocacy is always directed at **influencing policy, laws, regulations, programs, or funding to make a change**

and

**ESSEDRA partnership** wants to ensure that small scale cheese producers – milk farms and (traditional) dairies **are supported by national and IPARD funds** and the **hygiene rules and direct sales requirements adopted at national level make full use of the flexibility options**, of the EU regulations in **order to respect the characteristics of small scale cheese producers – milk farms and (traditional) dairies** .



# We have targeted them through:

- 1) A Review of National Agriculture and Rural Development Policy in ESSEDRA countries
- 2) Advocacy training where all the partners share their experience on advocacy process
- 3) Common advocacy plan focused on the **on small scale cheese producers – milk farms and (traditional) dairies.**
- 4) Different events and campaigns aimed at introduction and use of the flexibility rules of EU hygiene package
- 5) Position papers aimed at national policy makers and stakeholders:
  - ✓ IPARD regional position paper,
  - ✓ Local food matters declaration



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# But still...MTE recommendations say

- 1) We have to recognize and see our role in advocacy with national public institutions;
- 2) We still have to prepare national position papers (on IPARD and/or hygiene rules) and to package the message at the national context of the different ESSEDRA countries;
- 3) We need to shape our policy tools in order to achieve impact on at all levels;
- 4) At regional level we have to improve our coordination and connectivity of our meetings in order to scale up the results.



# ESSEDRA MTE recommends

- **Increase focus on policy impact** - use the advocacy skills and tools developed to achieve real change:
  - In the key issues, e.g., food hygiene flexibilities implementation by individual countries.
  - Improve collective action regarding policy issues of common concern. Work together to develop/confirm a common agenda and then ensure that appropriate partners are leading each action, whilst ensuring coordination between ESSEDRA actions in each IPA country, so that impacts can be optimised at all levels.



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**We have to act to influence the policy process**

because

**advocacy is a process,**

occurring over certain period of time

and

**the time to influence**

IPARD and agricultural, environmental, and food safety *aquis*  
**is now**

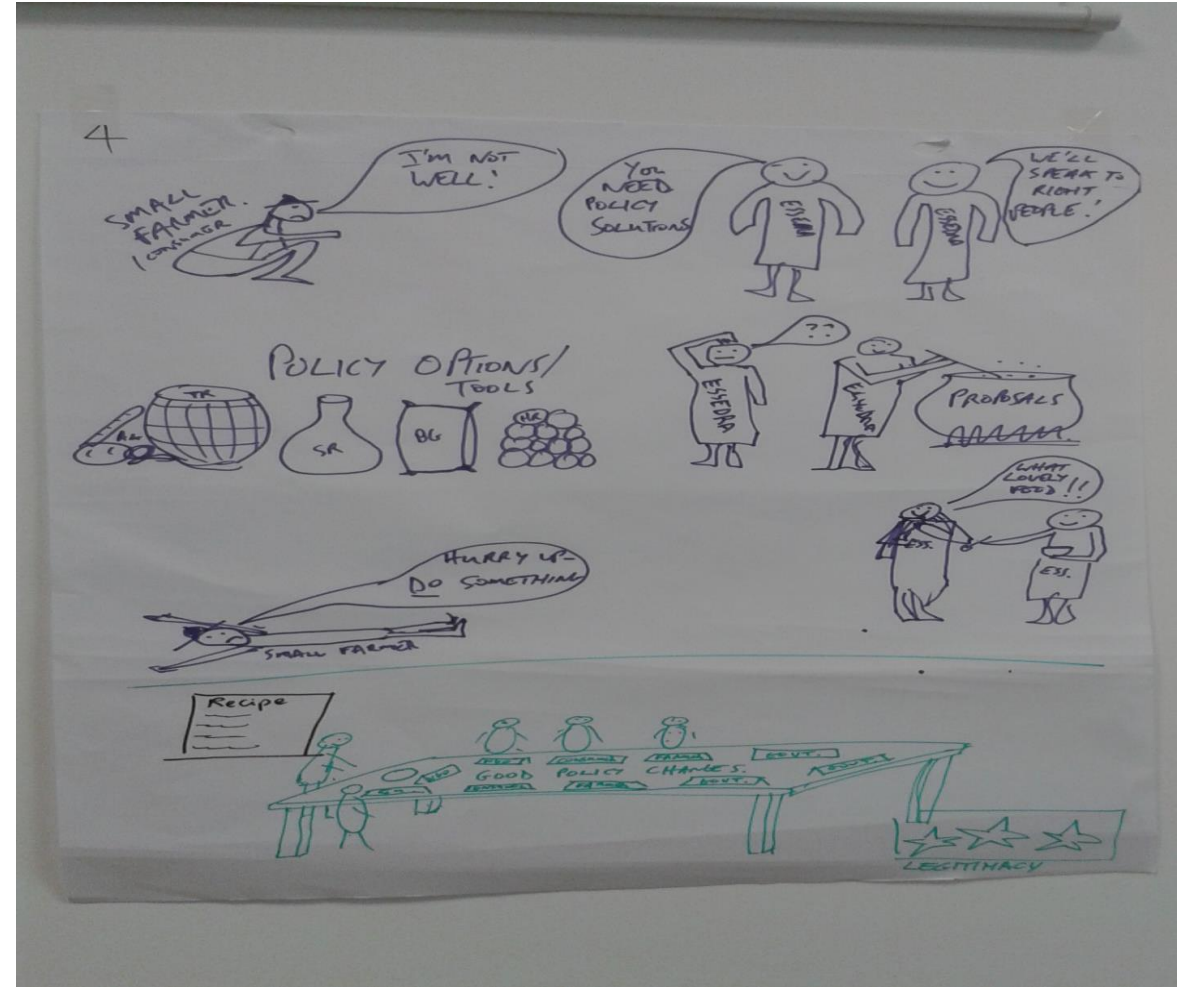


# We have identified five major threats to traditional food

- 1) Difficulties for small-scale food producers to comply with hygiene rules and regulations introduced as a part of the EU hygiene package
- 2) A shift towards newer and higher-yielding breeds or varieties
- 3) Cultural perceptions - Producers assign little value to their traditional and cultural knowledge, seeds and breeds.
- 4) The profession of herders and shepherds is not appealing to people nowadays resulting in abandonment of mountain pastures and gradual loss of traditional dairy products with the associated environmental, cultural and social consequences.
- 5) General abandonment of rural communities

# We have to act as partnership...

*Because otherwise we can lose our farmers and our local food and identity!*







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# Thank you for your attention!

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