



Education and Culture DG

Lifelong Learning Programme



Short marketing circuits:

one other way to consume for our European students



**Erasmus+ 2018 - 2020 Project
LECCO (Italy) - LIEGE (Belgium)**



Our manifesto on short food circuits

Tip #1

Live by
the seasons !

Buy seasonal products.
They are a solution
against exportation
because the more exotic
they are, the further they
come from.



Tip #2

Ban chemicals !

Avoid all pesticides and
insecticides...
Nature will be
grateful to you.



Tip #3

Go buy local

Gain easier access to
local, seasonal products:
they will be more
« genuine » and you will
know where they are
from.



Tip #4

Stop wasting

1. Plan the week's menus
ahead.
2. Make shopping lists.
3. Don't do your shopping
while you're hungry.
4. Buy bulk.
5. Read and understand
sell-by dates.



Tip #5

Get a green thumb

A small vegetable garden at
home is a great step to fight
the use of packaging
materials... and your organic
produce is right at hand !

10 Tips to consider

**Short food marketing
circuits**



Erasmus +

Tip #6

Say no to plastics

Use recyclable paper or fabric
carrier bags to bend plastics
consumption.



Tip #7

Sustainable jobs

Short food circuits to help food producers to innovate and create new jobs.



Tip #8

Glass bottles please

Use glass bottles and flasks rather than plastic equivalents



Tip #9

Attached and despatched !

Avoid aluminium packaging and use fabric or cardboard boxes



Tip #10

Green waste

Make your green waste into compost for your trees and vegetable garden: cheap, organic and home-made fertilizer !



Here are the charted top – 10 tip-list - 5 global and 5 practical ones

Be aware

Be aware of the problems induced by our food habits and consumers' options in general.

Open your eyes on global food and look at it for what it is. That's a good start.

Be warned

We all have our own unconscious database at the back of our minds. We all know that eating strawberries in December is an absurdity and that a Monsanto sign small-printed at the bottom of the label of a pack of biscuits indicates a clear threat to our environment.

But to really understand things, it is important to do some research. For example, I had no idea what a 'caporalato' is, I had no idea such form of slavery still exists today in the food industry on an everyday basis.

Be curious

Once there's the will for change, you still have to find out how to go about it.

The local flavour of your

home produce may be a riches... as much as an insurmountable barrier: e.g. the Belgian climate is no match for certain Mediterranean products — but this should never stop you discovering local food from elsewhere, each of which is worth exploring.

Be innovative

Don't be afraid to try out many options, even those seemingly unusual or incongruous. Who knows what you may find? There's no instructions manual here, just hands-on experimentation, and you'll know what you like.

Be realistic

Choose habits for the long term. An ideal way of life, certified 100% organic, local and sustainable, may undoubtedly be most appealing, but smaller, sustainable habits for the long term are probably safer than the risk of being overwhelmed by the massive changes you may want to impose on yourself.

There's no point trying to be perfect: do not deprive

yourself of anything, just do your best.

1. Eat Belgian apples. Belgium produces a great variety of those and we consume too many imported ones.

2. Farmers are a nice alternative to shops to buy local products.

3. Home-made is a positive move from industrially transformed products. Do your own cooking, take the time, buy basic products: that's the way to cut the distance between producers and consumers.

4. Restaurants and cafés offer local and seasonal products, thus reinforcing the impact in the hospitality industry.

5. It is in the hands of young people in general, pupils and students, to bring about an even greater change, on a broader scale, in their schools and in their homes.





Waste of food?
It doesn't taste good!
Anna Baroncini



"I can't do all the good
the world needs, but the
world needs all the good
that I can do"
Alessandra Guerreschi



Products are better for your health, they have
a better taste, they respect the environment
and allow you to save money. The advantages
of Km0 are far greater than the disadvantages!
Francesco Di Giorgio



Buy fresh! Buy local!
Samuel Berlinghieri



If you pay attention to what you eat, you are not only
doing something good for yourself but also for the
environment and for all those who are around you !
Leonardo Dolcini



Eat, sleep,
recycle
Nicolo Manzoni



Don't throw it away,
use it some other way!
Giorgio Lanzoni



When you eat something, always remind yourself that
food does not suddenly appear on your table; quite the
opposite, it has had several steps before arriving at
your kitchen. So pay attention to your choices and
avoid unnecessary food.
Edoardo Moneta



Looking at the
beauties of Na-
ture, I realize
how important it
is not to ruin it
Andrea Merlo



Sustainable development
starts from the right food
choice: local, organic and
trusted-farmer food
Anna Papini



Respect for food is a res-
pect for life, for who we
are and what we do
(Thomas Keller)
Nicole Perlini



Sustainability for equality!
Margherita Manzoni, Emma Pomoni,
Anita Panzeri



Your wealth is your
health and the health of
the planet, so eat the
best for them and take
the first step towards a
better future!
Anna Franca Pozzoni