





Short marketing circuits:

one other way to consume for our European students



Erasmus+ 2018 - 2020 Project

LECCO (Italy) - LIEGE (Belgium)

Charles Popular

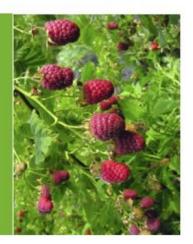
Charles Program

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.



local, seasonal products:

they will be more

Gain easier access to

Go buy local

Tip #3

« genuine » and you will know where they are

from.

Tip #2

Ban chemicals

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



Stop wasting

Tip #4

- Plan the week's menus ahead.
 - 2. Make shopping lists.
- Don't do your shopping while you're hungry.
 Buy bulk.
 - 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



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Lip #6

Say no to plastics

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



Tip #7

Sustainable jobs

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



Tip #10

Green waste

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





Use glass bottles and flasks

rather than plastic

equivalents

Glass bottles please

Tip #8















Here are the charted top - 10 tip-list - 5 global and 5 pratical 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.

- Eat Belgian apples. Belgium produces a great variety of those and we consume too many imported ones.
- Farmers are a nice alternative to shops to buy local products.
- 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.
- Restaurants and cafés offer local and seasonal products, thus reinforcing the impact in the hospitality industry.
- 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



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



Buy fresh! Buy local! Samuel Berlinghieri







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



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





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



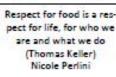
When you eat something, always remind yourself that food does not suddenly appear on your table; quite the opposite, it has had several steps before arriving at your kitchen. So pay attention to your choices and avoid unnecessary food. Edoardo Moneta



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



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