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PRACTICE ABSTRACT NR. 46

Situation of direct marketing in Navarra, Spain

Since the eighties, most of the agricultural production in Navarra has been intensified and has been commercialised by the agro-food industry. This has led to a situation in which farms have been forced to maximise their production in order to obtain adequate profit margins. Over these years, there has not been a specific structure to support farmers who wanted to take up direct marketing. The analysis carried out in the Agrilink project shows that the adoption decision has been influenced by the opinion of reliable people (family, neighbour farmers and advisors who usually help them on other issues). In recent years an increase in the demand for local products has been consolidating and there are several initiatives to support farmers: - Creating a brand that encompasses local products of Navarra; - Creating a centre ([www.ekoalde.org](http://www.ekoalde.org)) to collect local organic products and supply them directly to the consumer; - Establishing the foundations for the consumption of local products in collective catering. The decision to adopt direct marketing combines agroecological values with economic and productive interests. In general, it is understood as a philosophy of life, satisfaction to be able to live in rural areas and try to produce in a different way, with higher quality, giving a higher added value to the product and having direct relationship with the consumer. See these examples: [www.jauregia.net/](http://www.jauregia.net/), <https://elpuenteviejo.es/>. The decision not to adopt is influenced by the fact that the workload increases and that some farmers prefer to focus on production. Besides, hygienic-sanitary regulations are an important obstacle for small farms, and farmers believe that it is necessary to have a better support structure to make the adoption easier.

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COUNTRY/REGION:

Navarra

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#direct marketing  
#adoption #local products  
#agroecology

## ADDITIONAL INFORMATION

Collection centre: [www.ekoalde.org](http://www.ekoalde.org)

[Direct Marketing in Navarra \(article\)](#)



## ABOUT AGRILINK

AgriLink is a multi-actor project funded by the European Union's Horizon 2020 research and innovation programme. It brings together 16 partners from 13 countries, including universities, applied research institutes, advisors and consultants from public organisations, private SMEs, a farmer-based organisation and specialists in communication and distance learning.

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All the Practice Abstracts prepared by the AgriLink project in the EIP-AGRI common format can be found here: <https://ec.europa.eu/eip/agriculture/en/find-connect/projects/agrilink-agricultural-knowledge-linking-farmers>