



GIASAT

Ecosystem of tools to strengthen and consolidate
Sustainable Food Hubs (SFH) through multi-action channel innovations

Beneficiary members

- Centro de Estudios Rurales y de Agricultura Internacional (CERAI)
- Fundación Entretantos
- Iniciativas Sociambientales S. Coop. Mad
- Plant on Demand S.L. (POD)
- Asociación Ekoalde Elkartea
- Asociación Productores, Elaboradores y Tiendas ecológicas (VallaEco-lid)

Subcontracted members

- Asociación Vida Sana
- Universidad de Córdoba (UCO)

Collaborating members

- Unidad Alimentaria de Valladolid S.A (Mercadolid)
- Mercados centrales de abastecimiento de Valencia S.A (Mercavalencia)
- Instituto Canario de Calidad Agroalimentaria (Ecocomedores)
- Saltamontes Bio S.A.T
- Valle y Vega S.C.A

196

CALL 2022

THEMATIC AREA: Agrifood Industry / **SUBSECTOR:** Vegetables

AUTONOMOUS COMMUNITIES EXECUTION: Andalusia, Aragon, Castile and Leon, Chartered Community of Navarre, Community of Madrid, The Canary Islands, Valencian Community

GRANT AWARDED: € 599.754,15

PROJECT OPERATING PERIOD: November 2022-February 2025

MORE INFORMATION:

Website: <https://giasat.org>

Mail representative OG: info@cerai.org

Summary

GIASAT promotes the improvement of the economic and social conditions of small and medium-sized producers in rural areas through innovation in short supply chains through Sustainable Food Hubs (SFH).

PROJECT OBJECTIVES

Strengthen 9 SFHs and 308 enterprises in the primary sector through the implementation of innovative formulas for short channel marketing and direct sales and networking.

Systematise, collate, disseminate and transfer SFH innovations that bring small and medium sized farms closer to 5 of the 6 'benefits for farmers' set out in the European Green Deal.

EXPECTED RESULTS

Optimisation of logistical processes, implementation of accompanying protocols for sustainable purchasing aimed at collective catering companies, increasing the digitalisation of participating SFHs by developing improvements to GISAT's digital infrastructure, designing innovative mechanisms for direct sales to end consumers in schools, workplaces, or homes, and improving new capacities for developing wholesale channels for organic products.

Develop and implement a digitised ecosystem of tools to promote, accelerate and improve food hubs, and disseminate the toolkit to food hubs and small and medium-sized farms and cottage industries.

