

City Kazan	
Country	Russian Federation
Population	1,252,000
Title of policy or practice	Annual agricultural fairs for the citizens
Subtitle (optional)	The practice describes the organization of agricultural fairs to provide citizens with affordable, naturally grown, high-quality agricultural products.
URL video	
Category	Food Supply and Distribution
SDGs	<p>SDGs: 2,3,10,12.</p> <p>The project corresponds to multiple Sustainable Development Goals: 1) End hunger, achieve food security and improved nutrition and promote sustainable agriculture; 2) Ensure healthy lives and promote well-being for all ages; 3) Reduce inequality within countries; 4) Ensure sustainable consumption and production patterns.</p> <p>It also corresponds to the following principles of the New Urban Agenda: 1) Leave no one behind, by enhancing livability, education, food security and nutrition, health and well-being; 2) Ensure sustainable and inclusive urban economies, by leveraging the agglomeration benefits of well-planned urbanization; 3) Ensure environmental sustainability, by promoting sustainable consumption and production patterns.</p>
Brief description	<p>The municipality of Kazan promotes sustainable and comprehensive food systems in order to provide the citizens with a wide range of natural, environmentally-friendly, affordable food products. One of them is the organization of agricultural fairs, which are held annually in the spring and autumn periods, where local farms and personal subsidiary farms offer their products to citizens at the lowest possible prices. Farmers from neighbouring rural districts have the opportunity to sell self-grown agricultural products at fairgrounds without any restrictions that contributes to the promotion of urban-rural linkages within the larger Kazan agglomeration. The fairs also attract producers from other neighbour and distant regions.</p> <p>Marketplaces are constructed by the municipality and provided to farmers free of charge, which makes it possible to offer lower prices for their products. Agricultural fairs provide an opportunity for producers of crop and livestock products to sell products directly without intermediaries and without additional transaction costs to establish communication with customers, which gives them an incentive and funds for the further development of their own production.</p> <p>A wide range of natural agricultural products at more affordable and reasonable prices (dairy, meat products of different breeds, vegetables, fruits, grains, cereals of different varieties, as well as products of wild-honey farming) are offered to citizens from different social groups. Such fairs are especially relevant to low-income citizens or elderly.</p> <p>The city administration acts as a link between buyers and sellers of agricultural products. Moreover, 9 tent fairgrounds were built, not only for seasonal, but also for permanent trade, providing private agricultural producers with a comfortable marketplace.</p> <p>All products undergo strict veterinary, sanitary control. Before each trade fair, the administration conducts an information campaign among citizens and local farmers.</p>
Date of start and state	03/2017

(ongoing/completed)	Ongoing
Actors and stakeholders involvement	<ul style="list-style-type: none"> ● Citizens of Kazan - the main participants; ● Private farmers and food producers - produce and sell agricultural products to citizens at affordable prices; ● Municipality of Kazan - organizes agricultural fairs and marketplaces for farmers; ● The Regional Ministry of Agriculture and Food - coordinates the work of agricultural producers; ● Committee for Veterinary Supervision - conducts veterinary control; ● The Committee of External Improvement - is engaged in the improvement and landscaping of the territory.
Approach	<ul style="list-style-type: none"> ● The adoption of necessary legal acts at various levels of government (municipal and regional); ● Development, evaluation of economic efficiency and approval of the program to provide citizens of various social groups with essential agricultural products; ● Sourcing the program implementation; ● Construction of facilities (fairgrounds, marketplaces) for the sale of food products; ● Conducting an information campaign for citizens and local farmers about upcoming fairs; ● Organization and monitoring of fair events.
Innovation	<p>The process of urbanization is gradually depriving access for urban residents to high-quality organic products due to the lack of the opportunity to grow natural foodstuffs.</p> <p>To reduce such negative effects of urbanization, starting from 2017, tent fairgrounds have been built in each administrative district of the city of Kazan by allocating funds from the regional and local budget. Further construction of such sites is planned in order to provide the population of Kazan with food products.</p> <p>This innovative practice implies a direct support both to small and medium agricultural and food-processing businesses and to the low-income and elderly citizens. Other Russian cities started to adopt similar practices.</p> <p>In Kazan there is also a modern, technological, multifunctional Agro-industrial park, whose activities are aimed at supporting and developing small and medium-sized business activities in the field of agriculture. It created a unique system of trade in agricultural products titled "From the farmer to the consumer without intermediaries", which allows the agricultural producer to get all the conditions for creating a successful business, and the buyer to benefit from the price and quality of products. In Agro-industrial park, agricultural producers have the opportunity to store, process, package, produce, and sell their products on a single site. The total area of Agro-industrial park exceeds 8 ha. The area of the main building is more than 50,000 sq.</p>
Impact	<p>This policy is aimed at the sustainable provision of citizens with any income level and any age with affordable, natural food. Such a program allows achieving social and economic justice among low-income strata of the population, facilitates access to healthy and safe food in the city at prices recommended by the Ministry of Agriculture and Food of the Republic of Tatarstan, which are several times lower than retail prices.</p> <p>During the spring and autumn of 2018, all agricultural products were sold for a total of 825 million rubles (13 million EUR). During the spring period of 2019, it was sold for 162 million rubles (2.2 million EUR). On average, for one day of the fair period, all agricultural products are sold for about 36 million rubles (0.5 million EUR).</p>

Inclusion

The practice implies thematic integration because it integrates several categories of the MUFPP such as supporting short food chains, encouraging and supporting sustainable livelihoods for marginalized populations, and seeking coherence between the city and nearby rural food production, processing and distribution. It also facilitates collaboration across local and regional agencies and departments.

The practice involves territorial inclusion because it brings together citizens of Kazan and farmers from nearby rural areas and nearby Russian regions. Thus, it encourages urban-rural cooperation within the larger Kazan agglomeration.

Finally, it entails social integration by directly supporting both small and medium agricultural and food-processing businesses from nearby rural areas and providing food products at affordable prices to low-income and elderly citizens.

Adversity coefficient

Last year, threats to food security were observed in the Republic of Tatarstan due to the occurrence of unfavorable natural factors (drought and fire) that led to the death of winter crops, as well as a significant increase in insect populations that caused significant damage to the crops.

There are threats of the occurrence of foot-and-mouth disease and other infectious diseases among animals that pose a threat to the population both in the city and in the region.

To eliminate such disasters and ensure food independence and security in the region, the Law on "Food security at the Republic of Tatarstan" was adopted on July 13, 2017, where goals, objectives and basic principles for ensuring food security of the republic were defined.

The local authorities of Kazan, based on this Law, monitor the state of food security, take measures to achieve and maintain the shares of the main types of agricultural products, raw materials and food in the total commodity resources. In order to protect the population and territories from emergency situations and various kinds of epidemics, local and regional authorities allocate additional funds for:

- ensuring public awareness through the media about the introduction of an emergency mode;
- forming commissions for prevention and elimination of emergency situations and organizing forces involved in the implementation of measures to overcome the negative consequences of adverse natural effects;
- monitoring of infectious diseases and the implementation of preventive procedures aimed at animals bred in settlements located near the city;
- conducting laboratory and diagnostic studies of imported livestock products for signs of any infections before being permitted to the retail markets of the city.

Since 2018, Russia has introduced the so called "Mercury" system, which defines the list of goods and agricultural products subject to mandatory labeling and electronic certification that allows to track the path of their movement through the territory of the Russian Federation in order to create a unified information environment for veterinary medicine and to increase biological and food safety.

The same system is applied in the city in relation to the organization of agricultural fairs. Products imported by farmers (dairy, meat, fish, grain and vegetables) are subject to mandatory veterinary examination for compliance with quality standards.

