

<b>City</b> Medellín	
<b>Country</b>	Colombia
<b>Population</b>	2,500,000
<b>Title of policy or practice</b>	Integración Comercial Para Seguridad Alimentaria (Trade Integration For Food Security)
<b>Subtitle (optional)</b>	
<b>URL video</b>	<a href="https://wetransfer.com/downloads/39921f01f039739235f4c5c1d55800f820190517194326/88b3e10a67c09af62959c2fc1d18f0c420190517194326/34b2e6">https://wetransfer.com/downloads/39921f01f039739235f4c5c1d55800f820190517194326/88b3e10a67c09af62959c2fc1d18f0c420190517194326/34b2e6</a>
<b>Category</b>	Food Supply and Distribution
<b>SDGs</b>	<p>SDGs: 1,2.</p> <p>This practice aims at the achievement of two SDGs:</p> <ul style="list-style-type: none"> <li>• SDG 1: The supply and marketing system allows members of the supply chain to earn a fair income for their work, to generate profit and to continue to boost the local food market.</li> <li>• SDG 2: This practice guarantees access to good quality, locally produced food at fair prices, which results in a significant improvement of the families' living standards with a more solid basic consumer basket.</li> </ul>
<b>Brief description</b>	<p>Trade integration for food security through <i>Alianza por El Buen Vivir</i> (Alliance for Good Living), led by the Mayor's Office of Medellín, consists of a series of actions that contribute to reducing inequity and inefficiency in the food production and marketing chain, bringing food demand and food supply closer together, through the coordination of all actors involved in the production and marketing process.</p> <p>This intervention model includes actions in agri-food systems, as it prioritizes production systems and considers good food as the basis for individual, family and social progress. For this reason, the challenge focuses on building mechanisms so that each player in the supply and distribution chain holds a fair position that entails economic equity and consolidates production systems that offer diverse, safe and economically affordable products. Moreover, the strengthening of associative structures to create economies of scale and the transformation of products adding value to them substantially increase the income of small and medium-sized farmers.</p> <p>The Alliance contributes to the reduction of population displacement from rural areas to municipal capitals, gives value to field products, provides employment in rural areas, contributes to the improvement of the quality of products and increases the range of products of the basic consumer basket of families.</p> <p>This practice consists in supporting small producers so that they can market their products directly through the neighborhood shops, which in turn are supported so that they can offer their clients (the consumers) better quality products from family farming.</p>
<b>Date of start and state (ongoing/completed)</b>	06/2016 Ongoing
<b>Actors and stakeholders involvement</b>	<p>The project is conducted in the Department of Antioquia and in the main consumer city located in the Municipality of Medellín and in the Aburrá Valley.</p> <p>The Mayor's Office of Medellín, the Governor's Office of Antioquia and the Metropolitan Area of the Aburrá Valley are involved. The Food and Agriculture Organization of the United Nations (FAO) participates as strategic partner.</p>

<p><b>Approach</b></p>	<ul style="list-style-type: none"> <li>• Spatial Mapping;</li> <li>• Definition of a population sample for characterization;</li> <li>• Characterization of actors (shopkeepers - producers) participating;</li> <li>• Meeting for commercial integration between actors;</li> <li>• Socialization among actors involved;</li> <li>• Raising awareness among the project's participants;</li> <li>• Support to actors involved;</li> <li>• Evaluation and indicators.</li> </ul>
<p><b>Innovation</b></p>	<p>The project is groundbreaking in several ways:</p> <ul style="list-style-type: none"> <li>• The project gathers public actors who decided to join forces in a single inter-institutional strategy of direct state intervention, focused on the Department of Antioquia.</li> <li>• The project integrates all the steps of the agri-food system, from production, harvesting, processing and packaging, transportation, marketing and finally consumption; this makes it innovative and different from other projects that deal with each of these steps separately.</li> </ul>
<p><b>Impact</b></p>	<p>The major axis of this practice is the final consumer of the lower socioeconomic strata, who is more susceptible to informality and to limited access to food, either for price, quantity and/or quality. One must bear in mind that in the city of Medellín the 49.7% of the population is within socioeconomic strata 1 and 2 and the 29.9% belongs to stratum 3, which means that there is a very limited purchasing power in the 79.6% of the population that includes the lowest strata.</p> <p>Moreover, the Consumer Price Index (CPI) for food went from 3.26% in 2014 to 5.67% in 2015: this situation limits access to families with scarce financial resources, in addition the supply system is sensitive to external conditions that can directly affect the cost of living.</p> <p>It is also worth mentioning that the neighborhood shops are an institution deeply rooted in Colombian society: they manage approximately the 51% of the food markets in the country. This is why the project aims at forming a network of shopkeepers in order to reach through them the end consumer and create a link between producers and shopkeepers.</p>
<p><b>Inclusion</b></p>	<p>The project allows the active participation of different actors who contribute to the development of different strategies, for the following reasons:</p> <ul style="list-style-type: none"> <li>• Development is based on the creation of associations and networks that improve the social fabric and optimize productivity and economies of scale.</li> <li>• Each of its participants works in alliance or association with private and/or social entities that assure greater speed, transfer of know-how, continuity in processes, and better management and distribution of risks.</li> <li>• It seeks to gather and organize social, public, private, and academic actors to improve economies of scale, to transfer knowledge, and to generally optimize financial resources.</li> </ul>
<p><b>Adversity coefficient</b></p>	<p>Many difficulties arose in the practical application of the project. One of them was the matching between the food demand with the supply of the small producers, due to the little capacity of associativity and to the little functionality of the associativity (in the case that it existed) that both actors have. This difficulty was overcome through the creation of groups of shopkeepers from the neighborhoods in urban areas: shops, <i>legumbrierías</i>, mini-markets, granaries and butcher's shops. Moreover, family farming associations were strengthened from a socio-business point of view; this allowed them to share tasks within the association and be able to coordinate with the shops.</p> <p>Another difficulty was the issue of the quality of the products and the perception that each actor of the chain had about it. This hindered the process of giving commercial value to the products. This difficulty was overcome by establishing quality categories for the products being sold, as each</p>

actor managed its own categories, so it was necessary to establish a quality protocol and to carry out a socialization process that would allow for technical unity.