

City	
Country	Spain
Population	798,538
Title of policy or practice	Políticas de revitalización de la Tira de Contar (A New Life For The Tira De Contar Local Market)
Subtitle (optional)	
URL video	https://www.youtube.com/watch?v=Qc1TDT8IBm4
Category	Food Supply and Distribution
SDGs	SDGs: 3, 8, 11, 12, 17.
Brief description	<p>This project is aimed at promoting and strengthening the urban food distribution system through the Mercavalència's <i>Tira de Contar</i>. The <i>Tira de Contar</i> is an institution that finds its roots in late 11th century. The basic objective of this project, while protecting a nine-century-old practice in Valencia, is to promote local products and a sustainable agriculture in the urban and periurban area of Valencia, while facilitating marketing to small producers.</p> <p><i>Tira de Contar</i> is a market where every night the farmers of the periurban area of Valencia sell their products to retailers and municipal markets. The market is physically located in a warehouse in the facilities of Mercavalència – a state-owned company with a majority of shares belonging to Valencia Municipality. The farmers and buyers who participate in the <i>Tira de Contar</i> belong to the Comunitat Valenciana (Autonomous Community of Valencia) and to the neighbouring areas.</p> <p>With this system, the city is supplied with local, seasonal, freshly harvested fruit and vegetables, without the access of rural vehicles to the city and of retail vehicles to the countryside. In addition, the distribution of products easily reaches the whole city thanks to the Municipal Markets network.</p> <p>The price of the products is set by the producer and is adjusted during market hours according to supply and demand – in such a way the producer is in control of his production at all times.</p> <p>The next goal to be achieved within this policy of revitalization of the <i>Tira de Contar</i> is the implementation of ECOTIRA – an initiative aimed to improve the distribution and logistics of ecological productions located in the metropolitan area of Valencia and in its province. In this way, alongside the promotion of agroecology, generational change would be attained through the integration of young ecology experts.</p>
Date of start and state (ongoing/completed)	07/2016 Ongoing
Actors and stakeholders involvement	The Municipality of Valencia is the public institution supporting this practice. It does so through the Delegation of Agriculture, Horta and Towns of Valencia and the Delegation of Commerce. The state-owned company of Mercavalència facilitates the implementation. And the producers that are involved belong mainly to the <i>Tira de Contar</i> S.A.T (Agricultural Society of Transformation).
Approach	<ol style="list-style-type: none"> 1- Improvement of the facilities where the sellers are located. Work has been carried out to modernise the lighting and cladding of the warehouse. 2- Promotion of the project among the potential interested actors in order to attract a greater number of sellers and distributors (2018). 3- Planning of new expansion phases: agroecology with ECOTIRA (2019).
Innovation	The project of revitalizing the <i>Tira de Contar</i> is a good example of how it is possible to recover ancestral practices and include them in the SDGs of the 2030 Agenda. Over its eight centuries of

	<p>existence, small Valencian producers have had a channel to facilitate the marketing of their products. Throughout history, <i>Tira de Contar</i> have taken place in different locations and have faced many difficulties that have brought it to the brink of disappearance. This revitalization, although it does not imply the creation of a new practice, does have the merit of connecting the XI Century with the XXI Century. By adapting and transforming this medieval practice, the hope is to turn it into a tool that will bring Valencia and its urban environment closer to the 2030 SDG.</p> <p>In the <i>Tira de Contar</i> market small producers can sell their products directly, as it was done in the past. But this does not exempt their production from the mandatory controls. The wholesale buyers (fruit and vegetable shops, restaurants or schools) can check the traceability of what they purchase through a computerised database. And anyone has the possibility to sell products. All they have to do is prove that the products they want to sell have grown on their plot of land.</p>
<p>Impact</p>	<p>The dynamisation of the <i>Tira de Contar</i> is part of the policies aimed at promoting the local food economy. These short marketing channels generate fairer value chains that affect the local economy, improve the viability of production and bring it closer to the consumers. In this way, the small producers in the periurban area of Valencia and in the rest of the province find a nearby and affordable marketing channel with all the advantages that this entails for their own subsistence.</p> <p>This practice of supporting local products has in many cases allowed the survival of small horticultural farms in the periurban area of Valencia that would otherwise have been abandoned. The consequence would have been a loss of income in many family nuclei and the need to relocate in other sectors with the difficulties that this entails – especially considering the average age of producers of this type of crops and the progressive aging of the sector. Bearing in mind that the amount varies greatly according to the time of year, the average number of settlers that <i>Tira de Contar</i> had in 2018 in Mercavalencia was 180.</p>
<p>Inclusion</p>	<p>In the dynamization project for the <i>Tira de Contar</i> two main municipal Departments play a key role: The Delegation of Commerce and the Delegation of Agriculture, Horta and Towns of Valencia. The Delegation of Commerce adapted and improved the facilities where this local market takes place on a daily basis, while facilitating the extension of this local sale to various municipal markets. On the other hand, the Delegation of Agriculture, Horta and Towns of Valencia, in collaboration with <i>Mercados y el Consejo de Comercio Local</i> (Local Trade Council) carried out awareness campaigns and promotion of seasonal, local and organic products. A programme has also been carried out to monitor market standstills with its own product or direct sales.</p> <p>In the <i>Tira de Contar</i>, the Municipality links with the civil society supporting and collaborating with S.A.T – <i>Sociedad Agrícola de Transformación Tira de Contar</i> (Agricultural Association for the transformation of <i>Tira de Contar</i>), the association that gathers the producers.</p> <p>In the same line of collaboration with civil society, and as part of the future ECOTIRA project, it is planned to carry out campaigns to promote local organic products, with the collaboration of <i>Comité de Agricultura Ecológica de la Comunidad Valenciana</i> (Organic Agriculture Committee of the Valencian Community) and the Mercavalencia Communication service, that deals especially with restaurants in the area.</p>
<p>Adversity coefficient</p>	<p>The peculiarity of the <i>Tira de Contar</i> is that it's part of the historical heritage that has survived in Valencia over the centuries. This characteristic also represents an obstacle, as throughout its eight centuries of existence the institution has been on the verge of disappearing several times. This is why the development of policies aimed to revitalise this unique local market is of great interest.</p> <p>Thirty years ago, when the association that groups the sellers (S.A.T.) was constituted, it gathered a thousand members. By 2018 the number of members had fallen to 150. The company's own</p>

managers believe that – beside the economic crises – the *Tira de Contar* has been damaged by competition from large supermarkets. Moreover, at that time, there was a certain mindset that saw direct sales as a step backwards.

Fortunately, in recent years there has been an improvement in consumers' consideration of local, seasonal and organic products. Despite this, the truth is that many people are unaware of the existence of the *Tira de Contar*, even among those who show more interest in this kind of production. That is why a good part of the promotional activities carried out by the Trade and Agriculture delegations of the Valencia Municipality in relation to the *Tira de Contar* are aimed at improving this aspect.

On the other hand, the local and national governments have had to implement policies to protect and help the peri-urban rural area of Valencia (the Horta), which makes Valencia a unique case insofar as it is a city with almost 800,000 that includes in its municipal district and metropolitan area such an extended cultivated area. These horticultural productions had to face a progressive loss of agricultural land in favour of the metropolitan area, land abandonment, decrease in the number of farms, low professionalism, local legislation that hindered marketing channels and lack of generational replacement.