

City	
Country	Mexico
Population	1,040,916
Title of policy or practice	Circulo 47 (Cycle 47)
Subtitle (optional)	Integration of agroecological production, value chains and fair trade.
URL video	https://www.youtube.com/watch?v=hQKnwqWYqvM&feature=youtu.be
Category	Social and Economic Equity
SDGs	SDGs: 1,2,3,8,11,12,13,17.
Brief description	<p>Merida has 28% of urban territory and 72% of rural lands (with 47 police stations); 29.4% of the population live in poverty; the main public health problems are: obesity, overweight and malnutrition. 8 out of 10 adults are overweight or obese; 16.7% of children under 5 years of age are malnourished. The low family income in marginalized areas reduces access to goods and services, such as healthy and nutritious products, contributing to malnutrition and obesity.</p> <p>The low yield of land in rural areas, the dependence on chemical inputs and the intermediation for the commercialization of agricultural products, have caused the abandonment of the rural agricultural activity, which implies increase in the costs of goods and greater vulnerability for many families.</p> <p>The goal is to promote agro-ecological production in rural areas, which, in addition to supplying healthy products to the population of Merida, will turn farming into an attractive economic activity for the inhabitants of rural areas. This way their diet will be improved and their family income will be increased, through fair trade, reducing migration to the city and strengthening the sense of belonging.</p> <p>Goals:</p> <ol style="list-style-type: none"> 1. Contribute to the reduction of child malnutrition and adult overweight and obesity in rural populations. 2. Increase the supply of healthy food products for self-consumption and marketing in local markets. 3. Promote the cultivation of food products in a sustainable framework. 4. Decrease the pressure of changes in land use in rural areas. <p>Participants:</p> <p>8 Municipal Departments; 5 civil Organizations; 2 Academic Institutions; 2 International Agencies. Exchange of knowledge in production and consumption, promoting traditional food culture. Creation of links and trustworthy relationships (producers - consumers). Training of local promoters. Promotion of Agroecological production as a sustainable management strategy. Implementation of recycling processes to reduce waste.</p>
Date of start and state (ongoing/completed)	09/2018 Ongoing
Actors and stakeholders involvement	<ul style="list-style-type: none"> • 8 Municipal Departments: Sustainable Development, Social Development, Integral Development of the Family, Economic Development and Tourism Promotion, Civic Participation, Governing Board of Cuxtal Ecological Reserve, Permanent Secretary of Markets, Directorate of Municipal Public Services; • 5 NGOs: Alianza por Cuxtal, Niños y Crías, AC, Slow Food de Mérida, FEYAC, AC, Basura Cero Yucatán, VIVE; • 2 Academic Institutions: Universidad Marista de Mérida, Universidad Autónoma de Yucatán; • 2 International Agencies: GIZ ; Heyffer.

<p>Approach</p>	<ul style="list-style-type: none"> • Elaboration of the executive project. • Formation of the multidisciplinary work team. • Analysis of producers and clients. • Formation of a technical committee for the local logo. • Strengthening of technical capacities. • Marketing and Public Campaigns: <ul style="list-style-type: none"> - Logistical support and creation of value chains.
<p>Innovation</p>	<p>The sustainable production of food contributes to the care of the environment, supports local production by empowering rural and country areas, and it is an alternative to the improvement of health and well-being.</p> <p><i>Circulo 47</i> is an innovative project in the region insofar as it's the first experience in the State. It creates value chains between producers and consumers of the same municipality, reducing transportation and establishing direct commercial relations; several government Departments are involved, in coordination with Academic Institutions, small producers and civil society.</p> <p>Climate change and health: <i>Circulo 47</i> is a reaction to climate change, in line with several analysis and the PACMUN (Pacific Model United Nations). It promotes sustainable practices in the production of healthy and quality food, improving health (reducing malnutrition and obesity) and food autonomy of the rural population.</p> <p>Sustainable agriculture: The promotion of sustainable agriculture in the municipality improves the well-being of the agro-ecosystem, in particular of biodiversity, biological cycles and soil biological activity; it improves soil fertility and avoids the use of agrochemicals, which allows local producers to generate income and reduces the pressure of urbanization (deforestation) in rural areas.</p> <p>It favours the conservation of biodiversity: It improves the production of traditional and native foods of the region, which enable the conservation of the biodiversity of flora, fauna, cultural elements and traditions.</p>
<p>Impact</p>	<p>Target population: producers in rural areas in conditions of poverty and marginalization (29.4% of the rural population in Merida), families with rates of malnutrition, obesity and overweight. Vulnerable groups without access to financing, training and negotiating power.</p> <p>Economic benefits: access to financing, training and technical advice on agro-ecological production (empowerment), direct linkage with local consumers and logistical support for marketing within a fair trade framework.</p> <p>Goals achieved:</p> <ul style="list-style-type: none"> • Increase in family income from the production and marketing of food products. • Employment in rural areas. <p>Social benefits: access to healthy and quality food products (food security) that improve the health and nutrition of adults and children (reduction of malnutrition and obesity); improvement of the food diet. Involvement of different actors (government, producers, consumers, academic institutions and civil society) in the integration of the value chains. Preservation of traditional production and nutrition techniques and promotion of cultural roots. Reduction of migration to urban areas, as a result of self-employment or productive projects in rural areas. The conservation of the environment and natural resources is promoted, as inputs in agro-ecological production.</p>
<p>Inclusion</p>	<p>Thematic Inclusion</p>

Governance: collaboration of 17 actors (government, civil society, academic institutions, international agencies), formation of technical committee and nomination of a coordinator for the municipal budget, mapping of producers and of demand for products.

Nutrition and Sustainable Diets: reduction of malnutrition among children and obesity and overweight among adults.

Social and Economic Equity: empowerment (economic support, advice and training) of local producers in conditions of vulnerability and poverty. Creation of jobs and self-employment in rural areas.

Food Production: sustainable production that promotes care of the environment and the soil; conservation of biodiversity and traditional products. Direct links with local private and municipal markets.

Food Distribution and Supply: promotion of self-consumption and supply of local products, direct links with consumers in local markets.

Food Waste: planning of production and logistics, community markets to offer products, promotion of transformation for conservation of products.

Territorial inclusion: it is led by a municipal authority, but State institutions are involved (Department for rural development and agricultural promotion), alongside federal institutions (forestry sector, indigenous and environmental sector).

Social inclusion:

Collaboration of 8 municipal Departments, 5 civil organizations, 2 Academic institutions and 2 international agencies, local markets and National Chamber of Restaurants Industry.

Adversity coefficient

Extreme poverty: 29.4% of the rural population in Merida is in conditions of poverty and marginalization.

Food insecurity: lack of supply of food products in rural areas due to low local production (dependence on external markets).

Poor nutrition: 8 out of 10 adults are overweight and obese and 16.7% of children under 5 years of age are malnourished.

Low access to food: the increase in the cost of the basic food basket reduces individual and family access to highly nutritious food, most of all in sectors with lower incomes.

Impacts caused by environmental damage: The Municipality of Merida is concerned about the global temperature rise, the risk of hurricanes, deforestation and degradation of air quality. The production with agrochemicals generates soil erosion and decrease in production capacity; moreover, the increasing dependence on agrochemicals results in higher production costs.

Other conflicts:

- Contamination of water by outdoors defecation or untreated wastewater, which causes a lack of quality water for irrigation.
- Lack of jobs in rural areas and migration to urban areas.
- Pressure caused by urbanization: risk of deforestation.
- Lack of budget to implement the project for 100% of rural producers in marginal areas.