

<b>Country</b>	South Korea					
<b>Population</b>	281,977					
<b>Title of policy or practice</b>	Strategy for securing our talents and small farms					
<b>Subtitle (optional)</b>	Reconnecting students and small farms by supplying farm product packages during Covid-19					
<b>URL video</b>	<a href="https://www.youtube.com/watch?v=DWNHmNQG5lo">https://www.youtube.com/watch?v=DWNHmNQG5lo</a> <a href="https://drive.google.com/drive/folders/1aw62cumHNoTjn5x3ciT4P2bJ6Onvf7kS?usp=sharing">https://drive.google.com/drive/folders/1aw62cumHNoTjn5x3ciT4P2bJ6Onvf7kS?usp=sharing</a>					
<b>Category</b>	05 – FS&D		<b>SDGs</b>		11 – 8 – 3	
<b>Year of start</b>	2020		<b>Year of end</b>		2022	
<b>Actors involvement</b>	<b>Municipal departments</b>	<b>Public institutions</b>	<b>NGOs CSOs</b>	<b>Research centers</b>	<b>Private sectors</b>	<b>International bodies</b>
	4	2			2	
<b>Budget</b>	€2,540,000 (about €1,690,000 for the first stage; €848,000 for the second stage)					
<b>Brief description</b>	<p>To secure our local talents, Yeosu has been supporting free school lunch for years. Facing the Covid-19, our district had to close all schools. As the school lunch service was unavailable, it was not possible for the administration to secure the channel of safe food for them. Moreover, most local small farmers' economic situation became terrible as they were producers of eco-friendly agricultural products that were given to the Yeosu school lunch support center, the distribution center of free school meals. The city government needed a resolution for these two issues. This was where our project began.</p> <p>This project was conducted in two stages; in the first stage all students from kindergarten to high school in the district got eco-friendly agricultural products packages, while local farmers, the providers to the center, could recover their damage on sales. In the second stage, students' families got online coupons and points to buy farm products in the online stores where the small farmers sell their eco-friendly products.</p> <p>In general, satisfying consumers and providers is the critical point of establishing a food policy. Although Covid-19 interrupted the connection between consumers and providers, this project has brought innovation for redefining the duty of local governments. Our city's resolution for the two issues was to reconnect students and local farms. It did not need fancy stuff or high technology, it was more about better understanding the current situation in the district, finding the available resources in an emergency situation and generating a more acceptable way from the administrative decision.</p> <p>As it was the first project to secure the supply and demand chain during the Covid-19 crisis in Korea, it spread to a total of eight metropolitan cities and provincial governments out of 15 nationwide. This project also brought local small farmers to get self-sufficient in selling their eco-friendly products as they could utilize online mall with ease.</p>					
<b>Innovation</b>	<p>When a national disaster occurs, all cities and counties need to find measure to respond and act immediately. This measure, in general, could be a reapplication of an existing policy or process. Therefore, the measure for the response could be a rule of thumb, applicable only for that matter with no sustainability included.</p> <p>This project was developed by reinterpreting the city's supply and demand chain on eco-friendly agricultural products and reallocating the direction on spending our budget in order to find a solution that was applicable immediately. Not only did we achieve our original goal, but the project also drew our further application to our current project in agriculture and welfare. As restructuring the chain resulted in entering quality eco-friendly food from our local farms into the online distribution world, it</p>					

	<p>achieved self-sufficiency of the small farms. Eventually, this project, which our innovative administration decision has created, has generated a positive outcome for the ecology of our local economy, contributing to the city's sustainable development.</p> <p>As this project produced a framework that is easy to apply to other parts of our city administration, we are planning another version of this project for the vulnerable, low-income families and those in need in our district.</p>
<b>Impact</b>	<p>As the city population decreases and ages fast, Yeosu city puts more effort into our children as our future depends on them. Fair and equal support for them is critical to our future. And the eco-friendly agricultural product is essential for our students' growth. As it made eco-friendly farms to be self-sufficient, this project produced a win-win outcome for students and local small eco-friendly farms. Participating total 464 farmers and benefiting total 39,188 students, it created social and environmental effects that led to a good circulation of local eco-friendly products. Putting 25 euro online coupon per person to 28,659 students overcame the complaints and made a more meaningful result for marketing. Using the online mall as the channel for sales created a unique distribution system that made it possible to sell our quality eco-friendly products all over the country. We expect that the success of this project will help our tax income since our local small farms will make more profits.</p> <p>With the success of this project, Yeosu plans to launch another project for our local small farmers, addressed to the vulnerable, and low-income families to improve the accessibility of local safe food. For this new project, Yeosu has started a survey to apply big data on local agricultural products this year. The survey's result expects to build a food production system through items that will strengthen the relationship between producers and consumers.</p>
<b>Inclusion</b>	<p>At the beginning of this project, the mechanism was to connect student families directly to food producers. With the cooperation of Yeosu city government, Jeollanamdo Yeosu Office of Education, and Yeosu School Meal Support Center, Yeosu city government allocated a budget, arranged a process schedule, and managed each duty of the related institutions. Jeollanamdo Yeosu Office of Education collected the addresses of students from each school and sent them to Yeosu School Meal Support Center, which delivers food to students. With the role of securing and inspecting food quality, the center sent eco-friendly product packages to each student in our district. Jeollanamdo provincial government helped our local farms to use its online mall for eco-friendly agricultural product sales, assisting our city administration during the second stage of our project. The provincial government supported administrative and technical assistance for our city's local small farmers to set up their stores in the online mall.</p> <p>As this project was successful, a total of eight metropolitan area and province governments benchmarked our success and applied similar customized projects to their circumstances. It does not only focus on the one category we put this project in the MUFPP, it also includes Social &amp; Economic Equity and Sustainable Diets and Nutrition.</p>
<b>Challenges and learning needs</b>	<p>The main challenges in executing this project were the complaints from a few families who got the eco-friendly food packages in the first stage either delivered to the wrong address or with standardized items they were not satisfied with. These complaints drew our attention that led to convert the delivery system. While guaranteeing food quality by inspection and monitoring from Yeosu School Meal Support Center, Yeosu city utilized the online agricultural product mall, a mall that Jeollanamdo provincial government (JPG) created in the second stage for local specialties' sales. JPG has helped our local farms to get into the online mall. Yeosu city government gave each family coupons and points to buy their items in the online mall.</p> <p>Yeosu did not expect local small farms to use the online mall as a space for marketing their products, but selling their products online has not been difficult for the farmers, as they have understood that by doing so their sales could reach beyond the local place.</p>