

Country	Argentina						
Population	150,162						
Title of practice	Tandil Gondola						
Subtitle	Promotion of the production and commercialisation of locally manufactured products within the Department of Tandil						
MUFPP Recommended Action	30 – Review public procurement and trade policy aimed at facilitating food supply from short chains linking cities to secure a supply of healthy food, while also facilitating job access, fair production conditions and sustainable production for the most vulnerable producers and consumers, thereby using the potential of public procurement to help realize the right to food for all. - FOOD SUPPLY & DISTRIBUTION						
Starting year	2019	Ending year (if any)				<input type="checkbox"/> already submitted in the past	
Actors and stakeholders' involvement	Municipal departments	Other public institutions	NGOs CSOs	Research centres	Private sectors	International organizations	Other
	4		2		+150		
Budget	The program is completely funded by the municipal budget, which has amounted to € 50,000 to date.						
Brief description	<p>The Tandil Gondola program was created in 2019 with the aim of promoting the supply and demand of locally manufactured products within the Department of Tandil, aligning with the 'Kilómetro Cero' (Locally sourced food) made in Tandil approach. Specifically, it supports local producers in their mission to place their products on the shelves of local medium-sized stores, supermarkets, and hypermarkets, fostering new markets and encouraging local consumers to choose goods made in Tandil.</p> <p>The Ordinance requires wholesale or retail commercial establishments to allocate a space specifically for displaying all products made in Tandil that are already being sold at the location. This space must be visually attractive, clearly marked with the caption 'Made in Tandil', and may include either physical shelf placement or graphic materials such as signage.</p> <p>Over the years, the Municipality of Tandil has held numerous meetings with commercial managers and purchasing directors of various markets to promote the inclusion of local products in their offerings. In this context, several business roundtables have been organised between commercial firms and local suppliers: entrepreneurs, cooperatives, SMEs, and large companies. In addition, an ongoing survey is conducted to monitor which local products and brands are featured on shelves, thereby constantly improving the program.</p>						
Innovation	<p>The Tandil Gondola program aims to promote the consumption of products made in the Department of Tandil by supporting short supply chains.</p> <p>In this regard, the initiative seeks to encourage the availability of local products in medium-sized stores, hypermarkets, and supermarkets, boosting the production, distribution, and consumption of goods made in our city and in rural villages. By establishing a dedicated shelf for local products, labeled 'Made in Tandil', these items can be easily identified by both residents and visitors. In this manner, the program aims to increase visibility for businesses, SMEs, and entrepreneurs, strengthening local employment and the economy.</p> <p>Moreover, since the products are made within the Department of Tandil, commercial establishments find it easier to include them in their offerings thanks to proximity and reduced transportation costs. This also has a positive impact on the final price for consumers – the inhabitants of Tandil – who will be able to purchase quality local products at affordable prices daily.</p>						
Impact	The Tandil Gondola program aligns with the recommended actions by MUFPP (Milan Urban Food Policy Pact):						

	<ul style="list-style-type: none"> • In Governance, with actions 1 and 2, by fostering collaboration between municipal areas as well as external stakeholders such as businesses and the Business and Agro-industrial Chambers. • In Social and Economic Equity, with action 17, as it supports small producers and micro-entrepreneurs in gaining access to local shelf space, promoting their brands and creating new market opportunities. • In Food Production, mainly with action 25, by encouraging direct purchasing between the commercial chain and the producer, without intermediaries and reducing transportation costs. • In Food Supply and Distribution, with actions 27, 30, and 33, given that Tandil has many rural producers (including informal ones) who can supply local businesses. <p>The program has a triple impact:</p> <ul style="list-style-type: none"> • Social impact: more than 100 business units and their products have reached local store shelves. It fosters direct relationships between producers and retailers and promotes the inclusion of small-scale production. • Environmental impact: it promotes short supply chains and reduces the transportation distance between local products and selling points, thus lowering the carbon footprint. • Economic impact: it promotes the development of the local economy by giving Tandil producers the opportunity to sell their products in commercial establishments.
Inclusion	<p>This program is linked to different actions of the MUFPP (Milan Urban Food Policy Pact): Governance (2, 3, 4, and 5), Social and Economic Equity (17 and 18), Food Production (20, 21, and 25), and Food Supply and Distribution (27, 29, and 30).</p> <p>It is an inclusive initiative that promotes multi-stakeholder collaboration. The project and its implementation involve different municipal departments, and collaboration also takes place with institutions such as the Business Chamber and the Agro-industrial Chamber of Tandil. Meetings and more than 10 business roundtables were organised in coordination with commercial firms as well as with producers: entrepreneurs, SMEs, worker cooperatives, and large businesses among them. Furthermore, surveys are coordinated with the University, which provides the appropriate technology. Moreover, it is remarkable that this is a policy of both socio-economic and regional inclusion. Tandil includes nearby rural villages that produce food and that are fundamental for the promotion of sustainable food systems, working in coordination with the urban areas (the city) to achieve this.</p>