

# Associació Leader de Ponent



Dry-stone hut  
(Associació Leader de Ponent)

## Associació Leader de Ponent

**Area:**  
2.233,70 km<sup>2</sup>

**Population:**  
103.581 inhabitants

**Population density:**  
46,37 inhab./km<sup>2</sup>

**Number of municipalities:**  
74 municipalities

**Pla d'Urgell:** Barbens, Bell-lloc d'Urgell, Bellví, Castellnou de Seana, Fondarella, Golmés, Ivars d'Urgell, Linyola, Miralcamp, Mollerussa, el Palau d'Anglesola, el Poal, Sidamon, Torregrossa, Vilanova de Bellpuig and Vila-sana.

**Urgell:** Agramunt, Anglesola, Belianes, Bellpuig, Castellserà, Ciutadilla, la Fuliola, Guimerà, Maldà, Nalec, els Omells de na Gaia, Ossó de Sió, Preixana, Puigverd d'Agramunt, Sant Martí de Riucorb, Tàrraga, Tornabous, Vallbona de les Monges, Verdú and Vilagrassa.

**Garrigues:** l'Albagés, l'Albi, Arbeca, Bellguarda, les Borges Blanques, Bovera, Castell-dans, Cervià de les Garrigues, el Cogul, l'Espluga Calba, la Floresta, Fullella, la Granadella, Granyena de les Garrigues, Juncosa, Juneda, els Omellons, la Pobla de Cérvoles, Puiggròs, el Soleràs, Tarrés, els Torms, el Vilosell and Vinaixa.

**Segrià:** Aitona, els Alamús, Alcanó, Alfés, Almatret, Aspa, la Granja d'Escarp, Llardecans, Maials, Massalcoreig, Sarroca de Lleida, Seròs, Sunyer and Torrebaesses.



## The Territory

*Associació Leader de Ponent* works in a very diverse territory made up by the regions of *Pla d'Urgell*, *L'Urgell*, *Les Garrigues* and *Segrià* (South). This region is located within the vast extension of *Catalan Central Depression*, and it is characterised by gentle relieves and horizontal landscape; occupied by irrigated and non-irrigated cultivations; among which the fruit trees and olive trees stand out. This homogeneous relief, which mainly takes up the *Urgell* plain in the North, becomes steep in the South and South-East areas, where one can guess the slopes of *Prelitoral Range*.

The land use is addressed to agrarian farming, in a much higher proportion than the Catalan average; being the agrarian sector the driving force of the economy in the territory. The possibility of changing part of the non-irrigated land cultivations into irrigated land cultivation has been a historic claim from the four regions. This process has culminated with the building of *Segarra-Garrigues Channel*, which should help the sector become more competitive, by transforming productions and crops into a more important sector for the whole region.

Communication networks cause disparities on development along the group's intervention area: on the one hand, *L'Urgell* and *Pla d'Urgell*, are better communicated, so they have become centres of business for products and services. On the other hand, *Les Garrigues* and the South of *Segrià*, have more deficient facilities; so they are characterised by a higher ageing index and a lower degree of economic dynamism.



## The strategy

The main goal of the *Association* strategy is the **creation of economic activity from the promotion and trade of the local agrifood products and their synergies with other sectors** that have important roles in the region, such as tourism, gastronomy and small business shops. This central pillar has to be developed through different intervention lines, all of them connected. Among these lines, there are the promotion of entrepreneurship and economic activities that create direct employment in the region; the support to the development of cooperative projects, and the valuation of the natural heritage, through a sustainable management and sensitive position to climate change.

Regarding the **encouragement of entrepreneurship and employment**, efforts are focused on the spreading of the possibilities of the region, especially for youth, through training and giving awareness of best-practice experiences, knowledge transfer and support to innovative projects.

The *Association* considers the **development of cooperative projects** a cornerstone of the strategy. Its goal is the promotion of synergies generated within the same sector and also between different economic sectors in order to join energies, complement each other and generate a strong and interrelated economy, committed with the territory.

As a cross-cutting priority, the *Association* is willing to support actively the depressed rural areas that have a high demographic regression, as means to restore the territorial balance.

All in all, these measures have to allow gaining in value the **natural and cultural heritage**; through a coherent **sustainable management**, by protecting the environment and fighting against **climate change**.



## Interests of cooperation

- Creation of economic activity from the local agrifood products
- Entrepreneurship and strategies in order to settle youth in territory
- Strengthening of natural and cultural resources from the land
- Creation of networks and cooperative models



*Ivars i Vila-sana lake*  
(Consortium Estany d'Ivars i Vila-sana)



## Contact details

### Offices

#### Pla d'Urgell Regional Council

C. Prat de la Riba, 1  
25230 Mollerussa  
Phone (+34) 973 71 13 13

#### Urgell Regional Council

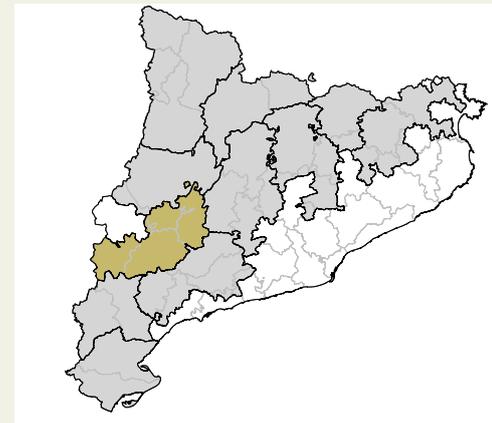
C. Agoders, 16  
25300 Tàrrrega  
Phone (+34) 973 50 07 07

#### Garrigues Regional Council

Av. Francesc Macià, 54  
25400 Les Borges Blanques  
Phone (+34) 973 14 26 58

[www.leaderponent.cat](http://www.leaderponent.cat)  
[info@leaderponent.cat](mailto:info@leaderponent.cat)

[facebook.com/leaderponent](https://www.facebook.com/leaderponent)  
[@leader\\_ponent](https://twitter.com/leader_ponent)



*Manual harvest of olives for extra virgin olive oil*  
(Consorci Garrigues pel Desenvolupament del Territori)



Generalitat de Catalunya  
**Departament d'Agricultura,  
Ramaderia, Pesca i Alimentació**



**Fons Europeu Agrícola de  
Desenvolupament Rural:**  
Europa inverteix en les zones rurals