



GUSTUM

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Locally grown products



Craft elaboration of "torrons" (Associació Leader de Ponent)

The project

"GUSTUM" project was born thanks to the former *Consorci Leader Urgell-Pla d'Urgell* in 2011.

"GUSTUM" aims to **valorise the local agri-food products** beyond its organoleptic quality, **linking them to the local landscape, economy, culture and traditions**.

In this sense, the agri-food production is linked to other elements and the economic activities, such as the gastronomy-restaurants business and the landscape-tourism sector. Moreover, the local agri-food products become an identity element, so that they contribute in a very significant way, not only to keep local economies but also to the understanding of the culture and the rural society.

Goals

"GUSTUM" wants to promote the **creation of economic activity** in rural areas, working on the **promotion and commercialization of local agri-food products and their synergies with other sectors such as tourism, gastronomy and retail trade**.

The project is specified by the following precise goals:

- Identifying, showing and valorising the local products and producers.
- Linking the agri-food sector with the tourism, gastronomy and retail trade ones.
- Promoting associations within the sector.
- Offering tools to the producers to promote and trade their products.

Target audience

- Small producers of local products.
- Associations of farmers/producers and cooperatives.

LAG coordinator:
Associació Leader de Ponent

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Partners:
Associació pel Desenvolupament Rural de la Catalunya Central
Associació per al Desenvolupament Rural Integral de la zona Nord-Oriental de Catalunya
Associació per la Gestió del Programa Leader Ripollès Ges Bisaura
Consorci Leader de Desenvolupament Rural del Camp
Consorci GAL Alt Urgell – Cerdanya
Consorci Grup d'Acció Local Noguera - Segrià Nord
Consorci Leader Pirineu Occidental
Consorci Intercomarcal d'Iniciatives Socioeconòmiques
Consorci per al Desenvolupament de la Catalunya Central
Consorci per al Desenvolupament del Baix Ebre i Montsià

Other agents involved:
County Councils, Town Halls, chambers of commerce, Local Development Agencies from the participating regions, Associations of producers, Hostelry Schools, Cooking Showroom, Cookery Groups, etc.
Subdirecció General d'Indústries i Qualitat Agroalimentàries.
DOP and IGP Governing Councils.

Scope of action:
The area of Associació Leader de Ponent and all the municipalities from the cooperating regions.

Further information:
<http://gustum.org>
@InfoGustum - #Gustum
[facebook.com/InfoGustum](https://www.facebook.com/InfoGustum)
@infogustum

- Small producer companies, as long as they produce under a food quality label.
- Restaurant businesses, local trade makers and rural tourism houses.
- School communities.

Accions

The actions developed within the framework of "GUSTUM" project can be classified into different categories:

1. **Pedagogical actions addressed to schools**
 - **Gustum Cupola:** it is an inflatable in which 360º videos are projected about *who*, *how* and *where* our daily agri-food products are produced. The presentation of the Gustum cupola in schools is accompanied by a proposal of collective games and a didactic guide with proposal of activities for inside and outside the classroom.
2. **Promotion and commercialisation actions**
 - **"Aquí, vins catalans":** campaign that aims to increase the presence of Catalan wines with certificate of origins in the restaurant menus, as well as to recognise and promote those restaurants that have a high percentage of these wines in their menus. *Further information:* [Facebook/ Twitter @aquivinscat](https://www.facebook.com/aquivinscat)
 - **Individual actions of promotion and commercialisation:** These actions favour intersectoral contact and they are useful to raise awareness about the possibilities of local products for a region and for its development. Support has been offered, among others, to initiatives such as

Tastaqmarca, the *Hostal del Vilar* Fair, *Noguerale*, *Carns del Ribagorça* campaign, the promotion of weekly street markets in the area of Ter-Brugent, etc.

- **Sessions for the promotion of local products**, through a cook who shows the application of a product for the preparation of different dishes, or through an expert who explains the variety of a local product, its characteristics and where can we buy it. Support has been provided, among others, to *Tastaentorn*, *Agronyam*, *Solsonès Mushroom Fair*, etc.
- **Assessment in marketing and sales, financial-economy management and internationalization**: Free diagnosis and management service, in company and personalised, addressed to agri-food companies. *Since 2017, this action has been developed through the "Start-up Rural" project.*

3. **Support to local initiatives:**

- **Lleida Craft Beer Route**: Accompaniment of this initiative in order to promote the craft beer produced in the province of Lleida, to generate visits to the participating breweries and to contribute to the dynamization of the region. The project has 7 microbreweries adhered. *Further information: www.cerveserslleida.com - Facebook @rutacervesallida*
- **Vall del Corb Regional Brand**: Accompaniment to the producer groups, restaurant business owners and artisans who work actively in a common project to develop the valley. In the year 2000, the Association for the development of the *Vall del Corb* was created. Since then, many initiatives have been supported, such as the creation of a local Association of Wineries and Food Producers (2014), the organization of technical workshops, the gastronomic tourist route (Trosfood), the execution of an Action Plan and the creation of a website for the regional brand. *Further information: www.valldelcorb.cat Facebook/Twitter @assocvalldelcorb Instagram @lavalldelcorb*
- **Association for the Promotion of Tourism in "Les Garrigues" county**: Accompaniment of this Association who expects to renew the image, goals, committee, etc., in order to become a referent entity in the region. Some meetings have been held to know this Association's current situation and economic support for the design of a new corporative image has been offered, together with the organization of the General Assembly and networking between all the members of the new Association.

4. **Gastronomy and technical workshops:**

- - Organization of different technical workshops:
- "Vall del Corb workshops. Agri-food and tourist development"
- "How to identify an Extra-Virgin Olive Oil"
- "Vineyard, wines and territory in Vall del Corb: Which variety should I plant?"
- "We innovate through the products of rural women in Central Catalonia"
- "Cooking with blue crab"

Results

Regarding its impact, the project has allowed:

- 15.000 people have visited the Gustum cupola since December 2017.
- More than 60 schools have visited Gustum cupola every school year since December 2017.
- Design of 6 collective games which complement the Cupola.
- 70 restaurants adhered to the campaign "Aquí, vins catalans".
- 7 breweries adhered to the Lleida Craft Beer Route.
- 34 companies diagnosed and assessed in strategy and sales, financial-economy management and internationalisation.
- More than 30 yearly actions throughout the Catalonia to promote local products.
- Generation of 34.000 printings of brochures, catalogues, maps, etc. for the promotion of local products in different areas.
- 850 registered people to the three editions of the wine and food route "TrosFood".
- 245 collaborating producers to the project.
- Support to 6 associations of producers and brands.
- Collaboration in different workshops.

Resources generated

Some of the resources that "GUSTUM" has generated are:

- "GUSTUM" corporative website: www.gustum.org
- "Lleida Craft Beer Route" website: www.cerveserslleida.com
- Vall del Corb regional brand website: www.valldelcorb.cat
- PROECO website: <https://www.productorsecologics.cat/>
- Promotional video of Gustum Cupola: <https://vimeo.com/278285382>
- 14 audiovisual bulletins to be projected in the Gustum Cupola
- 6 collective games that complement the Gustum Cupola: https://www.gustum.org/docs/Explicaci%C3%B3%20jocs%20C3%BApula_def.pdf
- Didactic guide of the Gustum Cupola: https://www.gustum.org/docs/guia%20did%C3%A0ctica%20La%20C3%BApula%20Gustum_alumnes.pdf
- Edition of different promotional and information materials: information brochures, posters, bags and banners of the promotional campaign of markets of Ter-Brugent, folders of 'Fet a la Conca', leaflets and catalogues of 'Menja't l'Alt Urgell', brochures of Associació Agroalimentària de la Cerdanya, leaflets of 'Noguerale', promotional material of 'Carns de la Ribagorça' and the brand 'Noguerament Bo'.



Gustum degustation in Cal Sinén (Associació Leader de Ponent)



Presentation of the Lleida Craft Beer Route (Associació Leader de Ponent)

Project coordinated by:



Associació Leader de Ponent

Member of:



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



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