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Short Food Supply Chains (SFSCs) in horticulture products from Spain.

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Andalucía se mueve con Europa

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Currently, there is a growing trend to return to direct relationships between producers and consumers, thus reducing the number of commercial intermediaries and food miles.

OBJECTIVE

The objective of this study was the characterization of short marketing channels of horticultural products in the provinces of Almeria and Granada, located in Andalusia (South of Spain), dealing especially with those that sell organic horticultural products.

MATERIAL & METHODS

The information analyzed comes from face-to-face survey conducted to the responsible of these entities in 2015, involving about 40 establishments (Almeria: 54% and Granada: 46%). Almost all organic establishments in these provinces have been surveyed.

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-Different sales channels are used, highlighting custom order sales (45.9%). Telematics direct sales are done by almost 20%.

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-There are establishments in short marketing channel of organic horticultural products that offer the ability to purchase products directly through the network, providing support for consumers to contact them directly (online sales), and those who do not perform electronics selling (selling off-line). Note that 90% of these establishments sold directly to consumers.

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-Due to the growing demand for organic products and the many advantages and externalities generated by organic farming, both government and private entities have begun the implementation of initiatives of short marketing channels, in general and in organic farming, in particular.