



Associação para o Desenvolvimento Rural da **Península de Setúbal**

The role of LEADER Associations in the promotion and organization of short supply chains

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Consumption trends lead to the increasing of demand for quality local produce, creating a new opportunity for producers and their territories to organize and conquer new markets.

LEADER Associations have been all over Europe and particularly in Portugal, the promoters of developing tools and methodologies that enable testing new proximity marketing processes, facilitating the creation of local partner's networks and assisting producers to sell their products directly to consumers, promoting a benefit to both sides.

The intervention of the LEADER Associations allows more flexibility, agility and adaptability of the local strategy to the territory of implementation, since the local actors themselves are responsible to define the actions.

The success of projects such as PROVE and "From Farm to Plate" are examples of more competitive and valued territorial dynamics.