# Castelo Branco: redeveloping the food market, connecting producers and consumers and food product development

High Priority

Low Priority

*"Product of the Month" is a new way to promote local and seasonal foods while bringing people in Castelo Branco together*

*More is still needed to attract more people. For example, having regular show cooking or artistic events or even creating a customer loyalty program can be actions to consider in the future*

*For some, tasting and trying innovative products, even if based on familiar local products, is a problem. Have already managed to break this barrier in some situations, but there is still work to be done.*

*In some situations it was very difficult to reach people and some did not even want to listen. Began to realize that in certain situations it was due to the district*

FUSILLI team developed new attractive healthy, seasonal, local snacks for new ***"Product of the Month"*** **(POM) for food market**

Created events in the food markets to attract more consumers

*"Market goes to the street"*: **POM products taken to food fairs; flyers given about product's nutrition, healthy recipes, and FUSILLI project**

Promoting food festivals so producers can directly be in contact with consumers

**Buying materials to modernize the market**

Established a vertical garden in the market

Regular tastings, student presentations, showcasing new and exciting products at the market

**Working to establish trust and rapport** with food fair consumers and producers by taking time to get to know them, their values, what motivates them: then they are more willing to taste our new products

Added two vertical gardens in the municipal market

**Began actions to improve conditions for producers at market: implemented new stalls, tables, benches, and boxes, in wood**

Implementing FUSILLI's ideas and giving market a new look; producers used to sell from boxes on floor, which was not best conditions for older producers

**Gave POM a new dynamic: every month, we invite a school class to go to the municipal market to tell a story about that month's product**

*"Market goes to the street"* continues: at food fairs, offer a sample of POM products for people to taste to reach more people

Hire local chef for showcooking at food fairs to present recipes with a particular local or seasonal product. In this way more people are reached, important ideals of FUSILLI are shared, and people are tasting the products.

*Presence in fairs showed FUSILLI is making a difference. People who saw FUSILLI at fairs talking about the changes in the market, and the POM, piqued the curiosity for others to go out of curiosity*

"How to **attract people to markets** (especially youngsters), while consumers find it more practical to go to hypermarkets & big retailers?"

"How to **approach consumers & local producers**, while it may be difficult to get close contact and direct feedback?"

How to engage with consumers & local producers, while many may hold traditional/conservative views, less open to **trying new products**?

How could we make our municipal market more **attractive** to new and returning consumers, and **younger citizens**? How can we revitalize it so producers can have more **comfort**?

How can we **reach people** and talk about FUSILLI clearly in fairs? Does our **presence at fairs** helps to perpetuate the **ideals of FUSILLI?**

**PHASE 1: EXPLORING NEEDS**

**PHASE 2: PREPARATION**
*Through May 2022*

**PHASE 3: ACTION IMPLEMENTION**
*Through December 2022*

**PHASE 4: ADAPTING**
*Through July 2023*

**PHASE 5: EXPANDING**
*Since July 2023*