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About CERERE

Through a balanced, multivector network of researchers and communities of practitioners, the project promotes innovation by producing and disseminating accessible enduser materials and training products for farmers, food manufacturers, consumers, researchers and policy makers.

BAKING ARTISANAL AND ORGANIC BREAD WITH TRADITIONAL VARIETIES OF DURUM AND SOFT WHEAT

PROBLEM

The industrial baking mainly uses conventional wheat of "improved" varieties produced in remote areas from those where they are processed and consumed. This disconnection from local production has a negative impact on the local development of the social fabric and the conservation and sustainable use of cultivated biodiversity.

SOLUTION

The creation of innovative artisanal baking projects, using quality organic ingredients, locally produced from traditional wheat varieties.

La Artesa, artisanal bakery located in Seville (Spain), elaborates organic bread of well-known organoleptic characteristics, through natural fermentation, prioritising grains of traditional varieties, produced and processed by Andalusian farmers and millers.

Outcomes

These strategies allow to slow down the genetic erosion of the agri-food systems; to fix agricultural community; to offer a variety of traditional breads and other innovative products; to experiment with diversity of raw materials; and to form responsible consumers. La Artesa has incorporated two traditional varieties (Recio de Ronda durum wheat and Chamorro bread wheat) from two local producers, and markets bread in 8 consumer groups, 3 stores and 1 farmers market.

Practical Recommendation

For small artisanal initiatives, it is essential to place value on the production process and differentiate it from conventional and industrial ones. For this reason, La Artesa makes visible among the consumers the horizontal and direct relationship it maintains with producers and local mills.

At the level of valorisation, an important aspect is to base the commercial strategy on short trade channels: distribution to consumer groups, specialised shops and farmers market.



This allows to build a stable market in which a commitment is generated among the parties involved in terms of, for example, quantities and formats supplied and appropriate prices to the different needs.

The organization of civil society communication and awareness-raising activities is essential for the sustainability of these strategies that seek social change. Themes such as the importance of the reconstruction of local agri-food systems and the community management of cultivated biodiversity should form the basis of these training proposals.

Establishing synergies with organizations working on food sovereignty, ecology and social justice helps to strengthen and develop this type of projects.

Finally, the means of transport used in the distribution of the products in the initiatives that assume sustainability as one of its differentiating elements are important. In this case, La Artesa distributes by bicycle, which helps to identify it as a project that respects the environment.

Further Information

Project website: <http://la-artesa.org/>

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Related CERERE case study: Artisanal bakery La Artesa (Seville, Spain)

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Project partners

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Evaluation and sharing of the results

Use the comment section on the CERERE website to share your experiences with other farmers, processors, retailers, advisors and scientists. If you have any questions concerning this Practice Abstract, please contact the author by e-mail.