

EN



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 17.9.2008  
SEC(2008) 2436  
VOLUME II d

**ANNEX TO THE  
COMMISSION STAFF WORKING DOCUMENT**

*accompanying the*

Proposal for a

**COUNCIL REGULATION**

**amending Regulations (EC) No 1290/2005 on the financing of the common agricultural policy and (EC) No 1234/2007 establishing a common organisation of agricultural markets and on specific provisions for certain agricultural products (Single CMO Regulation) as regard food distribution to the most deprived persons in the Community**

**Impact Assessment**

**ANNEX 11**

{COM(2008) 563 final}  
{SEC(2008) 2437}

**ANNEX**

ANNEX 11 The Last Minute Market project

3

ANNEX 11  
THE "LAST MINUTE MARKET" PROJECT



**Ethics and sustainability of free food distribution**  
The experience of the University of Bologna's Agriculture Faculty  
and the Last Minute Market project

Mr. Andrea Segrè  
Mr. Matteo Guidi  
Mrs. Eleonora Morganti  
University of Bologna, Italia

The future of the European Programme of Food Distribution to the Most Deprived  
Persons in the Community - Stakeholder Meeting  
Bruxelles 11 April 2008



ALMA MATER STUDIORUM • UNIVERSITÀ DI BOLOGNA  
DIPARTIMENTO DI ECONOMIA E INGEGNERIA AGRARIE



**Since 1998** The research (1) the “no supply”

For different reasons the developed economies produce a  
growing quantity of food surplus

This surplus is everywhere in the food chain: from the  
agricultural production to the retail system

**This surplus is no more a perfect product for sale but it is  
still safe to eat and without price**



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## Since 1998 The research (1) the “no supply”

For different reasons the developed economies produce a growing quantity of food surplus

This surplus is everywhere in the food chain: from the agricultural production to the retail system

**This surplus is no more a perfect product for sale but it is still safe to eat and without price**



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## Since 2000 The research (2) “the no-demand”

We had a **potential supply** – the unsold products, the surplus

We needed a demand

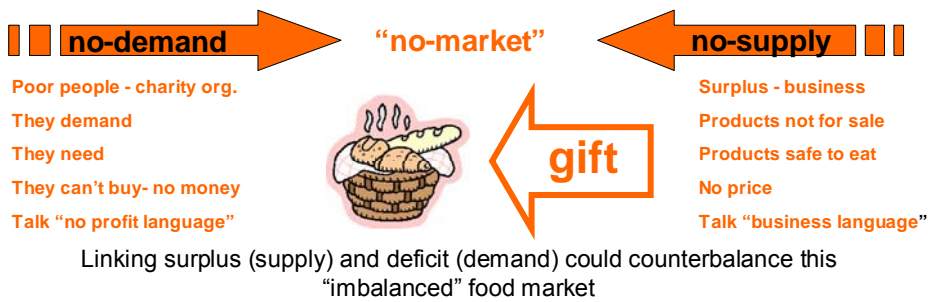
A **potential demand** is represented by “poor people”.  
They need, they demand but they can't buy



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## Since 2001 The research (3) the “no-market”



A way to provide such a link is to create an intermediate body that acts as a counterpart for supply and demand

The scheme in which the exchange is performed works throughout as a **gift** transfer between the profit and non profit organizations



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## Since 2003 The LMM service (1)

The implementation of the **project** was designed as a **service** for:

- the supply - **commercial business**
- the demand - the **poor** through the **welfare agencies** or the **charity organizations**
- the **Public Institutions** (municipalities, provinces, regions, Local Health Authorities)
- the **waste removal companies**



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



**Since 2003**

## **The LMM service (2)**

The LMM service activates a **local network** (profit – no profit - P.A.)

LMM don't recover directly the products: it's a "**logistics service**"

LMM creates a **direct contact** between business and charity org.

LMM **provides support** to the network on different aspects:

- Sanitary-Health issues
- Tax related issues
- Logistics
- Nutritional issues
- Marketing



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



**Since 2003**

## **The LMM service (3)**

The LMM services activate a **dynamic and stable network**

between **profit, non profit** and **public administration**

coordinated by a "control booth" that offers all the necessary skills and guarantees that the goods are used for social ends.

The LMM services provide **social and environmental benefits**, reducing the amount of waste and improving assistance to the most deprived persons.



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



Since 2003

## The LMM service (4)

The proposed solution is a balanced compromise, filling everyone's needs.

WIN-WIN STRATEGY

*Businesses*

Win-Win

*Public Administration*

*Charity organizations*



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)

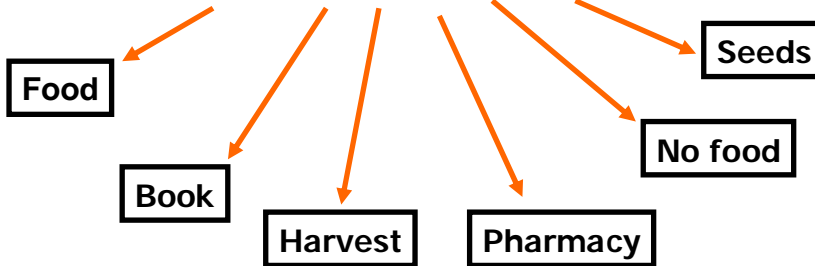


Since 2006

## The new LMM services

The same win-win strategy can be applied to other products

LAST MINUTE MARKET



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)





## 2006 The OCM and free food distribution (1)

### We studied how the free food distribution system of fruit and vegetable CMO works in Emilia-Romagna Region

- The system has many critical points
- At present few products are rescued comparing to the potential quantity
- Supply and demand too rigid
- From the demand side, the access to the CMO system is still complex, and a lot of charity organizations can't reach these products



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## 2007 The OCM and free food distribution (2)

Period 1998-2007 - last 9 harvest seasons  
in Regione Emilia-Romagna

Total products removed from the market:	<b>461.790</b> tons
Charity for distribution of fresh products:	<b>16.684</b> tons <b>3,68%</b>
Charity for distribution of processed products:	<b>9.838</b> tons <b>2,1 %</b>



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## 2008 The OCM and free food distribution (3)

At present , the research deals with the optimisation the free food distribution system within the reformed fruit and vegetable OCM

How to apply the LMM criteria to the fruit and vegetable production chain?



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



### LMM numbers

#### Example 1 - Big Supermarket (1 store ) Bologna case

Products collected in 2006 **170 tons** (70% human, 30% animal) **Value 600.000 €**  
60 % fruit & vegetable 9 % meat products 12 % bulk 6 % dairy products 13 % bread

Furnished **365.000 meals** in 1 year      **400 assisted people** for a day

#### Example 2 - Small stores (15 stores) Ferrara case

(Fruit & vegetable shops, bakeries, etc.)  
Products collected in 2006 **49.000 Kg**



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## Where is LMM in Italy

17 project  
In 10 regions



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## Where is LMM in the “World”

Argentina

Brasil



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## Where we are going to go...

Israel



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



## LMM a Bologna



**- spreco  
+ risorse**  
COMUNE DI BOLOGNA - LAST MINUTE MARKET

**IL BUONO  
CHE AVANZA**

  
FACOLTÀ DI AGRARIA  
[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)



[www.ilbuonocheavanza.iperbole.bologna.it](http://www.ilbuonocheavanza.iperbole.bologna.it)

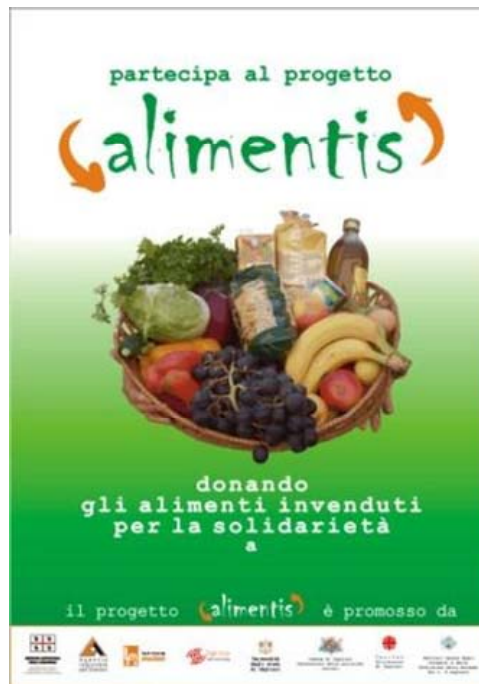


# LMM in Sardegna



www.agraria.unibo.it

www.lastminutemarket.org



## www.lastminutemarket.org



CONTATTACI

home | chi siamo | servizi | progetti | media | responsabilità sociale | partner | faq

AREA CLIENTI, LOG-IN



### TRASFORMARE LO SPRECO IN RISORSE

Non bisogna sprecare nemmeno un minuto e neanche un prodotto! Last Minute Market offre servizi che rendono possibile il recupero delle merci invendute, senza valore commerciale, ancora idonee per essere utilizzate.

I beni donati sono resi disponibili ad enti e associazioni che danno aiuto a persone in condizioni di disagio sociale.

Last Minute Market è un progetto di sviluppo locale sostenibile e di responsabilità sociale d'impresa con effetti positivi a livello:

**S**OCIALE **a**MBIENTALE **n**UTRIZIONALE **e**CONOMICO

5 REALTÀ  
IN 1 SOLA

LE AREE DI ATTIVITÀ:  
Lmm FOOD  
Lmm BOOK  
Lmm PHARMACY  
Lmm HARVEST  
Lmm SEED

06 aprile 2008  
[Convention Nordiconad](#)  
Fiera di Modena  
Parteciperà Andrea Segrè

WIN-WIN

TUTTI I  
PARTECIPANTI  
SONO VINGTORI!

CURIOSITÀ:  
[perchè sprecare tante risorse](#)



[scarica la nostra brochure](#)

LAST MINUTE MARKET

Viale G. Fanin 40 - 40127 Bologna (BO) | Tel: +39 051 4200346 Fax: +39 051 4200317 | [www.lastminutemarket.org](http://www.lastminutemarket.org)



**Thank you!**



**Andrea Segrè** [andrea.segre@unibo.it](mailto:andrea.segre@unibo.it)

**Matteo Guidi** [m.guidi@unibo.it](mailto:m.guidi@unibo.it)

**Eleonora Morganti** [eleonora.morganti@unibo.it](mailto:eleonora.morganti@unibo.it)



[www.agraria.unibo.it](http://www.agraria.unibo.it)  
[www.lastminutemarket.org](http://www.lastminutemarket.org)

