

## Supplementary Annex - Main characteristics, genesis and evolution of the sample FMs

**Pisa covered market** was born in 2009 created within the Coldiretti, Campagna Amica Foundation. It benefited from the proven organisational and communicational format, an established and well-known image among the population. From its birth the market was located in a building owned by the Agrarian Consortium, but the latter sold it to the LIDL supermarket chain, so it had to set up temporarily under a bridge. It was in 2019 that it obtained the premises they currently have, always on the outskirts of the city. The origin of this FM can be found in a group of producers belonging to the same association that also, thanks to the animation of the area representative of the association itself, expressed interest in joining the initiative of the farmers' market. The market was born in the context of the creation of Coldiretti - Campagna Amica Foundation in 2008, aimed at promoting a network of zero km farmers markets. The market today operates on a weekly basis, on Saturday mornings, and around 15 producers participate with both fruit and vegetables, fishes and processed products. Even during the covid 19 pandemic the market has always been active and has retained new consumers.

**Piazza Alberti market** is one of the two markets belonging to La Spesa in Campagna network in Florence. It was founded in 2021 by CIA Toscana, in consideration of the increased interest of citizen-consumers to establish closer relations with producers and with the primary objective of creating a large outlet for small-to medium-sized farms throughout the province of Florence. CIA association, after having identified a suitable location in consultation with the municipal administration, launched an expression of interest among farmers and selected those considered most suitable, also based on adequate product coverage.

**Pisa Isola Verde market** was born in 2014 and was created within CIA La Spesa in Campagna Association in a suburban neighbourhood of the city. The market was created thanks to the agreement between producers and the local representatives of the Cia Etruria of Pisa, on the basis of some preliminary meetings. The market is located on the premises of the Circle of the Associazione Ricreativa e Culturale Italiana (Circolo Arci), an association that promotes solidarity economy. The market has operational support from the local CIA farmers' association, and it has around 10 producers. From the beginning the initiators have tried to take into consideration the type of products sold so as not to create competition between producers. Tasting events were organised and there was collaboration, for example the Circle gave producers the opportunity to use the kitchen. The number of producers slightly reduced over time, especially due to defections of processed products (such as wine and honey), also due to the location less visible compared to other FMs. The relationship with the Circle is still good but it is much more complicated to organise events due to bureaucratic procedures.

**"Il Mercatale" covered Earth Market** born in 2004, as an outdoor market belonging to the Slow Food network of Earth Markets. In 2008 the market is re-founded thanks to a public project promoted by the municipality of Montevarchi, in collaboration with the local provincial branches of Cia, Coldiretti, Confagricoltura and Slow Food, and the Arezzo Province, with the support of Tuscany Region within a regional plan for fostering short food supply chains (Filiera Corta - Rete regionale per la valorizzazione dei prodotti agricoli toscani, Regione Toscana, 2007). In 2011 a form of self-organisation by producers themselves was experimented, with the creation of a market producers'

association to which the management of the market was entrusted through annual agreements. In 2015, producers together with the social cooperative Margherita+ managing market sales, and the local branch of Slow Food, decided to formalise a firms' network contract through which they participated in the municipality call for tenders for the assignment of the spaces where the covered market is held. Thus, today, the market is still a member of Slow Food and belongs to the network of Earth Markets.

**Fiesole Earth Market** was founded very recently, in 2022, and was promoted by the initiative of the Association of the Organic District of Fiesole created in 2018, which has within its members local producers, some associations such as Slow Food, citizens and the municipality of Fiesole. The aims of this non-profit association are the sustainable management of the Fiesole area's resources, the dissemination and preservation of organic production methods and of a sustainable resource management model, the action for food security and sovereignty. The farmers' market was promoted as a mean to achieve these objectives.

**Lucca Earth Market** was born in 2018 promoted by the CIA La Spesa in Campagna Association, in particular by the president of the local organisation who was a biodynamic producer. Compared to the general CIA guidelines it has some specificities, the main one being that the producers to access it must be organic certified. Thanks to the will of the CIA and Slow Food organisation representatives, after one year the market also becomes an Earth market, because it has all the characteristics and therefore also follows its regulations. There are not many producers both due to the space allowed and because the city of Lucca hosts two other farmers' markets. The market also functioned during the pandemic period, demonstrating the building of relationships of trust between producers and consumers.

**La Fierucola market** in Florence is the oldest farmers' market inspired by a modern conception, inspired by the values of alternative agriculture. It was promoted and managed by the association of the same name, which was founded in 1984 by a group of other Florentine intellectuals and environmentalists. The idea of this pioneering group was that of recreating the link between countryside and the city, linking rural agriculture and urban craftsmanship, in a market that should uphold principles that go beyond economics, such as ecology, solidarity, and trust. Following this idea, La Fierucola hosts not only agrifood producers, but also artisanal non-food products. La Fierucola was born with a symbolic link to the "Rificolona", a centennial Florentine festivity which, every September 8th for the feast of the birth of the Virgin Mary, brought to Florence lots of peasants from the countryside who, besides their pilgrimage, used to bring their products and set up a small fair, from which the diminutive "Fierucola". Following this link, in honour of this tradition, La Fierucola was originally held with single editions dedicated to specific products (e.g., bread, seeds, etc.). Then, in 1992, La Fierucola started to be held regularly once a month, and since 1995 to be located in the actual square (Piazza Santo Spirito). Since 2020, another monthly edition of the market was added in a square nearby (Piazza del Carmine), so that currently La Fierucola takes place twice a month in two different locations, for a total of 27 yearly editions.

**Mercato Contadino di Pisa** was born at the end of the 80s only with certified organic producers inspired by the Fierucola market in Florence, thanks to a group of people, non-producers, close to the issues of the circular and solidarity economy. In 2013 it became part of the local District of Solidarity Economy, an association that dealt with different issues, and moved to a square in the historic centre of the city. Since 2015 the market is coordinated by a social promotion association (APS). The especially bureaucratic management is not simple and in this period the producers are reflecting on whether to return under the aegis of the District of Solidarity Economy. They are not interested in growing so much, nor in controlling too much the way of production and the quality of the products:

in any case, producers themselves exercise self-control. They proclaim, rather, to be followers of a peasant philosophy, according to which they are not very interested in having their products recognized as typical, but rather as healthy, quality, and clean products.

**Terra di Prato Market** was created in 2009 through a project promoted by the municipality of Prato, in collaboration with the local provincial branches of CIA, Coldiretti, Confagricoltura, with the support of the Tuscany Region within a regional plan to support short food supply chains. In 2012, the financial support from the regional government ended, an association of producers was created (Associazione Mercato Terra di Prato), which now manages the market and self-finances the market expenses. Besides the evolution in the management form, over time the market has increased its frequency, from monthly editions in 2009 to weekly markets since 2014. Today, the municipality of Prato, as well as the three farmers' unions involved in the market foundation, are still part of the two market commissions managing decision-making and control processes.