

Agricultural and Food Information Counter

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The Counter, since 2003, provides counseling services for consumers as result of the collaboration between the Councillorship of Economic Affairs of the Modena municipality and the Councillorship of Food and Agriculture of the Modena province, Federconsumatori, Adiconsum, Movimento consumatori, all associations engaged in safeguarding the health of consumers and the promotion of the rights of information.

The Counter Infoagro provides food information and first counseling to consumers and enhances the relationships between local institutions and actors working in the food sector, both from an economic and a nutritional point of view.

Citizens and institutions are the first point of reference of the service, the first ones as services receivers according to the different social expressions, and the second ones for stimulating the economic actors of the territory to concretely operate in the support of the agricultural and food industry and, in particular, the organic sector. The Consumers Associations engaged in the management of the service have been committed, for several years, to give information and answers to citizens about nutritional topics and food production, without neglecting a social commitment for the weak categories and the promotion of a responsible culture of consumption.

Purposes

To promote promotional activities for a proper, ethical, and nutritional food consumption

To represent a meeting point between the needs of the consumers and the requirements of the market

Service

Reception of consumers during the hours the Counter is open

E-mail counseling; with a message on the answering machine, the service will contact you (059 2033486)

Counseling to small groups of citizens sharing the same informational needs

Organization of promotional public initiatives about food and responsible consumption

Among the public initiatives realized for the promotion of biological agricultural products:

2005 –VIAGGIO IN UN MONDO (JOURNEY IN A WORLD) – Cycle of meetings from October 5th to November 30th, 2005. The topics analyzed (species, aromatic herbs, and chocolate) aroused a great interest because of their innovative and actual nature and, at the same time, they gave value to the important commitment of the public administration and consumers' associations.

Buffet with tasting of biological agriculture products

2006— WHEN FOOD IS TASTE, TRADITION AND HEALTH

From October 21st to December 2nd, three public initiatives have been realized, with testing of agricultural products, dealing with the nutrition issue and aimed at the promotion of responsible nutritional choices.

In collaboration with the biological Market Biopomposa on the occasion of the event: **"Il Gusto di Modena."**

Colors and tastes of pumpkin—Testing of pumpkin-based products in combination with Parmigiano cheese and balsamic vinegar.

Chestnut: a special fruit—On the occasion of the event "San Martino al Biopomposa"

Chestnut in the food tradition—Testing of sweet and salty chestnut-based dishes

Images and World of the chestnut wood—Audiovisual production realized by the Chestnut Museum of Zocca

2007— JUNE 17—" WHEN FRUITS HAVE THE BIO GOOD TASTE . . ."

A public initiative for the valorization of biological products. Welcome point with moments of dialogue and testing of biological fruits.

¹ INFOAGRO