

PROVE (Portugal)

Organisation: CONFAGRI and national Portuguese partners

Geographical scope: Portugal

Target users: Small-scale farmers and consumers.

Overview

PROVE is a national Portuguese initiative promoting direct sales between small farmers and consumers through weekly fruit and vegetable baskets. The programme combines digital ordering with local distribution systems to strengthen regional food networks.

Main functionalities

- Weekly basket ordering;
- Producer directory;
- Local distribution points;
- Consumer subscriptions;
- Information on participating farms.

Contribution to biodiversity-based food marketing

PROVE supports small farms producing seasonal and locally adapted crops while encouraging direct relationships with consumers. The initiative is particularly relevant for promoting agricultural biodiversity at regional level.

Strengths

- National recognition;
- Strong support for small producers;
- Encourages seasonal consumption;
- Well-established governance model.

Limitations

The platform focuses mainly on fruit and vegetable baskets rather than broader product catalogues.

Website

<https://www.prove.com.pt/>

Userguide

<https://www.prove.com.pt/www/about-prove-en.T9.php>

Languages : English, Portuguese