



Draft decree regulating the direct sale and short-term marketing channels for agri-food products from Castile and León.

The purpose of this decree is to encourage the sale of small quantities of local agri-food products, through alternative marketing channels.

In this regard, Regulation (EU) 2021/2115 of the European Parliament and of the Council of 2 December 2021 laying down rules on support for strategic plans to be drawn up by Member States under the common agricultural policy (CAP Strategic Plans) financed by the European Agricultural Guarantee Fund (EAGF) and the European Agricultural Fund for Rural Development (EAFRD) and repealing Regulations (EU) No 1305/2013 and (EU) No 1307/2013, in its recital 25 refers to the need to improve the position of farmers in the value chain, in particular by promoting forms of cooperation that benefit farmers and encourage their participation, as well as by promoting short supply chains and improving market transparency and in recital 83 states that "The support should allow the establishment and the implementation of cooperation between at least two entities with a view to achieving the objectives of the CAP. This support should be able to cover all aspects of such cooperation", such as, inter alia, "the promotion of short supply chains and local markets", and stresses in Article 6(1)(c) that one of the specific objectives is to "improve the position of farmers in the value chain".

Food policy as a special policy in the consumer framework has its legal basis in Regulation (EC) No 178/2002 of the European Parliament and of the Council of 28 January 2002 laying down the general principles and requirements of food law, establishing the European Food Safety Authority and laying down procedures in matters of food safety, which provides the basis for food law. In the area of food hygiene, both Regulation (EC) No 852/2004 of the European Parliament and of the Council of 29 April 2004 on food hygiene and Regulation (EC) No 853/2004 of the European Parliament and of the Council of 29 April 2004 laying down specific hygiene rules for food of animal origin exclude from their respective areas of application the direct supply of small quantities of certain primary products by the producer to the final consumer or to local retail establishments, and leave it to the Member States to regulate this type of activity under their national law because of the close relationship between the producer and consumers. In this regard, the basic state legislation in force on food hygiene provides that the competent authority may authorise the direct supply, under certain conditions, of small quantities of primary products to the final consumer by the producer. In addition to the previous regulations, the provisions of Regulation No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs must also be taken into account.

Furthermore, with regard to the conditions of application of the rules on the hygiene of food products in primary agricultural production, provided for in Regulation (EC) No 852/2004 of the European Parliament and of the Council of 29 April 2004, Royal Decree 9/2015 of 16 January 2015 regulates the conditions of application of Community



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rules on hygiene in primary agricultural production by creating the General Register of Agricultural Production for the exchange of information on registrations relating to agricultural productions.

This instrument has undergone the procedure provided for in Directive (EU) 2015/1535 of the European Parliament and of the Council of 9 September 2015 laying down a procedure for the provision of information in the field of technical regulations and of rules on Information Society services, and Royal Decree 1337/1999 of 31 July regulating reporting in the area of technical standards and regulations, and regulations related to Information Society services.

Chapter III of Royal Decree 1086/2020 of 9 December regulating and relaxing certain conditions for the application of European Union provisions on hygiene in the production and marketing of food products and regulating activities excluded from its scope regulates the activities excluded from the scope of the hygiene regulations, private domestic consumption and direct supply, allowing, by complying with certain requirements, the direct supply by the producer of small quantities of certain products to the final consumer or local retail establishments for supply to the final consumer.

In laying hen farms that directly supply small quantities of eggs to the final consumer or to local retail establishments directly supplying primary products to the final consumer, the competent authorities of the Autonomous Communities carry out the necessary actions to ensure the control and surveillance of salmonellosis of public health importance, however, since by their nature, eggs are a food sensitive to bacterial contamination and multiplication, it is considered appropriate to exclude from this decree the direct supply of eggs to "groups with vulnerable populations" such as retirement homes, day centres, school canteens, nursery schools, hospitals, children's centres and others of similar characteristics.

For its part, at Autonomous Community level, Order SAN/1175/2014 of 30 December 2007 authorises and regulates the marketing of certain food products directly by the producer to retail establishments and Decree 18/2016 of 7 July establishes the Register of Food Businesses and Activities of Castile and León and regulates the health authorisation procedures for the operation and prior notification of the activities of food establishments and businesses.

Law 12/2013 of 2 August 2013 on measures to improve the functioning of the food chain aims to improve the functioning and structuring of the food chain, and in this sense the Agrarian Law of Castile and León of 2014 promotes the implementation of short-term channels for the marketing of agricultural products and direct sales, as stated in the explanatory memorandum "in relation to the marketing of agri-food products, this law aims to establish all the regulatory instruments available to the Community administration to improve the balance in the distribution of benefits in the value chain of these products", and more clearly in Article 17 it states as one of the objectives to which the Rural Development policy must be "to promote the interrelationship and collaboration between these producers and consumers through the creation of short-term marketing channels which may take the form of, inter alia, direct on-farm sales, direct distribution from farms to consumers or support for the creation of shops



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specialising in local products".



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All of this makes it appropriate and necessary to regulate alternative channels for the marketing of agri-food products, taking into account that direct sales and short-term marketing channels represent a specific form of alternative marketing channels that seek to relocate food production and consumption. The central idea of such alternative channels is a commitment to social cooperation, local economic development and closer geographical and social relations between producers and consumers. At the European level, they are proposed as a tool that facilitates the emergence of a new paradigm of rural development supported in the territory, contributing to revalue and promote local products, to preserve the characteristics and territorial traditions of them and the form of their preparation and presentation. These channels help stimulate the local economy and create jobs in rural areas. Close contact between producers and consumers promotes fruitful community relations and greater social interaction, which is key in rural areas, as well as interaction between urban and rural areas as another component of the much called-for territorial cohesion of the Lisbon Treaty, as well as social and economic cohesion. In short, the formula combines the generation of new incomes for the agricultural sector with the interest of consumers.

Alternative marketing channels make it possible to highlight a very specific and distinctive attribute, closely tied to the area, and they are of considerable interest, given the many benefits that they can bring economically, environmentally, and socially, including strengthening local economies, sustaining small businesses, and the viability of smaller agricultural holdings. They are therefore a means of boosting rural development, in that it combines economic, productive, environmental and social functions. In particular, it is worth highlighting their strong social value, since they serve the interests of the community by favouring the protection of the rural territory, helping to retain population in these regions through the sustainable use of natural resources. In addition, alternative marketing channels are at the intersection of many policies and their development is influenced by several key drivers of varying importance such as the Common Agricultural Policy.

This decree is another instrument to strengthen the agricultural sector against the need to increase food production, respecting the parameters of sustainability, caring for nature, the rural environment and the agrarian heritage. It promotes new agro-ecological techniques, landscape conservation and traditions. Undoubtedly, it evokes subsequent qualities due to a cultural heritage linked to the agrarian and gastronomic traditions promoted by the Convention for the Safeguarding of the Intangible Cultural Heritage. These cultural traditions contribute to rural development and at the same time put value on considerably rooted agricultural products and techniques, contributing to generating areas with a specific agro-tourism interest.

On the other hand, Community legislation provides for hygienic and health conditions to be sufficiently flexible to ensure the existence of solutions to specific situations without endangering food safety. In this respect, this Community legislation provides for the use of guides to good hygiene practice for both primary production and subsequent stages, which should help businesses to apply procedures based on risk analysis and critical control points. Community legislation also provides for a procedure whereby Member States may adapt certain hygiene requirements, applicable at any stage of food production, processing or distribution, either to enable them to continue



using traditional methods, or to meet the needs of businesses located in regions with special geographical constraints, or in relation to the structural requirements of establishments.

Alternative channels for the marketing of agri-food products also seek to promote the development of key family agricultural holdings in the maintenance of agricultural assets and territorial anchoring. Similarly, it is a way of adapting agricultural productions to the demands and tastes of consumers, as a means of generating increasing demand for very specific products that also favour local agriculture and livestock.

Undoubtedly, this regulation represents an important promotion for the activity of agricultural holdings in Castile and León, where the weight of the primary and secondary sectors is greater than in the rest of Spain, not only in terms of production, but also in terms of employment. The percentage of arable land in Castile and León is significantly higher than that of the national group. In fact, our Community concentrates one fifth of the national arable land, with a strong commitment from our farmers to irrigation and the modernisation of agricultural holdings. The share of the regional agricultural sector in the national total doubles the weight of the economy of Castile and León in the national one. Our Autonomous Community shows an agricultural orientation higher than the national average.

In order to achieve all these purposes, this Decree consists of seven chapters, two additional provisions, one relating to the time limit for drawing up guides to good hygiene practice and another relating to gender language, a repealing provision, two final provisions, one authorising the director of the Department of Agriculture to amend the list of food products in the Annex and another relating to the entry into force and a descriptive annex of the products and their quantities that can be sold through alternative channels of the marketing of agri-food products. Chapter I contains the general provisions relating to the subject matter and purposes as well as the objective and territorial scope, together with the definitions necessary for their understanding and correct application; Chapter II contains the modalities of alternative marketing channels and the spaces in which their marketing can be offered; Chapter III contains the conditions for sale through alternative channels establishing the requirements and obligations as well as self-monitoring and guides to good hygiene practices; Chapter IV regulates accreditation for marketing through alternative channels, which includes the form of presentation of that communication and other communications such as modification of data or waivers, as well as creating the Register of alternative marketing channels for agri-food products and the revocation of accreditation. Chapter V outlines the identification of sales through alternative channels. Chapter VI covers measures to promote and encourage sales through alternative channels. Chapter VII outlines the official inspection and control and the sanctioning regime.

Likewise, in drafting this decree, the principles required of public administrations in the exercise of legislative initiative and regulatory power have been observed, such as the principles of necessity, effectiveness, proportionality, legal certainty, transparency, and efficiency, established in Article 129 of Law 39/2015, of October 1, on the Common Administrative Procedure of Public Administrations. The principles of consistency, accessibility and accountability provided for in Article 42(1) of Law 2/2010 of



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11 March 2010 on Citizens' Rights in their relations with the Administration of the Autonomous Community of Castile and León and Public Management have also been taken into account.

To this end, compliance with the principles of necessity and effectiveness is demonstrated, since this regulatory regulation complies with the mandate of the Castile and León Agriculture Law to encourage the sale through short-term marketing channels of certain agricultural productions in their widest expression of local origin. The rule is also in line with the principle of proportionality, by containing the regulation essential for the achievement of its objectives, imposing the indispensable obligations for the recipients and for the organisation and operating regime.

It also complies with the principle of legal certainty since this regulation is consistent with the basic Community and state legislation in this area, such as, inter alia, Law 12/2013 of 2 August 2013 on measures to improve the functioning of the food chain, and Law 1/2014 of 19 March 2014 on Agriculture in Castile and León. With regard to the principle of consistency, the Decree is compatible with the other actions and objectives of public policies on the agricultural and food chain, promotion of agricultural and food activity and compliance with food health and hygiene requirements.

With regard to the principle of transparency, in its drafting, the regulation has been subjected to the procedures specific to citizen participation in the Open Government portal, such as prior public consultation and public participation, as well as the procedures for hearing the interested parties in which they have had a particularly active participation.

With regard to the principle of efficiency, administrative burdens are limited exclusively to those necessary to comply with the objectives of the regulation and the recognition procedure is streamlined. Furthermore, with regard to public expenditure, it should be noted that no budget item needs to be changed and therefore it has no budgetary impact.

This decree is issued under the exclusive powers conferred on the Community of Castile and León in the field of rural development, agriculture, livestock farming and agricultural and food industries, designations of origin and other quality protections relating to products in Castile and León, aquaculture and internal trade, without prejudice to general pricing policy, the free movement of goods within the territory of the State and legislation on the protection of competition (Article 70(1)). 13th, 14th, 15th, 17th, 20th), in accordance with Article 148.1.7 of the Spanish Constitution.

By virtue thereof, the Government Council of Castile and León, at the proposal of the head of the Ministry of Agriculture, Livestock and Rural Development, in agreement with the Advisory Council of Castile and León, and after deliberation by the Governing Council at its meeting of...



HEREBY DECREES THE FOLLOWING:

CHAPTER I

General provisions

Article 1. Purpose.

The purpose of this draft is to:

- a) Regulate and promote the sale through alternative marketing channels (hereinafter alternative channels) of the agri-food products contained in Annex I, in their direct sale modalities and short-term marketing channels.
- b) Establish the procedure for prior communication and system of registration of primary producers participating in sales through alternative channels.
- c) Establish a system for the identification of agri-food products placed on the market through the alternative channels listed in Annex I.
- d) Promote training for all alternative channel operators.

Article 2. Purposes.

The purposes of this Decree are to:

- a) Increase the competitiveness of agricultural holdings in the community, by reducing economic, energy and environmental costs arising from the process of transfer, intermediation, promotion and sale of food products, to the benefit of producers and consumers.
- b) Promote the increase of the added value of food products and the viability of farms.
- c) Improve the position of farmers and livestock farmers and in general the set of producers in the value chain.
- d) Address possible inefficiencies in the food chain by promoting short and direct sales circuits as an alternative to mobilising and valuing the economic potential of local agriculture, as well as strengthening links between producers and consumers.
- e) Contribute to the consolidation of catering and rural and gastronomic tourism related to the sale of food products from Castile and León through alternative channels.
- f) Promote the diversification of economic activity in rural areas, contributing to job creation and territorial integration, improving their sustainability and resilience.
- g) Promote consumer information and knowledge about the reality of producers, food quality and the social and ecological impacts of consumption patterns, fostering cooperation between the production and consumption links within the food chain.
- h) Contribute to a sustainable, territorial-integrated, socially and environmentally responsible economy.

Article 3. Definitions.

1. For the purposes of this Decree:



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- a) Alternative marketing channels: modalities of trade committed to cooperation, local economic development and socio-economic relations between producers and consumers based on direct sale without an intermediary or limited to a maximum of one intermediary between the producer and the consumer, linked to the marketing of small quantities of the products set out in Annex I.
- b) Direct sale: the direct sale or supply by the producer to the final consumer of primary agricultural products from the agricultural holding itself or processed products obtained from them.
- c) Short-term marketing channels: the sale or supply of agricultural primary products, of own production or of own elaboration, carried out by a primary producer, through a maximum of a single intermediary, this being a retail establishment.
- d) Agricultural primary product: a food product obtained by production, rearing or cultivation, including harvesting, milking and rearing of animals for slaughter prior to slaughter.
- e) Agri-food products: foodstuffs of agricultural or livestock origin, whether processed, partially processed or unprocessed.
- f) Own production: The production obtained by the primary agricultural producer of agri-food products.
- g) Primary producer: owner of the agricultural holding, as defined in Article 5(j) of Castile and León Agriculture Law 1/2014 of 19 March 2014, engaged in the production of primary agricultural products, and where appropriate, the processing thereof, for placing them on the market for human consumption.
- h) Operator: any natural or legal person or entity without legal personality that participates in the sales chain through alternative channels.
 - i) Agricultural holding: as defined in Article 5(d) of Law 1/2014 of 19 March 2014.
 - j) Good Hygiene Practice Guides: They are the tools for implementing self-checks in primary production and related operations in order to ensure the quality and food safety of the food being produced or processed.
- k) Poultry: as defined in Article 2(1)(a) of Royal Decree 637/2021 of 27 July 2021 laying down the basic rules for the management of poultry farms, or in the legislation replacing it.
- l) *Maquila*: Method of production that consists of contracting a specialised company (*maquiladora*) to be responsible for the full or partial manufacture of your product.

2. The definitions provided for in the Community regulations and basic State legislation on food law and specifically those contained in the following rules shall apply as a supplementary measure:

- a) Having regard to Regulation (EC) No 178/2002 of the European Parliament and of the Council of 28 January 2002 laying down the general principles and requirements of food law, establishing the European Food Safety Authority and laying down procedures in matters of food safety.
- b) Regulation (EC) No 852/2004 of the European Parliament and of the Council of 29 April 2004 on the hygiene of foodstuffs.

Article 4. *Territorial scope of application.*

1. The small quantities of agri-food products included in Annex I to this Decree are



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sold through alternative channels.

2. The use of agri-food products in catering or tourism establishments owned by the same primary producer shall be considered as direct sales or short-term marketing channels.

3. The following are excluded from sale through alternative channels:

a) The direct supply of eggs to groups with vulnerable populations such as retirement homes, day centres, school canteens, nursery schools, hospitals, children's centres and others of similar characteristics.

b) Products that are excluded from this type of sale by their specific regulations.

Article 5. *Territorial scope.*

This decree shall apply to primary agricultural producers located in the Community of Castile and León who participate in the sale through alternative channels, regardless of the location of the consumer or final recipient.

CHAPTER II

Selling through alternative channels

Article 6. *Alternative channel modalities.*

Selling through alternative channels can take place as:

- a) Direct sales.
- b) Short-term marketing channels.

Article 7. *Spaces for sale through alternative channels.*

1. Physical sale through alternative channels may take place in:

a) The agricultural primary producer's own holding or establishment, and in points of sale functionally linked to them.

b) The domicile of the consumer.

c) Fairs and markets.

d) Retail, traditional or collective catering establishments, retailers, provided that the transaction between the producer and these establishments is carried out directly, without intermediaries.

e) Automatic machines located inside or outside the holding.

2. The marketing of these products may also take place through electronic sales platforms.

3. In all the cases referred to in the previous paragraphs, the requirements and obligations required in this Decree must be met, without prejudice to others that may be applicable depending on the peculiarity of the specific type of the product and the place where it is offered.



CHAPTER III

Conditions for sale through alternative channels

Article 8. Requirements for the exercise of sale through alternative channels.

Primary agricultural producers participating in the sale through alternative channels must meet the following requirements:

1. Be registered in the Register of Agricultural Holdings of Castile and León (REACYL) with a holding where they produce the agricultural primary product intended for sale through alternative channels.
2. Primary agricultural producers who market processed products of their own making must also be registered in the Register of Companies and Food Activities of Castile and León (REAAL).

Article 9. Obligations of primary agricultural producers who market through alternative channels.

1. Primary agricultural producers accredited for the sale by alternative marketing channels of agri-food products shall comply with the following obligations:

- a) Keep a basic control in the form of a register, which shall contain at least the following information for each operation carried out:
 1. NIF of the seller.
 2. A description of the goods and the quantity of such.
 3. The place and date of the transaction.

Alternatively, the chronological file of invoices or simplified invoices (sales tickets) shall be sufficient, provided that they contain the information required above.

This record or documentation (which shall be on paper or in electronic files) shall be available to the competent authority and shall be kept for at least two years from the day of its last annotation.

b) Deliver together with the product, to the final consumer, or to the immediate subsequent operator, according to the alternative channel mode, a sales document (invoice or simplified invoice) with the information indicated in the previous section.

c) Comply with the general requirements of food law, including those relating to the type of establishment, as well as the animal or plant health requirements as appropriate, being responsible for the food safety of the products they produce and place on the market. These requirements must be met at all stages of production, processing, packaging, transport and sale of their products.

d) Use the specific logo for the purpose of proving the alternative type of channel.

e) Include in the product labelling the identification code of the primary agricultural producer of alternative carcasses

f) The processing of production may only be carried out on the holding itself or in dependencies functionally linked to it, including carcasses and parts of carcasses from animals on the holding itself which have been slaughtered in an authorised



slaughterhouse, as well as agri-food products of own production which, where appropriate, have been processed by in-bond processing.

2. Accredited primary agricultural producers shall be subject to and cooperate in carrying out the checks to be determined by the competent authorities. The latter may require documentation attesting to compliance with the requirements laid down in the regulations during the validity of its activity and any additional information deemed necessary for the performance of the control.

Article 10. Self-monitoring and Guides to Good Hygiene Practices.

1. In order to facilitate the marketing of small quantities of agri-food products, the competent authorities for agriculture, livestock farming, the agricultural and food industry and public health in Castile and León may draw up, in a coordinated manner, and sectoral associations may collaborate in developing them, guides to good hygiene practices, which will establish adaptations to the hygienic-sanitary conditions and requirements to be met at the stages of production, preparation, processing and marketing, without prejudice to compliance with hygienic-sanitary guarantees and the placing on the market of safe and harmless food for final consumers.

2. They shall contain in an orderly and comprehensible manner the requirements and records that need to be taken into account in order to work safely and control hazards and to comply with the requirements of the current legislation on the hygiene of foodstuffs in a given food business sector in order to guide the application thereof.

3. Primary producers placing small quantities of agri-food products on the market shall apply the approved guides to good hygiene practice, their use and application being subject to verification by the competent authorities.

CHAPTER IV

Accreditation for marketing through alternative channels

Article 11. Accreditation system for sales through alternative channels.

1. Accreditation is a prerequisite for selling through the alternative channels established in this Decree, as well as for participation in any aid that may be established for that purpose.

2. Primary producers interested in being accredited to market their products through alternative channels must first submit a notification of commencement of activity.

3. Submission in accordance with the previous paragraph shall be a single and sufficient condition for accreditation to be processed and for the rights and obligations of alternative marketing to be acquired, without prejudice to prior registration in the appropriate registers and to any official controls that may be carried out.



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4. The accreditation confers the automatic award of an identification code to primary producers of alternative carcasses, which must be included in the labelling of the product and in a visible place where the sale takes place.

The code, as an identifier sign of the seller of sale through alternative channels, shall consist of the agricultural holding code of the producer appearing in the Register of Agricultural Holdings of Castile and León (Reacyl), preceded by the letters CA (alternative channels/AC).

5. The accreditation shall have unlimited validity.

6. The activity may be started from the day of submission of the notification of the start of activity, in accordance with the provisions of Article 69(3) of Law 39/2015 of 1 October 2015 on the Common Administrative Procedure of Public Administrations.

7. The body responsible for the investigation of this procedure shall be the department responsible for monitoring the food chain of the Directorate-General with responsibility for the food chain.

8. The aforementioned service shall notify Reacyl, the holding accredited for sale via alternative channels.

9. Primary producers accredited for sale through alternative channels must notify by any of the channels established in this decree, the modifications with respect to the information initially communicated for accreditation within one month of occurring and, where appropriate, the withdrawal by express resignation of the accredited primary producer.

Article 12. Form of presentation of communications and documentation.

1. The standard forms for communication of initiation, amendment of data or withdrawal due to renunciation and the other communications regulated in this Decree shall be available and kept permanently up to date in the Territorial Services of Agriculture, Livestock and Rural Development, and on the website of the Administration of the Autonomous Community of Castile and León.

<https://www.tramitacastillayleon.jcyl.es>.

1. Natural persons may submit prior notification of commencement of activity and other communications in the following ways:

a) In person, preferably at the Territorial Services for Agriculture, Livestock and Rural Development of the province where the holding owned by the producer is located, and in the other places and forms provided for in the regulations governing the common administrative procedure.

b) In electronic form, preferably from the electronic register of the Administration of the Community of Castile and León, which is accessed through the aforementioned electronic headquarters, making use of the electronic application “Software for the management of aid applications and other non-specific procedures (SCAG)” approved



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by Order AYG/837/2009, of 2 April 2009 or in the electronic registers of any of the other subjects referred to in Article 2.1 of Law 39/2025, of 1 October 2025.

In order to access the aforementioned electronic application, the interested party must have an electronic DNI or an electronic certificate issued by the certification service provider recognised by the Administration of the Autonomous Community of Castile and León and compatible with the different enabling elements and corporate technology platforms. These entities are listed in an updated list published on the above-mentioned website.

Interested parties with the means indicated may submit their communications, together with the rest of the documentation that will be digitised and provided as files annexed to the application.

2. Legal persons, entities without legal personality and other subjects provided for in Article 14.2 of Law 39/2015, of 1 October 2015, on the Common Administrative Procedure of Public Administrations, are obliged to interact by electronic means with the administration and, therefore, must submit their communications only in electronic form, as established in point (b) of the previous paragraph.

3. The communication must be signed by the interested party or their representative. In the event that the presentation is telematic, the interested party may authorise another entity for the electronic signature of the same, having to provide with the authorisation for the completion of electronic procedures that will appear as a standard model. These entities shall communicate in advance their authorisation as such, through the computer application "management of external users of the information service" approved by Order AYG/1447/2010 of 6 October 2010.

Article 13. *Registration of sales through alternative channels.*

1. The Register of Sale through Alternative Channels of Agri-Food Products of Castile and León (hereinafter referred to as the Register) is hereby created. It shall be administrative in nature and shall constitute a public service free of charge, including primary producers carrying out this activity. This register is attached to the Directorate-General with responsibility for the food chain.

2. The central management body with responsibilities for monitoring the food chain, after verifying the relevant data through the interoperability systems in place in the Community of Castile and León, will automatically register the natural person, legal entity or entity that has submitted the notification of the start of sales activity through alternative channels.

3. The inclusion of primary agricultural producers in the Register shall be conditional on compliance with the requirements laid down in this decree.

4. The following data shall be included in this register:

a) The first name and surname or business name, if applicable; tax identification



number (NIF/NIE); postal and electronic address and telephone number of primary agricultural producers selling through alternative channels, or their legal representatives where appropriate.

- b) The identifier code of the seller of sale through alternative channels.
- c) If applicable, Castile and León's Register of Food Businesses and Activities (REAAL) number.
- d) The list of food products of each agricultural primary producer accredited for sale by alternative channels.
- e) *Alternative channel mode: direct sale, short-term marketing channels or both.*
- f) Date received or accredited.
- g) The communicated amendments and the date on which they were entered in the register.
- h) The date of withdrawal due to renunciation communicated by the agricultural primary producer accredited for sale through alternative channels.
- i) The date of revocation of the accreditation of the primary agricultural producer for sale by alternative channels.

5. The data in the register shall be subject to the regulations in force on the protection of personal data.

Article 14. Revocation of accreditation as a sales operator through alternative channels.

1. The accreditation of the agricultural primary producer for sale through alternative channels may be revoked ex officio, after hearing the interested party, and deregistered in the respective register in the following cases:

- a) Inaccuracy or falsehood of the data required for inclusion in the respective register.
- b) Failure to comply with any of the requirements for obtaining accreditation.
- c) Not using the sales label and code in the alternative channels.
- d) Misuse of the sales label through alternative channels.
- e) Exceeding the marketing amount, set out in Annex I to this Decree.
- f) Failure to place on the market through alternative channels for two consecutive years.
- g) Not keeping the documentation for the required period.
- h) Failure to comply with the duties laid down in this Decree.
- i) Not carrying out marketing activities in two consecutive annual periods.

2. Where any of the cases referred to in paragraph 1 are identified, the management body with powers in matters relating to the food chain shall immediately initiate a warning procedure with a maximum duration of two months. The operator concerned shall be notified of the initiation agreement, granting a period of 15 days to make representations and/or correct inaccuracies in the data, and, where appropriate, a period of one month to remedy non-compliance with requirements or obligations and/or the improper use of the sales label through alternative channels.

The outcome of the administrative procedure shall determine:



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a) The archiving of the file, if it appears from the processing of the procedure that the agricultural primary producer complies with the requirements and obligations and makes appropriate use of the label or if inaccuracies or falsehoods in the data have been corrected.

b) Otherwise, the accreditation shall be revoked and the primary agricultural producer selling through alternative channels shall be officially removed from the register.

An appeal may be lodged against the decision of the management body with powers in matters of the food chain, which does not put an end to the administrative procedure, before the head of the competent department for agriculture.

Primary agricultural producers whose accreditation of sales by alternative channels has been revoked shall not be re-accredited until two years have elapsed from the date on which the relevant decision becomes final.

CHAPTER V

Identification of the sale through alternative channels. Use of the logo

Article 15. *Logo types.*

1. Sale through alternative channels shall be identified by means of a general logo, applicable to the sale of small local productions of primary or processed origin included in Annex I to this Decree.

2. The alternative sales label shall be established and regulated by a decision of the governing body with responsibility for the food chain.

Article 16. *Use of the logo or label of the sale through alternative channels.*

Upon submission of the notice of commencement of sales activity through alternative channels, and in compliance with the requirements laid down in Article 8, the primary agricultural producer shall be authorised to use the logo referred to in the previous Article.

Article 17. *Use of the logo*

The logo shall be used in accordance with the following requirements:

a) It must be visible on the packaged product and at the place of sale. In the case of a bulk sale, it shall be identified on the container carrier.

b) In the event that the agricultural primary producer accredited for sale through alternative channels uses an electronic sales platform, the logo must appear in all the information and on the corresponding website.

c) It should also be displayed in promotional actions for the sale of alternative channels.

d) When other types of products are marketed together with those that are regulated by this decree, they must be conveniently separated from the rest of the



products in order that consumers can properly and easily identify them.

e) The use of the logo may be compatible with other existing marks and quality labels, such as protected designations of origin, protected geographical indications, indigenous breeds, mountain products or certifications of organic production, or any other mark or quality label recognised at the European, state or regional level.

CHAPTER VI

Actions to promote and encourage sales through alternative channels

Article 18. Encouraging sales through alternative channels.

The department responsible for the food chain shall carry out the following actions:

a) It shall encourage the incorporation of producers for sale through alternative channels, and specific aid for this activity or preferential criteria may be established in certain aid lines.

b) It will carry out campaigns aimed at increasing the visibility of producers accredited for sale through alternative channels, highlighting their contribution to the conservation and maintenance of the rural environment, to the maintenance of the population in rural areas, and conveying confidence to the consumer that these foods are safe, sustainable and of quality.

c) It will also promote information and education programmes aimed at young people and, in particular, students of Integrated Agricultural Vocational Training Centres, on the benefits of alternative channels and their contribution to the social economy and sustainability.

d) It will disseminate among the entire population the products marketed through alternative channels, on the website of the Government Council of Castile and León a section will be created in which information is collected on all local productions covered by this form of marketing.

Article 19. Training for alternative channel operators.

The department responsible for the food chain may establish training courses for alternative channel operators. The subject matter of the courses shall be orientated, depending on demand, to a specific phase or aspect of production and sale or to the set of phases that make up these alternative channels, which may include, from the application of guides, the preparation, processing, packaging and transport of products, to the management of sales, marketing and promotion.



CHAPTER VII

Inspection and penalty system

Article 20. Official inspection and control of sales through alternative channels by the competent authorities.

1. The competent authorities for agriculture, livestock, food quality and safety, public health, consumption and trade, through the corresponding administrative units, shall carry out the relevant controls and inspections to verify compliance with the provisions applicable to each of the areas of their respective competences.

2. Compliance with the requirements and obligations laid down in this Decree shall be verified by the competent authorities. In the event of non-compliance with the requirements and obligations established to obtain accreditation for sale through alternative channels, the aforementioned competent authorities shall transfer to the management body with powers in the field of the food chain for the purposes of initiating, where appropriate, the procedure for revoking the accreditation and deregistering sale through alternative channels in Castile and León.

Article 21. Penalties.

Infringements in relation to the production and marketing of products identified as being sold through alternative channels shall be sanctioned in accordance with the infringement regimes and penalties resulting from the application of the legislation on public health, food safety and hygiene, food quality, animal and plant health, trade and consumption and in general, whichever is applicable depending on the nature of the infringement committed. Where appropriate, penalty proceedings shall be initiated and resolved in accordance with the applicable legislation.

First additional provision.

Deadline for the development of guides to good hygiene practice.

The guides to good hygiene practices provided for in Article 10 of this Decree shall be drawn up by the competent authorities for agriculture, livestock farming, food industry and public health in Castile and León within a maximum period of 24 months from the entry into force of this Decree.

Second additional provision.

Gender neutrality.

References in the text of this Order to the masculine gender, due to linguistic economy, shall be understood to have been made and shall be used interchangeably for both the feminine and the masculine gender, under equal conditions and without any distinction.



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Repealing provision

Any provisions of the same or lower rank that conflict with the provisions of this decree are hereby repealed.

First final provision.

Regulatory powers

1. The head of the competent department for agriculture is empowered, within the scope of their respective competences, to make all necessary provisions for the implementation of this Decree, and in particular to amend the list of foodstuffs set out in the Annex.

2. In addition, the management body with responsibility for the food chain shall keep the standard templates referred to in the Decree constantly updated on the website of the Administration of the Autonomous Community of Castile and León.

Second final provision.

Entry into force

This decree shall enter into force twenty days after its publication in the Official Gazette of Castile and León.

Valladolid on (see date of electronic signature)
The Head of the Evaluation, Regulation and Procedure Service.



ANNEX

**PRODUCTS AND MAXIMUM QUANTITIES PERMITTED FOR MARKETING THROUGH
ALTERNATIVE CHANNELS BY PRIMARY PRODUCER AND YEAR.**

PRIMARY PRODUCER		UNIT	Quantity/year
Cereals and pseudocereals grown for food		kg	30,000
Cultivated grain legumes		kg	10 000
Fruits (by species)		kg	30,000
Vegetables (by species)		kg	10 000
Red fruit (by species)		kg	12,000
Dried fruit (by species)		kg	30,000
Cultivated potatoes		kg	50 000
Olives		kg	10 000
Cultivated mushrooms **		kg	12,000
Cultivated truffles		kg	500
Aromatic plants		kg	2,000
Grown sprouts and seeds		kg	500
Eggs		unit	50 000
Honey		kg	2,500
Royal jelly		kg	10
Pollen		kg	450
Propolis		kg	30
Farmed snails		kg	5,000
Fresh meat from cattle slaughtered in approved slaughterhouses (*). Meat of these species that meets the conditions of Article 19 of Royal Decree 1086/2020 or legislation replacing it is also included	Poultry *	Channel s	8,000
	Beef	Channel s	30
	Rabbits *	Channel s	7,000
	Suckling lamb	Channel s	500
	Kid	Channel s	500
	Pigs	Channel s	100
	Piglets	Channel s	400

(**) Only for cultivated species that may be marketed fresh, included in Part B of the Annex to the Annex to Royal Decree 30/2009 of 16 January 2009.



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PROCESSED PRODUCT (REAAAL requirement)	UNIT	Quantity/year
Canned vegetables	kg	2,500
Marmalades, juices and jellies	kg	2,500
Plant species grown for infusions for use in food	kg	1 000
Dairy derivatives (cheese, butter, yoghurt, curd)	kg of processed milk	100 litres of milk per day as raw material per product type, with a maximum of 300 litres of milk per day in total
Flours and meals	kg	2,000
Olive oil or other vegetable oils	litres	5,000
Wine, vinegar, beer and liqueurs	litres	5,000
Meat and meat products	kg processed meat	2.500 kg of processed meat/year per product type, with a maximum of 7,000 kg of processed meat/year in total production.