

Soria

MERCASETAS

ACTIVITIES PROGRAMME



25. 26. 27. October 2014

Plaza Mayor de Soria. SPAIN
12:00 - 15:00 h | 18:00 - 21:00 h

MERCASETAS is a new concept in the mycological product market aimed mainly at mycotourists, whose objective is to stimulate the sector's commercial activity by guaranteeing the source, traceability and quality of the product at the same time as promoting agro-food innovation and improving environmental education and gastronomy for the consumer.

This network of markets has been devised within the framework of the European project www.micosylva.com and is financed by the income generated by the harvesting permits issued in the regulated harvesting area www.micocyl.es "Montes de Soria" as decided by the local councils owning these areas.

In each of these markets a space will be set aside for local harvesters in possession of a "Montes de Soria" regulated area permit can legally sell fresh mushrooms from the area at a higher price than that of the market guaranteeing a better quality product and benefitting the local population.

This space is managed by one of the companies of the quality brand 'Castilla y León Mushrooms' chosen in a public tender. Once selected, controlled and labelled, the mushrooms are sold in promotional packs aimed at mycotourists, accompanied by healthy recipes and simple suggestions by a prominent local chef.

The structure of **MERCASETAS** also includes the installation of other spaces where visitors can purchase ready-prepared mycological products by agro-food companies in the area and arts and crafts objects related to mycology. Similarly an area will be set aside for mycological gastronomy, with tapas for everyone to taste simple and healthy creations made with these delicacies picked directly from our woodland.

MERCASETAS also includes other spaces for information about and development of parallel environmental education activities. In particular there is the coordinated promotion of all the exhibitions, days, fairs and other events related to mycology that take place in the towns belonging to the regulated harvesting area "Montes de Soria" of www.micocyl.es.

FINANCIA



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Saturday, 25 October

- 12:00 Opening ceremony Soria MERCASETAS:
- Inauguration by the authorities.
 - Participation of mayors in the mycological programme of Castilla y León (Micocyl).
 - Speech by representatives of the mycological sector in Quebec (Canada).
 - Attendance by national and international writers on tourism and gastronomy accredited in www.congresosoriagastronomica.com
- 12:30 Guided tour of Soria MERCASETAS.
- 13:30 Tasting session of healthy and easy-to-make mycological tapas.
- 18:00 Mycological contest "The biggest Miguelón in Soria 2014".
- 18:00 - 18:45 Handover and evaluation of *Boletus edulis* group mushrooms.
 - 19:00 Contest judging and awarding of prizes.
- 12:00 - 15:00 y 18:00 - 21:00 Mycological Exhibition "Know not to confuse" and identification of fungal species.



Sunday, 26 October

- 12:00 Awarding of prizes "Mycological Grant from the City Council of Soria".
- 12:30 - 14:30 y 18:00 - 19:30 Introduction to mycology workshops for children "My favourite mushroom". Limited places. Price €1, enrol by emailing correo@biosfera.es (tel: 625 338 153).
- 12:00 - 15:00 y 18:00 - 21:00 Mycological Exhibition "Know not to confuse" and identification of fungal species.



Monday, 27 October

- 10:00 - 14:00 Introduction to mycology workshops for schools and visits to Mercasetas. Places limited in order of enrolment by emailing correo@biosfera.es (tel: 625 338 153).
- 12:00 - 15:00 y 18:00 - 21:00 Mycological Exhibition "Know not to confuse" and identification of fungal species.

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MYCOLOGICAL ACTIVITIES LINKED TO MERCASETAS

Monday, 27 and 28 October: SORIA GASTRONOMY CONGRESS
www.congresosoriagastronomica.com

Organised by the Junta de Castilla y León with the participation of speakers from the international network www.micosylva.com



Sunday, 26 October: Mycotourist Trip to the Regulated Harvesting Area “Montes de Soria” of www.micocyl.es (Only for journalists/writers accredited in Soria Gastronomy and members of www.micosylva.com).

- 10:30 Visit to the Mycological Forest Network of Pinar Grande.
Fernando Martínez Peña and **Joaquín Latorre**. *MICOCYL / FUNDACIÓN CESEFOR.*
- 13:00 Boletus-tasting workshop in the Mycological Centre of Navaleño.
Laura Mateo-Vivaracho. RESEARCHER FROM THE NATIONAL INSTITUTE FOR AGRIFOOD RESEARCH AND TECHNOLOGY (INIA).
- 14:00 Meal in mycological restaurant.
- 16:30 Visit to Arotz truffle plantation.



20 October - 2 November: Mycological Tapas Week. Organised by ASOHTUR.

23 October - 3 November: II Mushroom-themed Shop Window Contest.

Organised by the Chamber of Commerce and the City Council of Soria.

FINANCIA



COLABORA

SOCIOS



ASOCIADOS

