THE ROLE OF INNOVATIVE SHORT FOOD SUPPLY CHAINS IN ENHANCING THE RELATIONSHIPS BETWEEN THE CONSUMERS AND PRODUCERS: THE CASE OF THE FOOD ASSEMBLY MODEL IN THE CITY OF MADRID.

The work highlights the potential of a new initiative that allows the purchase of organic and artisanal food products directly from the local producers called The Food Assembly; which is a model of commercialization of agro-food products born in France in 2010 and rapidly have been spread through the other European countries. The model works with an online platform considered as a tool for logistic management which facilitates the distribution of the products by minimizing the number of intermediaries and connecting all the stakeholders related to this model on a relay point on weekly basis to form a sort of a small community and allowing interaction between them.

The study aims to analyze this newly embarked model in Spain to understand the motivation of the consumers, producers and coordinators to integrate the Food Assemblies and testing the hypothesis whether it could be a good example for collaborative consumption and solidarity economy.

To achieve the objectives of the study three semi directive interviews were designed and targeted to the stakeholders, each one includes four components: motivation, functioning, interpersonal relationships and satisfaction.

The total sample of the study consisted of 51 consumers, 14 producers and all the 11 hives’ coordinators in city of Madrid, the results obtained so far and analyzed by a qualitative approach are leading to confirm the initial drawn hypothesis.

**Key words**: short food supply chains, Food Assembly