

# Reaction on the Urban Agriculture Magazine No. 1

**The enthusiasm on the appearance and set-up of the UA-Magazine in the letter underneath, reflects most reactions we received on the first issue.**

*"With great interest I have read the first issue of the UA Magazine. I congratulate all involved with the result. It clearly depicts the importance and at the same time the complexity of urban agriculture.*

*After reading the articles and also the planned contents of the issues to follow, I see a distinct emphasis on planning, policy formulation and inter-sectoral approaches. What I don't see emphasised is the place and function of the private sector and/or private economic activities. I am especially interested in the question where land development companies and private banks can or should play a role in the development of UA activities. I refer to the following questions/issues:*

❖ *Are there also cost effectiveness or commercial reasons, aside those mentioned for pursuing UA as a complement to national food supply (see article UA as a response to crisis?)*

❖ *How do you see the place of land development companies? Are cost-benefit analyses of different types of land use applied?*

❖ *What determines better access of urban farmers? I think the perception of economic profitability is for urban farmers essential in addition to providing supporting services to them. Not only the recognition of the authorities should count (article on livestock), but also the economic potential and gains urban livestock has and can generate.*

❖ *The article on St. Petersburg reflects very well how in post-communist Russia is built on the former USSR-practice to have small private plots for generating extra family income. I feel that especially commercialisation and small enterprise development could have been more highlighted.*

*So far my comments, I very much appreciated the set-up and content of the Magazine and I am looking forward to the next issues.*

Warm regards, Eric Kamphuis  
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## URBAN AGRICULTURE MAGAZINE

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## UA MAGAZINE Subscription Policy

**So far the UA-Magazine has been sent to you for free, and we will continue to do this until we have developed a subscription policy with the RUAF partners.**

To cover expenses made for production and charges of the hardcopy, but also to support the development of regional versions of the UA-Magazine, we have proposed to introduce paid subscriptions. Most of you indicated to support us with this policy, in the questionnaire you sent to us, and to be able and willing to pay a yearly subscription on the hardcopy version of the UA-Magazine of Euro 15,- or US\$ 15,- .

Of course, the Internet version (at [www.ruaf.org](http://www.ruaf.org)) will continue to be available free of charge .

We are currently investigating arrangements for local currency and/or regional payments, to facilitate payments without heavy bank charges. During the RUAF partner meeting in November 15-17, regional ideas and options for an optimal system will be discussed. We will inform you on this in the next issue. As long as this issue is not clear for the different regions, you will receive the UA-Magazine for free. Meanwhile, you can continue to send us feedback and new contacts.

Regards  
The Editor.

