



Added Value of Networking

Success Story

Success Story title	<i>Farmers' market</i>		
Theme	<i>Cooperation</i>		
NRN	<i>Slovakia</i>	Coordinator	<i>National Rural Development Network – Central Unit</i>
Partners	<i>Movements Ltd. , Vienna Invest Ltd., Decodom Ltd.</i>		
Period	<i>30.-31. March 2012</i>	Resources	<i>Approx. 3 ,100 Euro</i>
Geo-location	<i>Bratislava, Western Slovakia</i>		
Beneficiaries	<i>30 participants – farmers, producers, local consumers with a total of approx. 10,000 visitors</i>		

Background

Farmers' markets are not considered as an old-fashioned anymore. On the contrary, they have become a new part of modern cities. The NRDN SK set up an aim for 2012: to support the organisation of such markets in the different Slovakian regions, starting with a trial market before Christmas 2011 in Dunajská Streda/Western Slovakia.

Encouraged by the interest in farm products showed by local consumers, the NRDN decided to organise the market also in the capital, Bratislava.

Main activities

Farmers/producers from the whole country were invited to the 2-day farmers' market to have the opportunity to sell directly to consumers, minimizing profit loss by bypassing the middleman. Consumers could buy healthy, fresh regional products, showing the exactly defined origin.

In fact, farmers and producers were selling products from all over Slovakia, among others, organic food from Myjava, game meat from Topoľčianky, organic tea, honey, cheese, traditional meat products, apples, poppies and Easter Crafts with a rural theme.

Main results/benefits

Goal of the NRDN was to ignite a spark - to inspire people to start the regular organization of such markets not only in the capital, but also in other bigger towns in other parts of Slovakia.





Contribution of the NSU

The NRDN SK organised, facilitated and financed the whole event. It was also responsible for the administration of the event, organised and coordinated partners and communicated with the participants.

Contribution of the partners

- Vienna Invest, Ltd., owner of the building, provided the market area and a big promotional banner for free. The banner was an eye catcher on the Fresh Market building! They also rented stands and equipment for the stands for every participant;
- Movements Ltd. was responsible for the advertising campaign, i.e. promotion of the market in Slovakian mass media, by holding a press conference and providing promotion banners; and,
- Furniture-producing company Decodom provided kitchen furniture for the press conference and „central point“ for free.

Success factors

Approx. 10,000 visitors attended the farmers' market during two days. Feedback from local consumers express that they were very satisfied and expressed their interest to buy goods at future regular farmers markets. The owner of the market building plans to start organising such farmers' markets without the financial participation of the NRDN. In sum, the success of this initiative was the strong collaboration between the Slovak NRN and the private sector in marketing local foods.

Additional information

Photos at: <http://www.nsrv.sk/index.php?pl=14&article=391>

Video (in Slovak language) at: <http://www.nsrv.sk/index.php?pl=50&article=389>

