

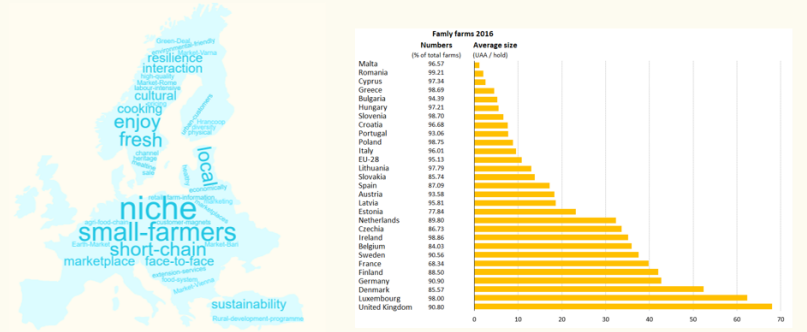
Family Farmers on The Move: Possibilities and Challenges

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Abstract: Farmers markets have a very long tradition in European countries. Recently, there has been a surge of interest in family farmers and their markets. This trend is mainly due to a number of factors, such as COVID-19 pandemic, economic pressures, or the sustainability and resilience of agri-food chains as well as the food system. This poster explores the potential of family farms and their markets to alter or reverse the further development of agriculture in the food system at the local level. The findings build upon a literature review. Overall, the literature is found to be scant, leaving ample room for new and exciting explorations of this short supply chain.

Introduction

Family Farms and Local Markets



A local niche market for family farms making the farm economically sustainable and also serving local community needs. A response deepening the connection between people, food and ecology.

Results

Keeping it Mobile

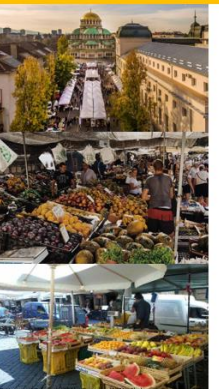


Conclusion

A Niche Bringing Local Sustainability and Resilience



The Market Set-up



Forms
permanent street or town markets, regular market days, dedicated farmers market, roadside stalls

Flavours
tradition, regional/local produce <-> local custom, fresh produce, diversity high quality and expertise, outdoor experience with communicative atmosphere

Functions
short cut supply chain, only a very small percentage of sales of the agricultural sector, therefore despite popularity they still only represent a niche market

Pros

Having a unique advantage over other forms of direct marketing because they are readily moveable to densely populated consumer locations.

Providing significant economic and community benefits to the people involved and the places where they operate.

Key sites for shopping, socialising and culture.

Strengthening the community food system.

Serving a number of environmental benefits, such as lower transport, less packaging, less storage.

Opened in some countries, e.g. Austria, during lockdown. In others they were temporarily closed, e.g. Bulgaria.

Corona hygiene measures have successfully been implemented.

Cons

High investment costs for the market vehicle in keeping up with the state of the art in technology and hygiene standards.

Very labour intensive and the salesperson is also absent from the yard in the market time.

Greater product and price pressure due to direct comparability with the competition.

It is also important that farmers retain their customers or make them regular customers.

There is a lack of data.

There is a lack of studies.

Research Ponderings



Setting up a development strategy entailing

- I. training and extension services
- II. farmer and consumer profiling
- III. innovation potential and strategic positioning
- IV. public/private support and
- V. future challenges