

# DOPRINOS TRŽNICA ZDRAVLJU

## CONTRIBUTION OF LOCAL MARKETS TO HEALTH



**Ines Banjari**, PhD, prof.

*redoviti profesor u području nutricionizma;  
znanstveni suradnik u području javnog zdravstva i zdravstvene zaštite*

Josip Juraj Strossmayer University of Osijek, Croatia

Faculty of Food Technology Osijek

Uzbudljiva, šarena! / Exciting, colorful!



**THE ONLY ADVERTISEMENT FOR THE REAL FOOD**



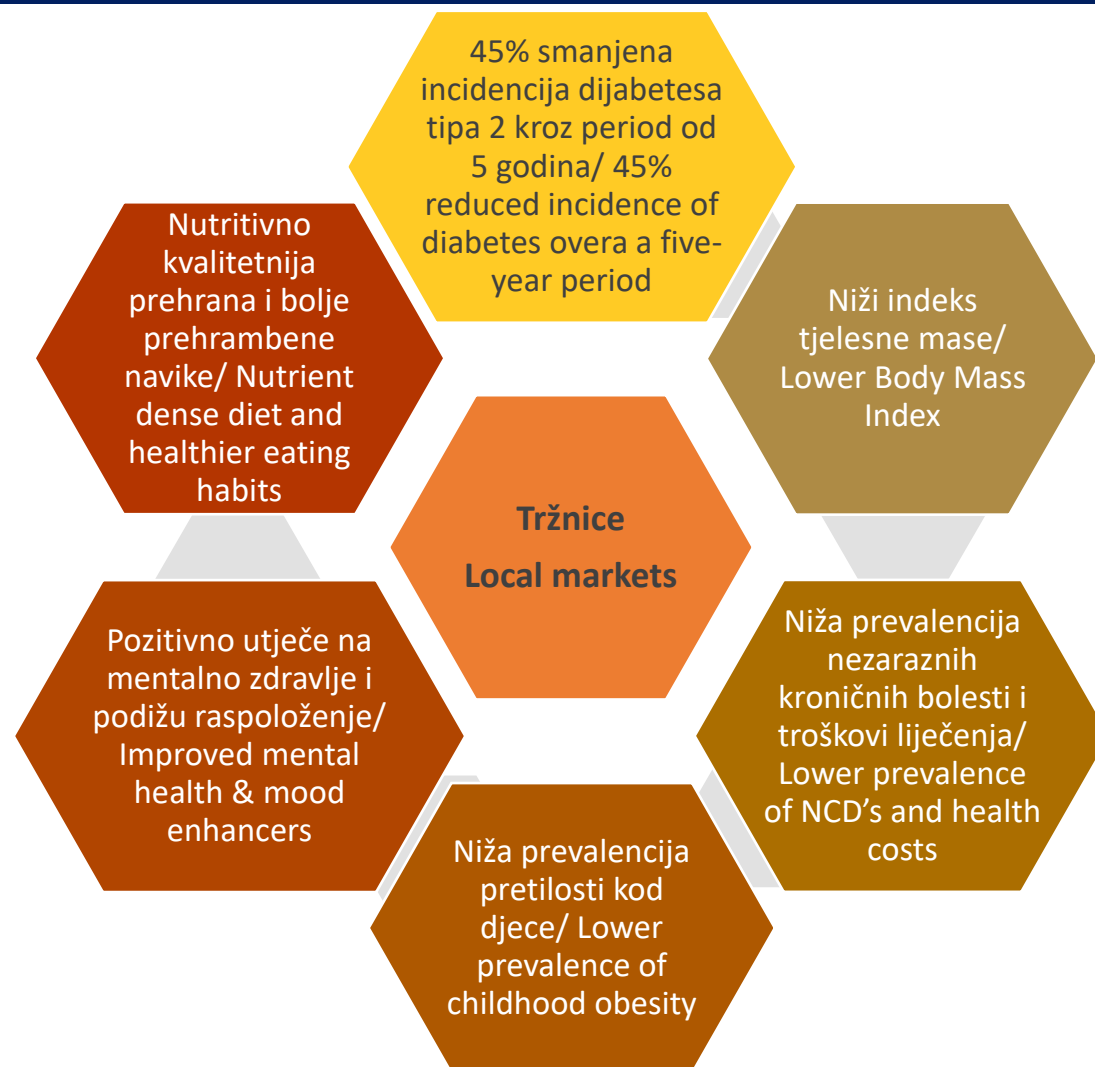


Tržnica = pravilna prehrana/ Local market = balanced nutrition



*Duga na tanjuru/ Rainbow plate*

# Tržnice pozitivno utječu na zdravlje/ Local markets improve health



*Kraeger P et al. Sustainability 2024;16(2):867.  
Lucan SC. J Acad Nutr Diet. 2018;119(1):39–44.*



# Naš identitet/ Our identity

*Daily Bread project by Gregg Segal*



*Kawakanih Yawalapiti, 9, Upper Xingu  
region of Mato Grosso, Brazil*



*Razan Habib, 11, Ajman, UAE*

<https://www.greggsegal.com/P-Projects/Daily-Bread/thumbs>

24. – 26. listopada 2024.

Doprinos hrane s tržnica zdravlju građana i razvoju lokalne proizvodnje hrane

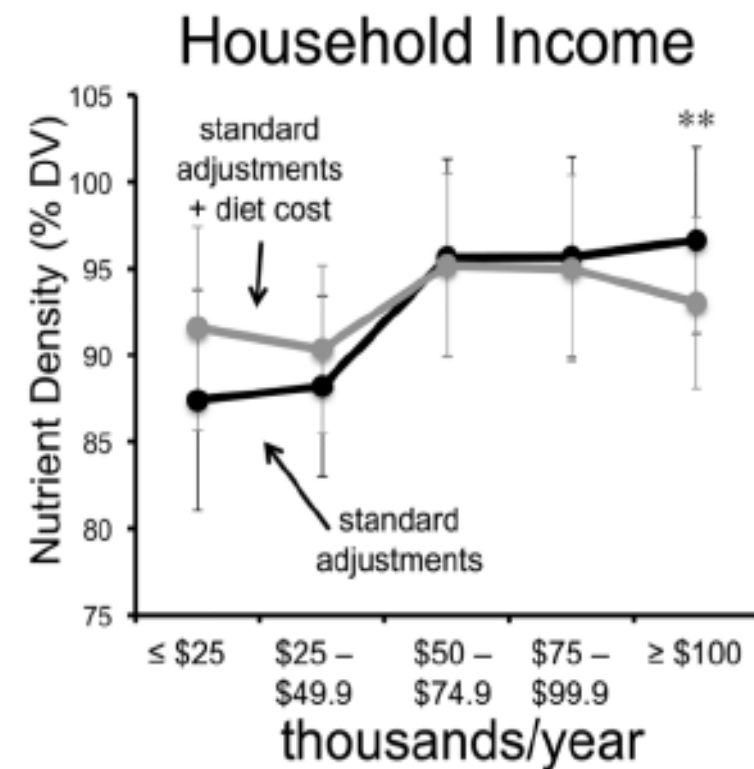
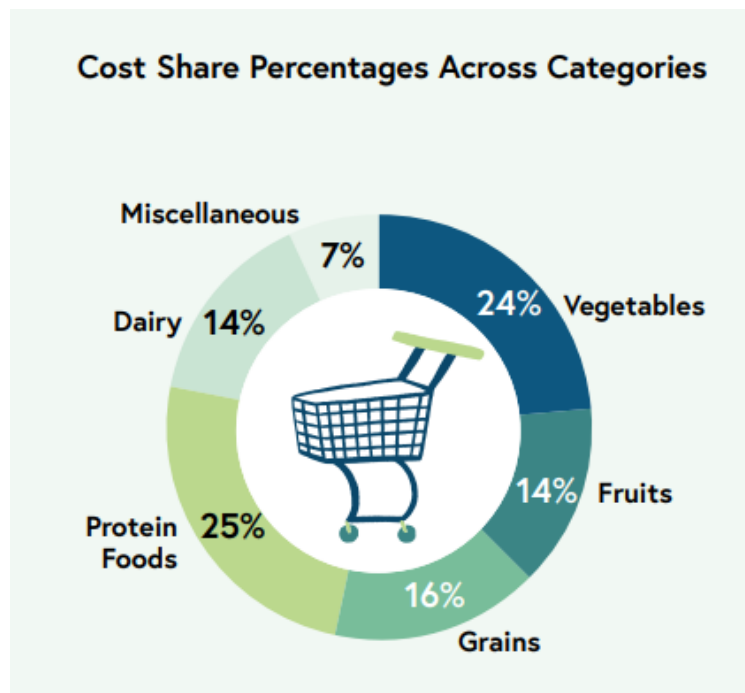
Osijek

# Cijene na tržnici?/ Local markets food prices?

Fresh produce prices going up faster than processed food. As a result of this increase in price, 36.3% of consumers have decided to buy cheaper items, 34.2% have reduced their shopping frequency and 32.5% have reduced the number of items they buy.



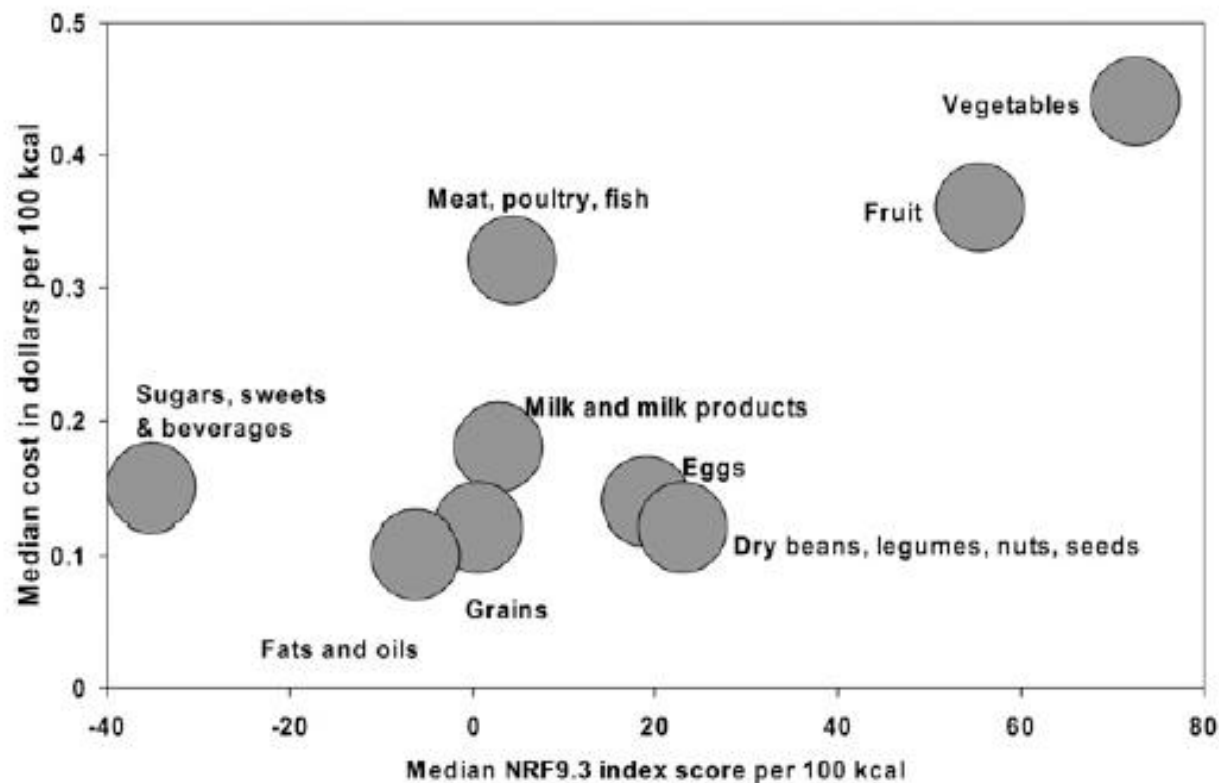
<https://podaci.dzs.hr/hr/podaci/cijene/indeks-potrosackih-cijena/>



Monsivais et al., 2012  
Nead et al. Pediatrics 2004



# Planirajte svoj odlazak na tržnicu = smanjite troškove/ Plan your local market shopping = reduce cost



*Drewnowski, 2010 /Drewnowski, 2009*

# For the best taste and nutrition choose seasonal produce

## What local markets can do?

- produce calendar per month
- talk to your local farmer/ seller
- food of the month & receipts/ food tastings (local chefs) – provide how to prepare foods not only help bring variety to consumer diet but also encourages home cooking
- places where food loss/waste strategies should start – „ugly” fruits and veggies are as tasty as „pretty” ones!



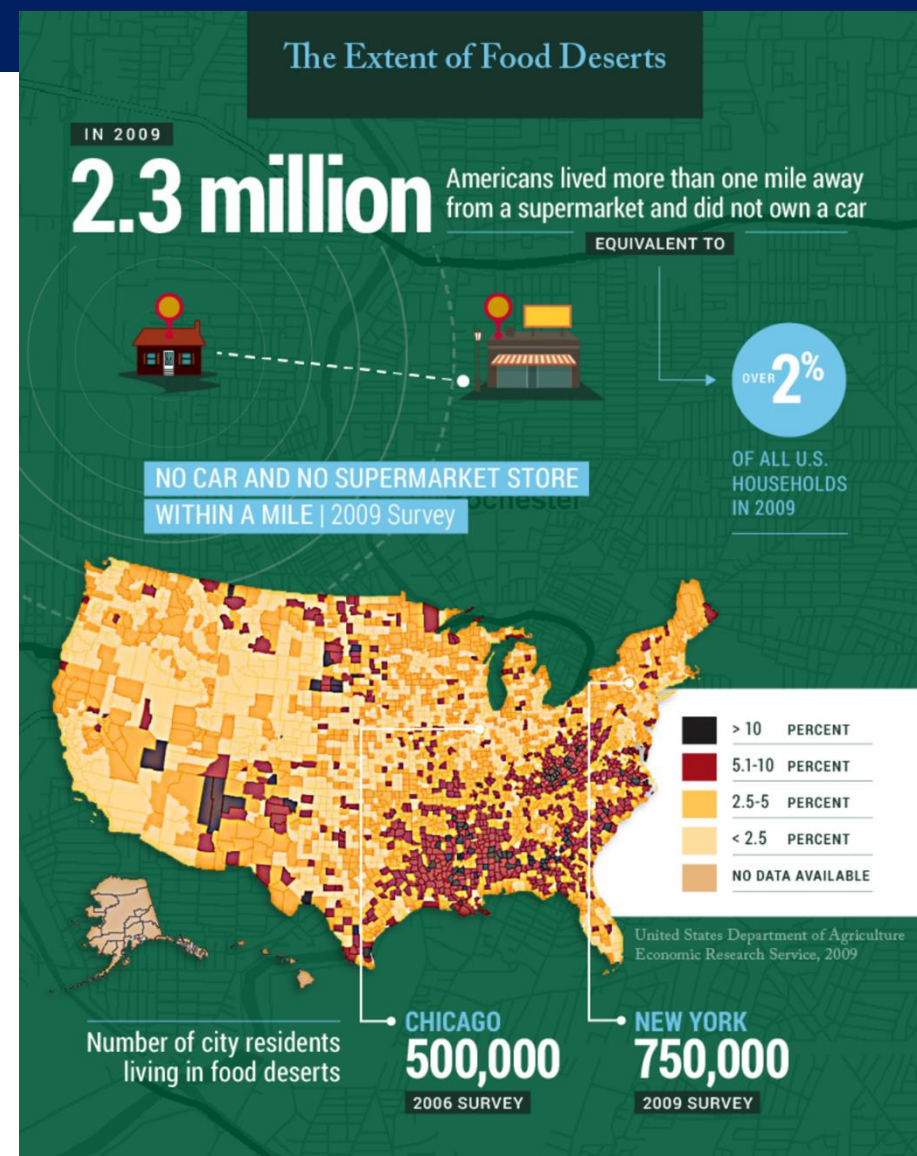
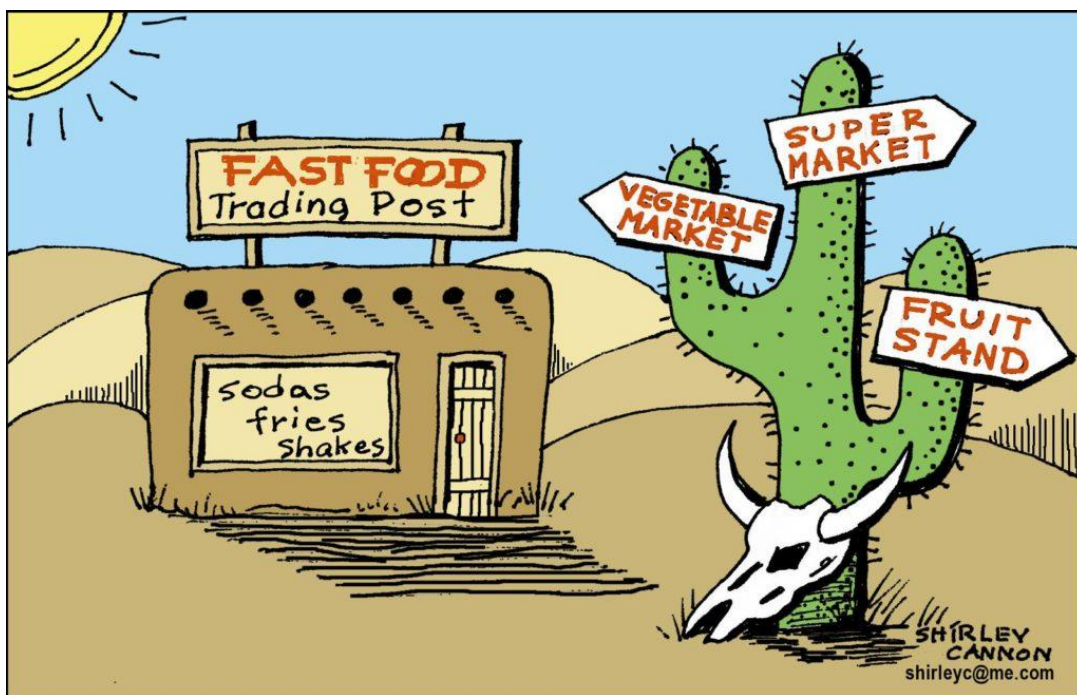
## Što tržnice mogu učiniti?

- kalendar sezonskih proizvoda za svaki mjesec
- razgovori s lokalnim proizvođačima/ prodavačima
- Hrana mjeseca & recepti/ kušanja hrane (lokalni chefovi) – dati ideju kako pripremiti hranu ne samo da bi potaknuli ljude da jedu raznovrsno već ih i potaknuli da hranu pripremaju sami
- to su mjesta gdje sve strategije za smanjenje otpada hrane trebaju početi – „ružno” voće i povrće je jednako ukusno kao i ono „lijepo”!



# If you have a local market close to your home, you're lucky!

- Because you are not living in Food Deserts!



# The End, and the Beginning.



Food is not just fuel. Food is about family, food is about community, food is about identity. And we nourish all those things when we eat well.

Michael Pollan

quote fancy