

Market as a Direct Sales Channel from Family Farms

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The contribution of food from markets to the health of citizens and the development of local food production

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What are short supply chains?

Short supply chains (SSCs) are distribution systems with a minimum number of intermediaries that enable direct sales from farmers to consumers. SSCs are important because they offer better profit margins for farmers, strengthen the local economy and promote sustainability.

1 *Minimal intermediaries*

Direct connection between farmer and consumer

2 *Local focus*

Emphasis on seasonal and regional products

3 *Shorter transport*

Reduced distances from farm to table

4 *Economic benefits*

Higher profit margins for farmers

Examples of short supply chains in Croatia

There are numerous examples of successful short supply chains in Croatia. Markets in the cities, which are important platforms for direct sales from farmers to consumers. Local initiatives include Community Supported Agriculture (CSA) programmes and cooperatives. Digital platforms give farmers direct access to consumers, allowing them to bypass traditional retailers and increase their market reach.



Markets in Zagreb, Split, Osijek...

An iconic city market with a diverse offering.



Local food cooperatives

Small initiatives in which farmers work together to market and distribute their products, such as Lika COOP, Poljoprivredna zadruga Najbolje lokalno or Solidarity Exchange Groups.



Digital platform

Online marketplace for local agricultural products such as Finoteka, Gruntek and Plodovi.

Economic benefits of short supply chains



Lower transportation costs

Shorter distances reduce logistics and transport costs, keeping food prices affordable.



Higher margins for farmers

Direct sales eliminate intermediaries and increase farmer revenue, boosting profitability.



Support for the local economy

Short supply chains create jobs, support local businesses, and keep money circulating within the community.

Preserving biodiversity through short supply chains

Short supply chains support biodiversity by promoting different crops and animal breeds, supporting ecological practices and improving the health of ecosystems.

1

Crop diversity

Local varieties thrive.

2

Breed conservation

Indigenous breeds are valued.

3

Organic practices

Sustainable farming is key.

4

Ecosystem health

Resilient agricultural systems.



Reducing the carbon footprint through short supply chains

Short supply chains lower carbon emissions by reducing transportation distances and packaging waste. Local markets and direct sales reduce dependence on imports and thus contribute to the environmental sustainability of local food systems.

1

Shorter distances

Fewer food miles

2

Less packaging

Less plastic waste

3

Local consumption

Seasonal and regional diets

4

Lower emissions

Reduced carbon footprint



The role of markets in Croatian cities

Markets play an important role in Croatian cities as hubs for short supply chains. Large markets such as the Dolac in Zagreb, the market in Osijek, the market in Rijeka, the market in Zadar, the Pazar in Split and many others are important sales markets for local farmers.



Sales space

A crucial venue for direct sales of local products



Connecting communities

A bridge between rural producers and urban consumers



Cultural significance

Preserving tradition and regional specialities



Economic contribution

Supporting small-scale farmers and the local economy





Challenges faced by farmers in Croatia

Croatian farmers face numerous challenges in short supply chains.

Competition with industrial producers

Struggling to compete with lower prices

Pressure from supermarkets and imports

Favouring large suppliers and cheaper imports

Regulatory barriers

Complex regulations limit participation

Logistical challenges

Lack of infrastructure for efficient distribution

Access to safe, locally produced food

Short supply chains offer fresh, traceable food with fewer food miles. Consumers enjoy nutrient-rich, seasonal and often organic products that promote healthy eating. These systems offer transparency in terms of production methods and the origin of the food, increasing trust and safety.

1 *Freshness and Traceability*

Direct farm-to-table with clear origin labels.

3 *Transparency*

Direct connection to producers.

2 *Nutritional Value*

Seasonal, often organic produce.

4 *Food Safety*

Increased consumer trust in quality.



Practical benefits for farmers in short supply chains



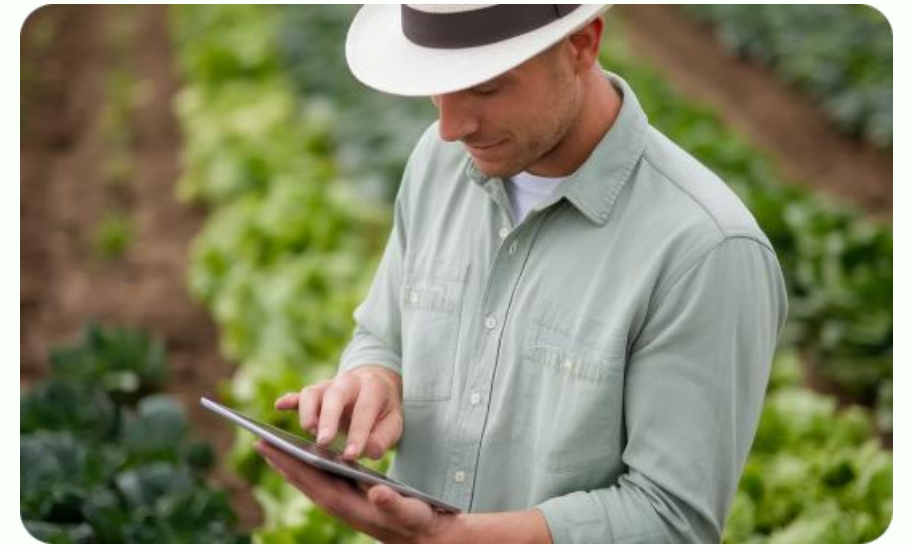
Control over prices and quality

Farmers have greater control over product prices and quality, allowing them to set prices that reflect the true value of their work and maintain high quality standards.



Direct relationships with consumers

Direct sales encourage the building of trust and loyalty relationships with consumers, creating a stable customer base.



Flexibility and adaptability

Farmers in short supply chains can more quickly adapt to consumer preferences, such as demand for organic or seasonal products, giving them a competitive advantage in the market.



Building resilience in local food systems

Short supply chains (SSCs) are crucial for strengthening the resilience of local food systems. They reduce dependence on imports, strengthen local food security and make communities less vulnerable to global disruptions. SSCs also strengthen local economies and promote community collaboration.

Local production

Reduces reliance on imports

1

Economic stability

Strengthens the local economy

3

Resilience to crises

Less vulnerable to disruptions

2

Social cohesion

Encourages community cooperation

4

Conclusion: the future of short food supply chains in Croatia

Short food supply chains are crucial for a sustainable future for Croatian agriculture. They benefit the environment, the economy and society and promote sustainability, food security and the preservation of cultural heritage.

1

Sustainability

Reduced environmental impact

2

Economic growth

Strengthening local economies

3

Cultural preservation

Protecting tradition and heritage

4

Collective action

Collaboration for a better future



*Thank you for your
attention !*

