

MARKETS IN CROATIA

Tržnice u Hrvatskoj

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The first conference on markets,
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www.uht.hr



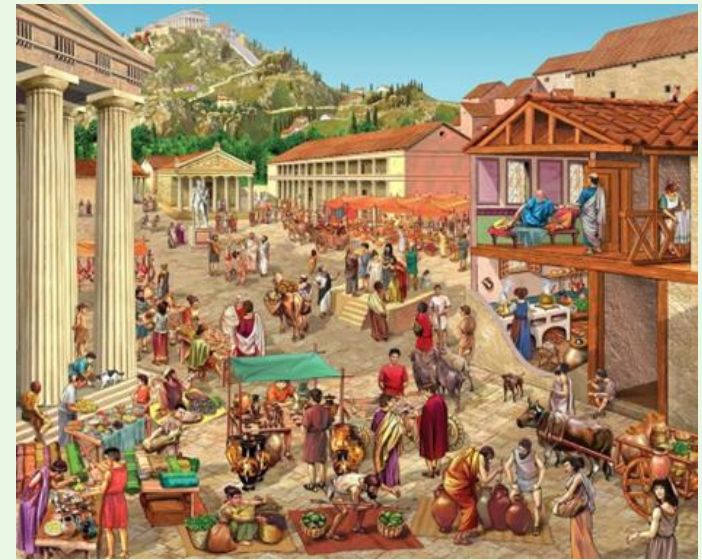
Tržnice - minimalne promjene kroz povijest....

Markets - minimal changes throughout history...

Postoje nekoliko tisuća godina

Od nekadašnje drvene daske na nogarima i voštanog platna

do današnjeg štanda ili klupe (drvo, kamen) natkrivene ceradom ili suncobranom...



- They have existed for several thousand years
- from the former wooden board on legs and waxed canvas...
- to today's stand or bench (wood, stone) covered with a tarp or umbrella...

Percepcija kupaca – jamstvo za održivost tržnica

Customer perception - a guarantee for the sustainability of markets

Tržnice su mjesta s
lokalnom hranom i mjesta
za druženje i okupljanje

Markets are places with
local food and places for
socializing and gathering

Gospodarski

Socijalni i

Kulturni aspekti

- Economical
- Social and
- Cultural aspects

Utjecaj tržnica na ruralni razvoj

The influence of markets on rural development

Izravna prodaja i kontakt s potrošačima –povjerenje

Radna mjesta

Brza naplata

Promocija tradicijskih proizvoda sela

Promicanje obiteljskog poduzetništva

Veća dodana vrijednost proizvoda

Poticanje diverzifikacije djelatnosti na selu

Agrobiološka i krajobrazna raznolikost –„ključ“ sigurnosti hrane i okoliša

Očuvanje starih tradicijskih zanata i kulturne baštine sela

Turistička promocija sela

- Direct sales and contact with consumers - trust
- Jobs
- Quick payment
- Promotion of traditional village products
- Promotion of family entrepreneurship
- Greater added value of the product
- Encouraging the diversification of activities in the countryside
- Agrobiological and landscape diversity – the "key" to food and environmental security
- Preservation of old traditional crafts and cultural heritage of the village
- Tourist promotion of the village

Tko se nalazi i dolazi na tržnice?

Who is there and comes to the markets?

Tržnica / Market

Mjesto "trgovine iz ruke u ruku, oči u oči"

A place of "trade from hand to hand, eye to eye"

Proizvođači Producers

OPG
Family farms
Obrti / Crafts
Zadruga
Cooperatives

"Mali" seljaci
„Small" Farmers

Potrošači Consumers

Gradski
kupci

City
customers

Mali trgovci Ugostitelji i obrtničke djelatnosti

Small traders
Caterers
and crafts
activities

Tržnice u Hrvatskoj

Markets in Croatian



Stalna
infrastruktura

Rade svaki dan –
u pravilu

Permanent
infrastructure

They work every
day - as a rule

Uglavnom
gradske
komunalne tvrtke

Koncesije

Mainly city
utility
companies

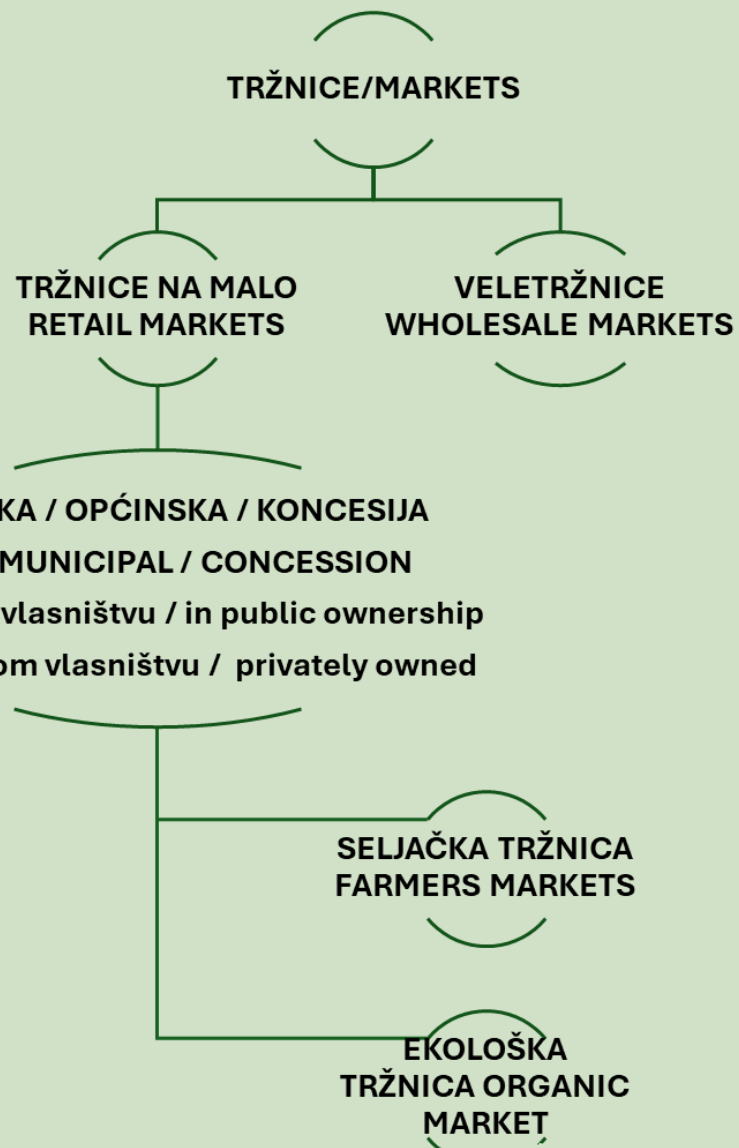
Concessions

Prostor u
središtu gradova
– atraktivan

Procjena - 90-
tak tržnica u
Hrvatskoj

Space in the
center of cities –
attractive

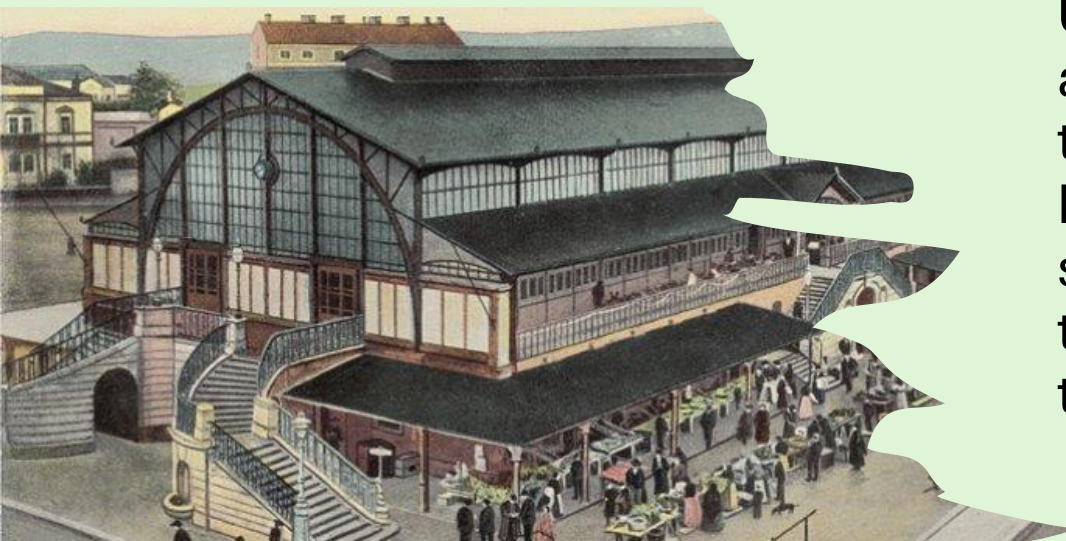
Estimate - about
90 markets in
Croatia



Tržnice - podjela u HR
Markets – division in CRO

Procijenjeni potencijalni kapaciteti svih tržnica u gradovima HR
Estimated potential capacities of all markets in the cities of the Cro

Kategorija / Category	Vrijednosti / Values
Broj tržnica Number of markets	96
Broj zaposlenika Number of employees	1.152
Površina tržnica Market area	432.000 m²
Broj klupa, štandova, kioska... Number of benches, stands, kiosks...	28.800



Uz tržnice se veže i specifična arhitektura koja je uvažavala potrebe tradicionalnog oblik trgovanja. Markets are associated with a specific architecture that respected the needs of the traditional form of trading.



Modernija arhitektura tržnica
također prati potrebe
tradicionalnog oblika trgovanja.
The more modern market
architecture also follows the
needs of the traditional form of
trading.



udruga
hrvatskih
tržnica

- Udruga hrvatskih tržnica
- Association of Croatian Markets
- Utemeljena 2000.
- Since 2000th



Vizija UHT / The vision of UHT

- Interaktivna mjesta u središtima urbanih prostora koja omogućuju svim slojevima građana pristup sezonskoj, svježoj i lokalno uzgojenoj hrani poštujući načela održivosti i tradicije.
- Interactive places in the centers of urban spaces that enable all classes of citizens to access seasonal, fresh and locally grown food respecting the principles of sustainability and tradition.

OPĆI
STRATEŠKI
CILJ UHT-a
GENERAL
STRATEGIC
GOAL OF
UHT

- Povećanje potrošnje lokalno proizvedene hrane na tržnicama
- Increasing the consumption of locally produced food in markets

Strateški ciljevi razvoja / Strategic goals of development



mjesto ponude svježe lokalno uzgojene hrane (hrana s malo kilometara i potpisom proizvođača)

a place to offer fresh locally grown food (food with few kilometers and the manufacturer's signature)



javno dobro (kulturno, društveno i gospodarsko)
public good (cultural, social and economic)



mjesto očuvanja okoliša i prirode (izvorne sorte voća, povrća te pasmina domaćih životinja)

a place of environmental and nature conservation (original varieties of fruits, vegetables and domestic animal breeds)



živo gradsko središte (susreti građana, poljoprivrednika, turista, obrtnika...)

lively city center (meetings of citizens, farmers, tourists, craftsmen...)

Uloga tržnica i UHT-a / The role of markets and ACM

- Preservation of biodiversity and traditional family farming
- Encouraging cultural diversity and preserving traditions
- Mitigating business risks for farmers and securing a future for young people in agriculture
- Encourage consumers to increase their purchase of local food
- Ensuring the direct sale of food and quick supply of food to citizens
- Increasing the inclusion of all social groups and access to fresh, seasonal food to improve their living conditions (health)
- Educating and raising generations of generations so that they know how to recognize and adopt the habit of buying fresh, healthy and local food.

Očuvanje bioraznolikost i tradicionalnih obiteljskih gospodarstava

Poticanje kulturne raznolikost i očuvanje tradicije

Ublažavanje poslovnih rizika za poljoprivrednike i osiguranje budućnost za mlade u poljoprivredi

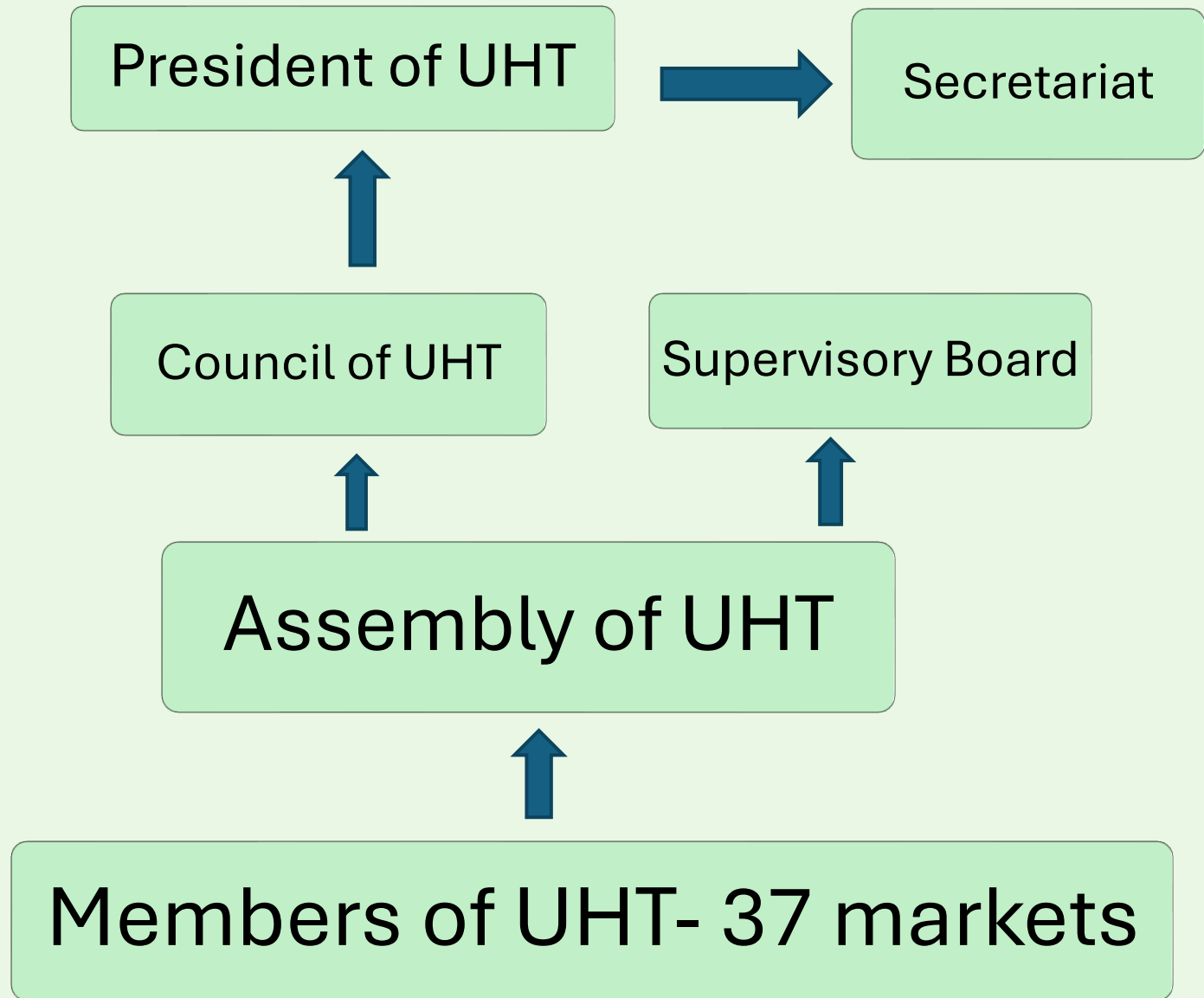
Potrošače potaknuti da povećaju kupnju lokalne hrane

Osiguranje izravne prodaje hrane i brze opskrbe građana hranom

Povećanje uključivost svih društvenih skupina i pristup svježoj, sezonskoj hrani radi poboljšanje njihovih životnih uvjeta (zdravlja)

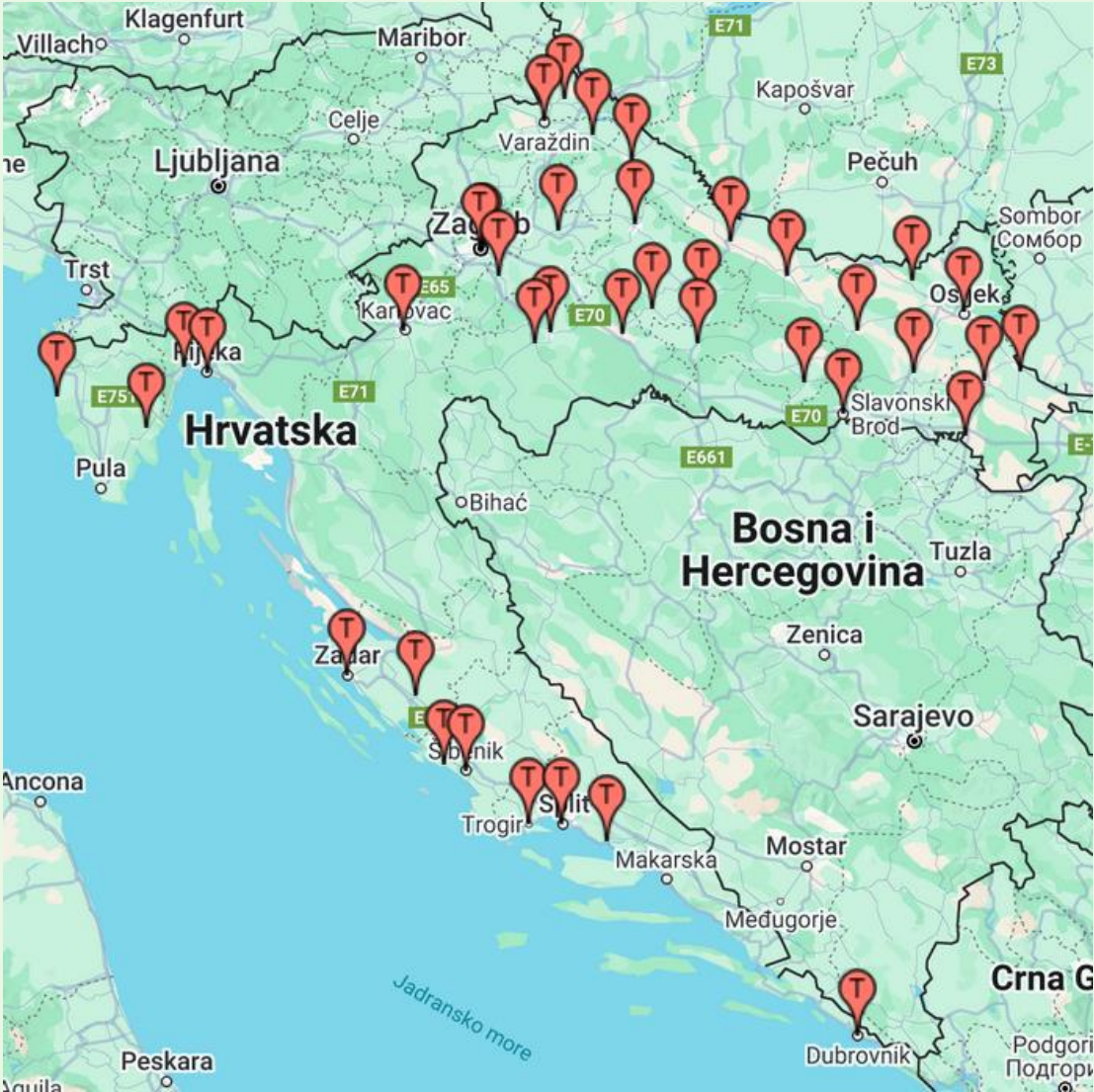
Educiranje i odgajanje generacija naraštaja kako bi znali prepoznati i usvojiti naviku kupovanja svježih, zdravih i lokalne hrane.

Organizational scheme of UHT

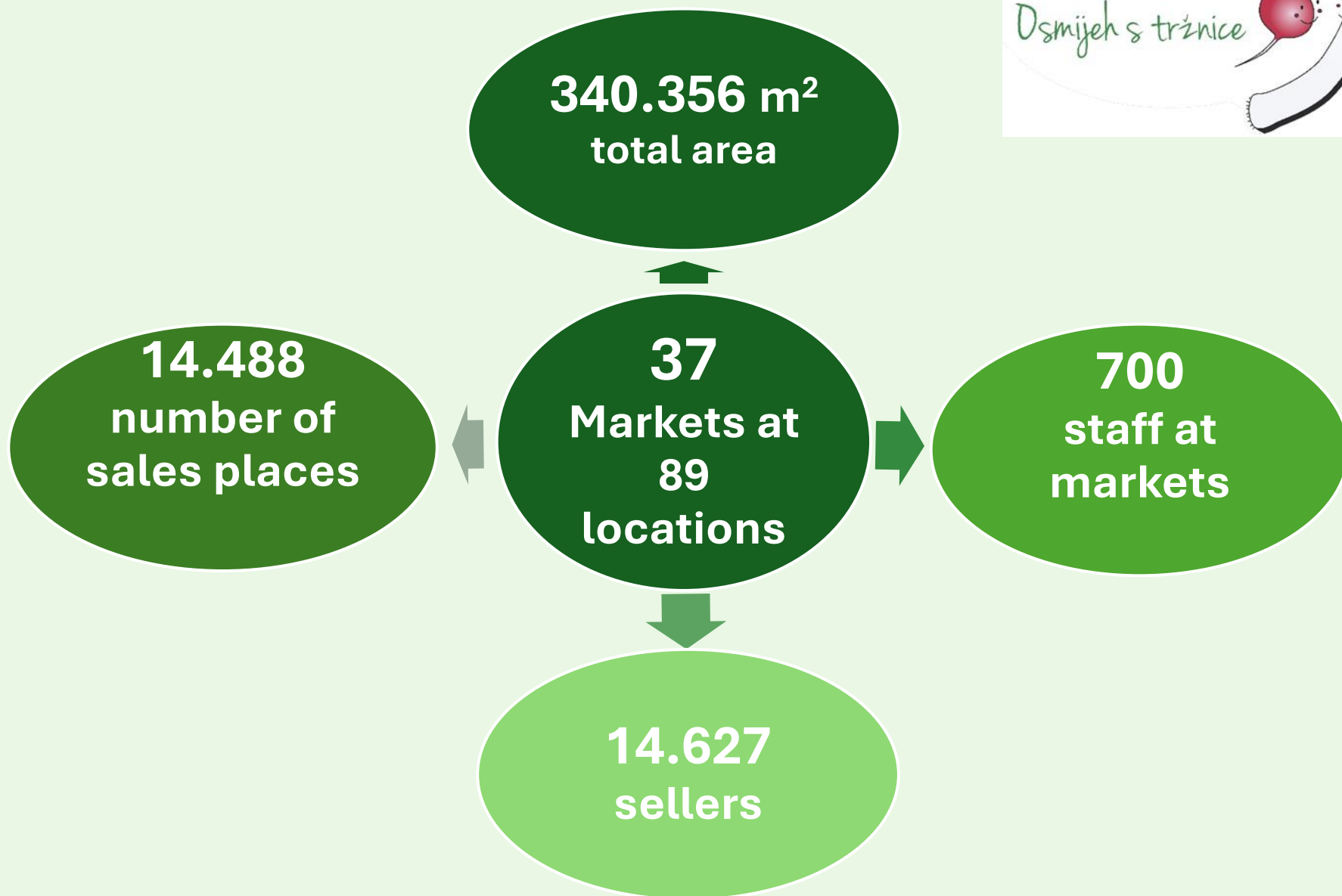


Members of UHT - Markets in cities

City	City
Zagreb	Koprivnica
Split	Vrbovec
Rijeka	Kutina
Osijek	Velika Gorica
Labin	Trogir
Karlovac	Virovitica
Varaždin	Zadar
Slavonski Brod	Šibenik
Sisak	Dubrovnik
Bjelovar	Plodine Zagreb
Đakovo	Daruvar
Županja	Petrinja
Vinkovci	Pleternica
Vukovar	Opatija
Našice	Vodice
Pakrac	Garešnica
Belišće	Omiš
Čakovec	Poreč
	Benkovac



UHT – u brojkama / in numbers...



Vjerovali ili ne... / Believe it or not...

- **mi smo najveći „trgovački lanac” u Hrvatskoj**

- **we are the largest "trade chain" in Croatia**

- pokrivamo područje od oko 2.3 mil. stanovnika
- we cover an area of about 2.3 million inhabitants
- prodajemo hranu na 89 lokacija i više od 340.000 m²
- we sell food in 89 locations and more than 340,000 m²
- **Samo smo raštrkani i šaroliki... i ne stavljamo letke po sandučićima...**
 - **We're just scattered and motley... and we don't put flyers in mailboxes...**

Budućnost tržnica u Hrvatskoj – ukratko

The future of markets in Croatia - in brief

Raste svijest o vrijednosti i potrebi lokalne proizvodnje hrane
Awareness of the value and need for local food production is growing

Traže se jamstva da je nešto lokalno/domaće, ali...
Guarantees that something is local/domestic are sought
but...

Smanjuje se broj malih i srednjih proizvođača – OPG-a
The number of small and medium-sized producers – Family farms - is decreasing

Postoji izazov, ali i rješenje

There is a challenge, but also a solution

Ukoliko se nastavi trend opadanja broja OPG-a doći će neminovno i do postupnog gašenja tržišta.

If the downward trend in the number of OPGs continues, markets will inevitably close down gradually.

Naša udruga nudi svoje znanje i iskustvo i pozivamo sve odgovorne dionike u odlučivanju o razvoju tržišta da zajedno doprinesemo održivosti tržišta.

Our association offers its knowledge and experience and we invite all responsible stakeholders in deciding on the development of markets to contribute together to the sustainability of markets.

Jedan od dobrih načina je i uključivanje u projekte koje UHT provodi...

One of the good ways is to get involved in the projects that UHT implements...

ASSOCIATION OF CROATIAN MARKETS

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croatia
www.uht.hr

Thank you for your
attention!

...

And visit our
markets!

