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*Short food Supply Chains:  
GEOGRAPHIC INDICATIONS, SMALL-SCALE and ORGANIC FARMING*

*VISEGRAD Best Practices 4 GEORGIA*



DEVELOPMENT POLICY  
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### **Summary:**

Small scale and organic plant farming is continuously growing, consumer demand for healthier lifestyle is driving EU small & organic markets solid expansion. Methods of cultivation are becoming more and more innovative, effective and productivity is boosting in a sustainable way. The essays collected in the present volume investigate diverse areas related to organic food market in EU countries. The paper evaluates EU countries experience in small scale and organic farming, reviewing present law and regulation on bio & organic product, short food supply chains & community agriculture, organic labelling, food safety and certification bodies. Additionally, a number of EU examples of bio, organic, eco businesses and short food supply chains are provided.

### **ORGANIC FOOD MARKET IN POLAND**

Poland is one of the biggest agricultural producer within the European Union's (EU) member states. According to the principle of primacy of EU law over national law, Poland adheres to the standards adopted in Community law. Following this rule, the organic market in Poland is regulated in full and directly by EU Regulations. These are:

- Basic COUNCIL REGULATION (EC) No 834/2007 of 28 June 2007 on organic production and labeling of organic products and repealing Regulation (EEC) No 2092/91;
- COMMISSION REGULATION (EC) No 889/2008 of 5 September 2008 laying down detailed rules for the implementation of Council Regulation (EC) No 834/2007 on organic production and labeling of organic products with regard to organic production, labeling and control;
- Commission Regulation (EC) No 1235/2008 of 8 December 2008 laying down detailed rules for the implementation of Council Regulation (EC) No 834/2007 as regards the arrangements for imports of organic products from third countries.

The organizational system of organic farming in Poland is regulated by the Act of 25 June 2009 on organic farming (Journal of Laws No. 116, item 975). Other core Polish acts are:

- Act of 30 August 2002 on the conformity assessment system (Journal of Laws of 2010, No. 138, item 935) as amended;
- Act of 5 December 2014 amending the Organic Agriculture Act (Journal of Laws of 2015, item 57) Legislation is in force in its' updated wording. All legal acts concerning Polish organic farming are available at [www.minrol.gov.pl](http://www.minrol.gov.pl).

### **Control System of Organic Agriculture and Certification**

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In Poland, as in most EU countries, control tasks have been delegated to certification bodies, authorized and supervised by the designated competent authority. The organic agriculture and distribution market is composed of the following State and private institutions:

- The Minister of Agriculture and Rural Development, authorizes certifying units to conduct controls and issue certificates;
- Agricultural and Food Quality Inspection in Poland, supervises certifying units and organic production supervision. Agricultural and Food Quality Inspection cooperates, among others, with the following State institutions:
  - Office of Competition and Consumer Protection;
  - Veterinary Inspection regarding fodder production;
  - State Plant Health and Seed Inspection;
  - Polish Accreditation Centre – a body accrediting certifying units;
  - Private authorized certifying units accredited regarding organic farming, in accordance with Standard PN-EN ISO/IEC 17065: 2013-03 General requirements concerning units handling product certification systems. Only certified entities that are accredited by the Polish Center for Accreditation can receive the Minister of Agriculture's permission for business activity.

## **Labelling of Organic Products**

Certified farms and processors can market products labeled with an EU organic logo as a guarantee of organic quality. In addition, other logos, national and private, and the certification body's logo, can be used in the Polish market. Organic food offered to an individual consumer must comply with all provisions for authorized food products and should be packaged in individual packages and labelled as such. This additional requirement does not need to be fulfilled if the seller is a farmer who has a current certificate on which products offered for sale are listed, or a store controlled by a certification body, with a current certificate where organic food may be sold in bulk.



EU organic product label

The so called eco-label of a food product lists information applicable to all food products such as the name of the product, the name and address of the producer, the date of manufacture, the shelf-life, etc. In addition, the label



contains the authorization number assigned to the certification body [PL-EKO-01] by the Minister of Agriculture and Rural Development and the EU logo of organic farming.

### **Polish Organic Agricultural Production**

Polish organic area accounted for 5.2 percent of the organically farmed land in the EU28 in 2015. Total organically farmed area amounted to 657,902 Ha in Poland. The total organic area is the sum of the 'area under conversion' and the 'fully converted area'. Before an area can be considered 'organic', it must undergo a conversion process. Fully converted into organic farming area shared 73.6 percent of the total organic agricultural land in Poland. The proportion of the area already fully converted to organic farming and the area still under conversion shows good potential for the further growth of organic farming in Poland. The increase in area between 2004 and 2014 was spectacular, beginning with 84,000 Ha and reaching 658,000 Ha. Despite this rapid growth, organic farming's share is still much lower in Poland than in the EU leading organic producer countries. An upward trend in organic area is expected in the near future as the demand for organic products and the organic market are forecast to grow in Poland.

Source: [www.gain.fas.usda.gov/Recent%20GAIN%20Publications/Organic%20Market%20in%20Poland\\_Warsaw\\_Poland\\_4-10-2017.pdf](http://www.gain.fas.usda.gov/Recent%20GAIN%20Publications/Organic%20Market%20in%20Poland_Warsaw_Poland_4-10-2017.pdf)

### **SHORT FOOD SUPPLY CHAINS IN POLAND**

New forms of organization within short food chains are being initiated from the bottom up, by farmers or consumers. It is a social innovation that transforms the traditional direct sales system (usually at marketplaces) into new forms of interaction with the consumer, within a trust-based network.

Participating in short food supply chains (SFSCs) is one of the effective ways to make use of small farm potential and to combine farming with other economic activity. As the research shows that creation of SFSC also facilitates the diffusion of the most sustainable production models as the proximity to consumers and their demands leads to the need for more environmentally responsible farming practices. It also allows for the creation of new forms of cross-linking between producers and consumers, which are observed in theoretical governance models. Due to the growing supply of local, ecologically-friendly and traditional products, well-organized shopping networks can be considered to have a chance for economic success, but they also become opportunities for the development of small farms. Collaborative networks and social innovations are crucial factors forming successful SFSCs.

Source: [www.mtakti.hu/wp-content/uploads/2017/08/Organised-Session-8-FIN.pdf](http://www.mtakti.hu/wp-content/uploads/2017/08/Organised-Session-8-FIN.pdf)

In Poland, a strong attachment to tradition and natural production processes gives open-air markets great possibilities for development. Based on data collected by the Central Statistical Office in Poland, the overall number of openair markets in 2011 reached almost 9000. We can distinguish permanent and seasonal markets among open-air markets. Seasonal markets are places located on squares or streets where, for a period of 6



months, retail outlets are in operation. It is connected with the seasonal increase of demand caused by, e.g. holiday, and this activity is repeated in other seasons. Whereas, permanent markets are specific areas or buildings (at squares, streets, market halls) with permanent or seasonal retail sales outlets or equipment designed to trade every day or on specific days of the week.

The number of seasonal markets is much higher than permanent ones, which is strongly connected with the seasonal character of agro-food production in Poland, as well as with holidays. The number of permanent markets has been quite stable over the years and fluctuates at around 2000. However, we can observe a slightly decreasing trend in the overall area of open-air markets

According to a survey conducted for the European Commission by IPSOS, Poles are the biggest supporters of purchases in such places (open-air markets) in Europe. Almost half of consumers in Poland usually buy fruits and vegetables at open-air markets, while the EU average is only 33 percent. In the case of meat products, nearly 29% of consumers in Poland declare purchasing at open-air markets. The average for EU countries in this category of products is about 11%.

In recent years, processors and retailers gained a high share of food market value in conventional food chains. Farmers sell basic goods at a low price and they have trouble getting a satisfactory return on sales. This is especially true for small farms. Globalization and a greater concentration of food distribution resulted in an increase in the difference between production costs (3.6% per year since 1996), consumer prices (3.3% annually) and prices for farmers (2.1% per year). In this context, the development of short supply chains can increase the bargaining power of farmers and inhibit the negative effects of globalization and concentration of the food sector. Zepeda and Li [2006], Darby et al. [2008] suggest, on the basis of empirical research, the possibility of increasing the participation of farmers in the retail price by the development of local food systems. This can be achieved in several ways: by eliminating some of the intermediaries, enabling direct sales to consumers by adding local value (processing), extending the scope of our products and increasing the sales price through regional branding and other awards. Local Food Systems make it possible to provide farmers with higher incomes and restore the balance of power in the food chain.

Source: [www.ageconsearch.umn.edu/bitstream/205267/2/16-6-Bareja.pdf](http://www.ageconsearch.umn.edu/bitstream/205267/2/16-6-Bareja.pdf)

Direct sale is referred to in tax regulations (Art. 21 Paragraph 1 Subparagraph 71 and 72 of the Act on Personal Income Tax<sup>6</sup>) and detailed regulations (Decree of the Minister of Health of 6 June 2007 on the direct supply of foodstuffs, Decree of the Minister of Agriculture and Rural Development of 29 December 2006 on veterinary requirements for the production of products of animal origin intended for direct sale, Decree of the Minister of Agriculture and Rural Development of 8 June 2010 on detailed conditions for the recognition of a marginal, localized and restricted activity<sup>8</sup>). However, there is no complex and uniform regulation which would specify the place of direct sale within agricultural development. The above mentioned regulations define limits as well as subject and object criteria which qualify it for a privileged regime concerning: income tax, registering business



activity, hygienic and sanitary requirements and administrative procedure of commencing direct sale. However, they do not qualify sale as agricultural activity.

Source: [www.rivistadirittoalimentare.it/rivista/2012-04/KAPALA.pdf](http://www.rivistadirittoalimentare.it/rivista/2012-04/KAPALA.pdf)

Until the end of 2015, farmers could sell directly only unprocessed products; in order to sell processed food, they had to register and obtain the required permits. Since January 2016, farmers are able to sell their food without registering, and their operations are taxed at 2% of their sales volume, with turnover not to exceed 0.6 million PLN per annum.

In 2016, legislation entered into force, including on the scope of direct sales of animal products. It introduced convenient changes, including the following:

- extending the catalogue of products marketed not only on farms; increasing established production quantity limits, as well as new products;

- allowing for exceeding direct sales volume by entities in a given week, provided that consent has been granted by a competent po

viat veterinary officer;

- preserving annual sales limits;

- lifting – under certain conditions – restrictions on direct sales during fairs and exhibitions organized for promotion purposes in Poland; introducing “collective sales” during events. These measures are intended to facilitate entities (e.g. farmers) to sell directly products of animal origin without the need to register their business operations (as of 28 September 2015 there were over 7.3 million registered entities). It is also easier to reach the final consumer.

Source: [file:///C:/Users/foxadmin/Downloads/AMME\\_1\\_2\\_2015\\_Borowska.pdf](file:///C:/Users/foxadmin/Downloads/AMME_1_2_2015_Borowska.pdf)

## **EXAMPLES ORGANIC BUSINESSES AND SFSC IN POLAND**

**BioBazar in Warsaw** - For over four years, a former manufactured plate and metal elements factory, abandoned in 1982, reincarnates every Saturday morning and Wednesday afternoon into an organic market. In a post-industrial environment, and a building dating back over one-hundred-years, visitors can buy organic vegetables, fruit, dairy products, bread, cured meats, chickens, wine, tea and coffee, as well as ready-made traditional dishes like dumplings or regional delicacies like “piróg biłgorajski” (a cake with potatoes and buckwheat). The market is exclusively for organic growers, and certificates are checked – although uncertified produce is allowed in the absence of alternatives (for example fish from sustainable fisheries). Customers can drink Fair Trade coffee, take part in cooking workshops, and participate in innovative recycling schemes – exchanging used batteries and old



computer hardware for spruce trees in flowerpots or flower seedlings. Around three thousand people visit the BioBazar every Saturday, and over 20,000 follow the market on Facebook. Producers pay fees and give in a percentage of their revenue; and feel there is no other place in Warsaw that enables them to earn so much in one day

**Local Products from Malopolska** is a local food system through which producers from 10 territories in Malopolska connect with consumers (see [www.produktlokalny.pl](http://www.produktlokalny.pl)). Initiated in 2011 by the Polish Environmental Partnership Foundation – an NGO supporting grassroots environmental action - Local Products from Malopolska is co-created by a group of approx. 100 farmers/producers and approx. 15 local NGO, business and public sector partners, including the regional government authorities. With 142,900 agricultural holdings, averaging 4 ha in size and highly fragmented, Poland's Malopolska region represents an opportunity to turn increasingly socially and economically excluded rural areas into a resource for building food security for rural and urban populations based on access to locally-produced food of known-origin (traceable). The main access to market for farmers/producers participating in Local Products from Malopolska is the farmers' market, where consumers buy directly from farmers. The Foundation and its partners have organised two such markets in Krakow, operating every Wednesday and Saturday. This caters to approx. 100 farmers/producers who now regularly sell through the markets and use them to build their own customer base – encouraging preordering, on-farm sales etc.

**On-line stores** : offering local food include [www.odrolnika.pl](http://www.odrolnika.pl), [www.ekomiodok.pl](http://www.ekomiodok.pl), [www.ecomania.com.pl](http://www.ecomania.com.pl), [www.jesz-zdrowo.pl](http://www.jesz-zdrowo.pl).

**Wąsowo Farm** has a couple of distribution channels - in the store on the farm, in the store in Poznan, next to International Fairs Center and delivery service in Poznan and its surrounding, if the order's value is at least 100 zlotys. For more information: [www.sklep.wasowo.com.pl/obrazki/cennik\\_poznan%20detal.pdf](http://www.sklep.wasowo.com.pl/obrazki/cennik_poznan%20detal.pdf) All products are organic, and they can be chosen from vegetables, fruits, pierogis, wide range of pickles, eggs, fresh juices and ready-made meals.

**Food market Hala Mirowska in Warsaw** – Hala Mirowska is a historic market in the centre of Warsaw. There are two market buildings, an open air market between them and a lot of street peddlers everywhere around. It is a market that offers fresh *produce* market, mainly locally grown food. It is a place that is frequently visited by Warsaw restaurateurs. [www.pl-pl.facebook.com/pg/naszahalamirowska/about/?ref=page\\_internal](https://www.pl-pl.facebook.com/pg/naszahalamirowska/about/?ref=page_internal)

**Food fairs** organized by the association Otwarte Wrota (Open doors) from eastern part of Mazowieckie Province. The fairs offer traditional and organic food and they take place on average every 2 weeks in Otwock and Warsaw throughout the whole year. The full list of around 30 organic farmers who supply the products is available on-line. [www.ekolandwschodniomazowiecki.pl/otwarte.php](http://www.ekolandwschodniomazowiecki.pl/otwarte.php)

**Organic Bazaar in Wroclaw** – the bazaar is organized in different locations in Wroclaw throughout whole year. The bazaar offers different seasonal products, as well as read-made meals and traditional and organic foodstuff. [www.facebook.com/Kr%C3%B3tka-Droga-Bazar-Ekologiczny-157220861063181/?ref=page\\_internal](https://www.facebook.com/Kr%C3%B3tka-Droga-Bazar-Ekologiczny-157220861063181/?ref=page_internal)



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**Jakub's pack** – *Paczka Jakuba* is a delivery service of locally produced foodstuff (fruits, vegetables and other processed, quality, organic foodstuff) in Krakow. Food is delivered every Saturday. The minimum value of the order is 59 zlotys (around 15 E). [www.lokalnazywnosc.pl/paczka-jakuba](http://www.lokalnazywnosc.pl/paczka-jakuba)

**Automatic Raw Milk Machine** – which dispenses non-homogenized, non-pasteurized milk from cows that are never treated with antibiotics in different locations in many Polish cities. The list of the automatic raw milk machines is available on-line [www.mlekomaty.org/mlekomat/2.191.lista-mlekomatow/](http://www.mlekomaty.org/mlekomat/2.191.lista-mlekomatow/)

**Stores on the farms in Dolnoslaskie Province** – farmers offer certified and non-certified produce from their farms. [www.dodr.pl/III/4/1/3/6/8.pdf](http://www.dodr.pl/III/4/1/3/6/8.pdf) Many of the farmers deliver food by themselves to the customers in Wroclaw and its neighborhood. The couple Małgorzata i Jan Wójcikowie –farmers from z Kamieniec Wrocławski run a store on their farm near Wroclaw from 2005. The store is open every day 4-6.30 pm for those who come back from work in the city.

**Organic apiary and its store** in the north of Poland - [www.ekobarc.pl/kontakt.php](http://www.ekobarc.pl/kontakt.php) Two brothers continue the tradition of honey making, after their dad opened his first apiary in 1954. Their honey is on the list of traditional honeys by the Ministry of Agriculture.

**Organic store in Warsaw**- store called Organic farmer *Rolnik ekologiczny* in Warsaw that was set up in 2001 in Warsaw by a group of local farmers. [pl-pl.facebook.com/rolnikiekologiczny/](https://pl-pl.facebook.com/rolnikiekologiczny/)

**Organic store in Ostrowiec Świętorzyski** – a couple of farmers opened a shop in 2000 with nowadays 95 certified foodstuffs that they sell in their shop in the city. They are members of culinary heritage association of Swietokrzyskie Province. [www.culinary-heritage.com/foretag.asp?sprakid=4&regionid=64&foretagid=3002](http://www.culinary-heritage.com/foretag.asp?sprakid=4&regionid=64&foretagid=3002)

**Consumers' cooperative in Pruszcz Gdanski** – is an enterprise run by consumers and managed democratically which aims at fulfilling the needs and aspirations of their members. Thehas its new pick-up place next to the railway station in Pruszcz. The food and handicrafts come from local producers in Gdansk region. [pl-pl.facebook.com/koopruszcz/](https://pl-pl.facebook.com/koopruszcz/)



## **ORGANIC FOOD MARKET IN SLOVAKIA**

The Slovak organic market began to slowly evolve in 2002, when health food stores called "Health Shops" started also offer organic products. After Slovakia joined the EU in 2004 organic farming experienced rapid growth. The number of organic farms increased from 127 in 2004 to 486 in 2014, when it was organically farmed around 9 % of agricultural land.

While the average size of a Slovakian organic farm is 296 ha, there are some organic holdings with a few thousand hectares, which are cultivating mostly grain. Wheat, rye, barley and spelt are the most important crops; but peas, sunflower, buckwheat, oats, potatoes and feed grain are also common. The most common organic vegetables are asparagus, carrots, parsnips and beetroot, which are often used for the production of baby food.

There is currently only one private certification body in Slovakia, but two others are on the way to being licensed. In 2002 the Slovakian logo „Eko poľnohospodárstvo“ for organic farming and its products was introduced.

As follows from research and analysis agency Green Marketing, a total turnover of organic food in Slovakia reached 4.6 million Euro, already in 2008. Average consumption per capita was only around 0.85 Euros. Approximately 70% of organic products are sold through retail chains, the other 30 % are sold through health food stores and organic food. The share of organic food in total food market represents only 0,1 %.

Slovakia directly exported to neighboring European countries 90 % organic products because of insufficient demand for organic food. This trend was mainly due to the limited availability of organic food because consumers could purchase organic products only in specialized shops or directly on organic farms. Once the organic market began to enter the retail chains, the organic food became more accessible. The Slovak organic market retailers entered in the following order: in 2003 Carrefour followed by Coop Jednota in 2004 and even later in 2007, Tesco.

Widespread form of sales of organic products is also called direct yard sale. This form, however is still behind in Slovakia, despite the fact that in 2011 was adopted legislation that allows small farms to sell their organic products to potential buyers. The direct options of yard sale are included in government regulation 359/2011 and 360/2011 which added Slovakia after many years to the other countries in the European Union, which are subject to the same health conditions that allow farmers to sell their own produce fresh milk, meat, cheese, fish, honey and other animal products directly from their yard.

Source: [www.ekoconnect.org/tl\\_files/eko/p/Infobrief/30/ib30\\_en.pdf](http://www.ekoconnect.org/tl_files/eko/p/Infobrief/30/ib30_en.pdf)

## **SHORT FOOD SUPPLY CHAINS IN SLOVAKIA**

### **Practical application of direct farm sale in Slovakia**



Many farmers, but also people in the country are wondering how to actually the direct farm sales work. For this is necessary to first clarify the legislative framework for actors to welcome exercise farm sale and subsequently become familiar with the legislative amendment itself practical implementation of this kind of business.

If your animal does not behave as a natural person - entrepreneur or a legal person within the meaning of the Commercial Code, you can their surplus pig-sticking (made by Act 39/2007 Coll veterinary care) implemented directly by final consumers, neighbors, colleagues and so on. Condition for the realization of the amount of killing animals for private domestic consumption according to the above regulations. For your own protection is recommended and accurate identification (for example no. IP) persons to whom the surplus realized. At the same breeder fully responsible for wholesomeness.

#### **Slovakia Government Regulations no. 852/2004 on the hygiene of foodstuffs**

From 11.01.2011 is valid: 1 / Government Regulation no. 359/2011 laying down requirements for certain food establishments and for small quantities (that repealing / / Government Regulation č.283/2009) 2 / Government Ordinance no. 360/2011 laying down the health requirements for direct sales and delivery of small quantities of primary products of plant and animal origin and the supply of milk and milk products to the final consumer and other retail establishments (that repealing Regulation Government č.352/2009).

#### **Operations that do not fall within the concept of primary production, even if they are carried on the farm:**

- production of cheese, cottage cheese and butter on the farm,
- slicing, peeling and packing vegetables,
- packing and grading eggs,
- preparation of fruit juice.

Practical arrangements for the Direct farm sale of Government Regulation provides for Justice of the Slovak Republic. 360/2011 Z. z. Laying down the sanitary requirements for direct sales and delivery of small quantities of primary products of plant and animal origin and the supply of milk and milk products to the final consumer and other retail establishments.

Regulation provides requirements applicable in the Slovak Republic to the following two areas:

- establishes sanitary requirements for direct sales and delivery of small quantities of primary producers of primary products to the final consumer or to local retail establishments and regulates the responsibilities of these local retail establishments (as specified in § 2-7),
- these small quantities of primary products must come from our own production, farming, fishing, farm or business primary producer. Primary producer must be on those activities separately registered.



For the purpose of supply of small quantities of primary products to the defined term "local retail establishment." It is a retail outlet, properly equipped market place, retail caterers. This definition excludes supermarkets, distribution centers, wholesale outlets, peddle, mail order, internet or intermediate sale, the local retail establishment it apart from the direct sale to the ultimate consumer / Including the dishes prepared on the spot of the supplied small quantities of primary products / must also supplied small quantities marketed. The final consumer can the following use only bought food for private domestic consumption.

The primary products of animal origin, are defined local retail establishment more and more stringent. In addition to the above requirements is adequately equipped to store or mass caterer or marketplace, which is located more than 2 hours away from the territorial confines of the county. In addition, it cannot supply small quantities of primary products of animal origin in short stalls and tents, selling vehicles door selling.

Source: [www.ezat.sk/EN/gastronomy/prakticky\\_rezim](http://www.ezat.sk/EN/gastronomy/prakticky_rezim)

#### **EXAMPLES OF SFSC AND ORGANIC BUSINESSES IN SLOVAKIA:**

1. Organic wine produced in Slovakia, The winery Organic was opened in 2013, and can still be regarded as revolutionary in the field of natural wines in Slovakia. The wines produced are of exceptional quality, mainly due to the complete absence of the use of any chemicals and harmful substances. Wine is produced without any addition of SO<sub>2</sub>, which is a common industrial practice. [www.organicwine.sk/en/](http://www.organicwine.sk/en/)
2. Slovakia - Farm Direct Deliveries (sales at a distance), Fructop Slovakia is an example of a farm direct delivery scheme which operates online. The farmers producing fruits are identifiable through the website and on the packaging. [www.fructop.sk/](http://www.fructop.sk/)

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## ORGANIC FOOD MARKET IN THE CZECH REPUBLIC

The Ministry of Agriculture defines organic products as those products produced in accordance with the Czech law 242/2000 Coll. on organic agriculture, Council Directive 834/2007 and EU Commission Directive 889/2008. The Ministry of Agriculture mentions on its webpage health benefits and quality of organic products. “Organic products, unlike conventional, do not contain any chemical additives, preservatives, stabilizers, nor artificial colorings. It has been proven that organic products have a higher nutritional value and contain more vitamins and minerals than products from conventional agriculture. Organic vegetable has a lower content of nitrates by up to 50% and a lower content of pesticides by over 90% in comparison with conventional vegetable.” Organic products must be labeled “bio” and certified by the Ministry of Agriculture.

### Policy & Regulations:

Rules on organic products and the labelling of organic products were modified on July 1, 2012 (Regulation 505/2014/EU). Organic products from the EU, including those from producers in the Czech Republic, are required to carry the uniform logo (in the form of a green leaf with 12 white EU stars) and the appropriate code, which was voluntary previously. The country code where the organic product underwent the final inspection must also be included. In the case of the Czech Republic, it is “CZ.” The logo can only be used on products which derive at least 95% of their ingredients from organic agriculture. In addition to the uniform EU logo, a regional logo can also be used, which in the case of the Czech Republic is the “green zebra”, so-called due to the green stripes on the logo.



In November 2015, the government approved the Action Plan for the Development of Organic Farming, bringing new opportunities for both farmers and food producers. The new plan focuses more on the quality and productivity indicators of organic farming as opposed to the previous plan, which placed an emphasis on the expansion of cultivated areas. One of the objectives of the plan is to support domestic organic products, to increase their representation locally and to concentrate on products that can be produced in the Czech Republic and to decrease the need to be imported. Certification Organizations: Organic products are certified by the Ministry of Agriculture. Usage of the EU logo is voluntary for organic food from non-EU countries. Yet the control is undertaken in 11 countries on the basis of agreements on the equivalence of organic food control systems (e.g. Switzerland, the United States, Australia and New Zealand, Israel, Argentina, Costa Rica and India). The geographical origin of organic food can be identified by the appropriate country code. Control of products certified as organic is carried out by three organizations: Control of Organic Farming (“KEZ”, [www.kez.cz](http://www.kez.cz)), Biocont ([www.biocont.cz/en/biological-plant-protection.htm](http://www.biocont.cz/en/biological-plant-protection.htm)) and ABCert ([www.abcert.cz](http://www.abcert.cz)). Besides these private



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companies, the Central Institute for Supervising and Testing in Agriculture ([www.eagri.cz/public/web/en/ukzuz/portal/](http://www.eagri.cz/public/web/en/ukzuz/portal/)), under the Ministry of Agriculture, also controls organic products as of January 2010. General food control (not only of organic products) is done by the Czech Agriculture and Food Inspection Authority ([www.szpi.gov.cz/en/default.aspx](http://www.szpi.gov.cz/en/default.aspx)), Czech Trade Inspection Authority ([www.coi.cz/en/](http://www.coi.cz/en/)), State Veterinary Administration ([www.en.svscr.cz/](http://www.en.svscr.cz/)) and Customs Administration of the Czech Republic ([www.celnisprava.cz/en/Pages/default.aspx](http://www.celnisprava.cz/en/Pages/default.aspx)). The Association of Organic Farmers Pro-Bio tightened the rules for labelling organic food in 2014: the special local organic logo started to be awarded only to local organic food, thereby allowing Czech consumers to easily distinguish between local and foreign organic products.

Source:

[www.gain.fas.usda.gov/Recent%20GAIN%20Publications/Organic%20Product%20Brief Prague Czech%20Republic 12-15-2016.pdf](http://www.gain.fas.usda.gov/Recent%20GAIN%20Publications/Organic%20Product%20Brief%20Prague%20Czech%20Republic%2012-15-2016.pdf)

There is very little organic certified produce on sale at the markets, and this is not considered a priority by the market organisers. However 31% of the people questioned in a survey said they preferred to buy organic goods. This suggests there is a shift towards more informed, and conscious green consumption habits.

This appetite for organic produce means that Prague's farmers' markets may develop a more ethical approach in the future, but for the moment the focus is on access to local quality food. It is clear that farmers' markets in the Czech Republic have the potential to further increase in number and to develop new approaches to food provision and consumption. The short food supply chains, which include different forms of business organisations such as farmers' markets have experienced a rapid expansion in the Czech Republic.

Source: [www.foeeurope.org/sites/default/files/agriculture/2015/eating\\_from\\_the\\_farm.pdf](http://www.foeeurope.org/sites/default/files/agriculture/2015/eating_from_the_farm.pdf)

### **SHORT FOOD SUPPLY CHAINS IN THE CZECH REPUBLIC**

The number of farmers selling directly to consumers through short supply chains is growing. The on-line database of farmers contains more than 500 contacts to farmers selling directly to consumers. People are slowly getting used to buying food – especially primary products like vegetables, greens, fruits, but also milk, dairy products and meat – at farms or through various local delivery systems. And slowly but surely a new alternative system of producing and buying of food – community supported agriculture – is being established in Czech Republic too.

Community supported agriculture (CSA) responds to new consumer demands for a better, fairer more locally and ecologically embedded food supply system. The main goal of CSA is local production and consumption of food and support of environmentally and socially responsible farming. It complements a variety of alternative production and consumption models for local food and has a potential to be a crucial part of short supply chains and responsible food and farming system in future. CSA is built on the relationship between food producers and



consumers, who share the wealth of crops and the risk of crop failure as well. CSA guarantees local trustworthy food for consumers and provides respect and a decent living for farmers. It's a system based on solidarity and trust, elements highly necessary in today's food and farming system.

CSA partnerships are often formalized by contract between consumers and producers. Consumers and a particular producer agree on many aspects of food provisioning in advance. These include what products they would like to produce and receive in a particular season, which way it should be produced, fair payment and the obligations of consumers. This all can however vary and depends basically on the agreement between particular farmer and consumers.

There are about 20 CSA groups in Czech republic so far, which either already successfully operate or are seeking members or a farmer. Some of the initiatives are already a long time in the market – the eldest since 2008 – and some are relatively new. Their form varies: some take the classical pattern, when farmer in rural area and consumers from around establish a CSA group. Others, for example the community garden near Prague, involves all members contributing to the garden financially and with their own hands too.

The majority of these CSA initiatives act as a solidarity-based buying group, where a group of consumers commit to an existing farm for a whole or part-season delivery, and takes care only about the distribution from the pick-up point. Farming is the responsibility of the farmer and the community is not much involved. A smaller number are community-owned farms where a community (or an NGO) runs the farm itself, employs a farmer, or farming workers, and shares some or all of the whole harvest. These communities are then also responsible for the operation of whole enterprise.

Overall 17 farmers are involved in CSA in Czech Republic, more than half (10) of them are certified organic farmers, however others also declare that they follow the principles of organic farming. Concerning the consumers, there are roughly 500 members (usually families) involved in czech CSAs, which could mean approx. 1400 people who benefit from community supported agriculture in Czech Republic.

Although this is definitely quite a success, the number of both farmers and consumers involved in CSA could and should be higher. For development of responsible farming and local consumption, CSA included, there are two things needed. One is interest of consumers willing to consume local high-quality food produced in an environmentally and socially sustainable way. The second one is political support of this food and farming system.

And it's the Common Agriculture Policy (CAP) that influences agriculture and food most at the political level. Short supply chains and new forms of cooperatives, like CSA, which include local, high-quality food, reasonable prices and protections of the environment, should be supported by new CAP. They contribute to environmental, social and economic sustainability. This can be done by supporting ie. conferences and workshops on CSA and other short food supply chains – both for farmers and consumers, excursions to farms already involved in such a system, trainings for farmers selling directly to consumers and other similar actions. And of course by supporting sustainable farming – as not everything local is necessarily environmentally sound.



CSA then, is a small but growing phenomenon in Czech, with a bright future. What's needs is consumer and political will to bring it front and centre into people's consciousness.

Source: [www.arc2020.eu/agroecology/czech-republic/](http://www.arc2020.eu/agroecology/czech-republic/)

Demand for organic and locally produced food has significantly increased in the Czech Republic. Improved communication channels and platforms are needed to inform citizens about the availability of those products and to increase information about the way they have been produced, as well as the contribution of the CAP to such production and distribution methods. The project will help to improve ways in the country to connect farmers with consumers, to offer information about CAP and therefore encourage increased production and consumption of sustainable local produce. Info stands, information materials and websites will be established to achieve this.

Source: [www.arc2020.eu/agroecology/arc2020s-new-agroecology-project/](http://www.arc2020.eu/agroecology/arc2020s-new-agroecology-project/)

#### **EXAMPLES OF SFSC AND ORGANIC BUSINESSES IN THE CZECH REPUBLIC:**

**Community Garden Kuchyňka and Food Community** is based on the principle of sharing the risks and rewards of gardening in the city. Kuchyňka is seated in the capital city of Prague and consists of 0,3 ha of land and roughly 20 member families. Its aim is to produce food (mostly fruit and vegetables) for up to 30 local residents and provide access to local organic farmer's produce for many more by means of establishing a CSA group that will provide members with quality food and farmers with a community of committed partners. Among other aims of Kuchyňka is a revitalisation of abandoned space in the city and also positive neighbour relations and community building. Last but not least Kuchyňka works for integration of homeless and socially disadvantaged people to local community.

**KomPot – Community Food**, KomPot means Community Food and is a first Czech CSA farm established by consumers (2012). It is a CSA garden with almost 40 members, two of whom became employees. These growers take care of the vegetable crops on 0,5 ha field. KomPot is based on a high involvement of members that help



with vegetables and build the farm. It has been established on a land owned by one of the members and represents something of a renewal of a small family farming tradition interrupted by the communist period. KomPot also organises events for the public, provides work experience for students and does many other things to help people find their way to healthy local food and boost countryside.

**CSA of Šelongovi Farm in Northern Moravia**, Organic farm cultivating its own land in the village of Pustějov, it trades through CSA scheme since 2012 with 70 vegetable shares. Every fourteen days farm supplies shares to 4 outlet points in 4 different towns of the region. There are annual meetings with members on the farm or in the towns where there are outlet points.

**Community Garden Blahutovice**, Members of DOMOV association keep bees and grow vegetables in a sustainable way based on the organic principles. The community around the garden started in 2013, when vegetables were distributed among members in the surrounding villages. At the moment the garden seeks new members at public meetings.

**CSA of Martina Pekařová Farm**, Newly established close-to-organic farm is now forming a CSA group in the city of Ostrava. 25 shares of vegetables are expected to be grown the first year of its functioning.

**The first farmers' market** in Prague, was held in 2009 and since then demand for fresh locally-grown produce has continued to increase. It takes place every Saturday, 8 a.m. - 2 p.m. Farmers from all around the Czech republic come to the market to provide fresh food and drinks, as well as many seasonal products. Within two years, there were more than 13 farmers' markets in the capital. Farmers' markets are the first real example of alternative food networks in the Czech Republic. [www.farmarske-trhy.cz/](http://www.farmarske-trhy.cz/)

**Seasonal, open air food markets** - in April 2011 the Czech Ministry of Environment introduced a grant scheme to support the development of open air food markets, with a budget of more than €400,000 as seed money to organise farmers' markets across the Czech Republic. The inspiration to hold seasonal farmers' markets in the Czech capital came in part from popular experiences abroad, such as Borough Market in London and the Greenmarkets in New York. There was also an awareness of the importance of markets for a city centre. Most of the markets are held from Mondays to Saturdays between March and October. Detailed information about the farmers, the location, timetables and available products, can be found online, along with information about related events, such as food festivals. On weekdays there are often as many as 30 farmers' stalls in the city centre with a wide assortment of products. Some of the stalls also offer crèche services while the parents do their shopping or talk to farmers and acquaintances. [www.farmarsketrziste.cz/en/](http://www.farmarsketrziste.cz/en/)

## ORGANIC FOOD MARKET IN HUNGARY



EU legislation on organic farming and other regulations are implemented, and the decree on organic certification, production and distribution and labelling applies (A vidékfejlesztési miniszter 34/2013. (V.14.) VM rendelete a mezőgazdasági termékek és élelmiszerek ökológiai gazdálkodási követelmények szerinti tanúsításáról, előállításáról, forgalmazásáról, jelöléséről és ellenőrzésének eljárásrédjéről).

There is no national logo for organic products. The inspection bodies have their own logos. The label of organic products must contain the name and references (e.g. name and identification number) of the certifying organization. Labelling must be in Hungarian.

Support under the EU rural development programme: Compensatory payments for organic farming were granted under the Agri-Environmental Programme in the period 2009-2013 (payments for organic arable farming, organic grassland management, organic orchard management, and organic wetland management). The support levels ranged from EUR 100 – 500 per hectare.

Regulations on organic foods

□ Decree No. 34 of 2013 (V. 14.) of the Ministry of Rural Development concerning the procedure of certification, production, marketing, labelling and control of agricultural products and food deriving from organic agriculture. This Decree applies to the internal organic production, preparation, distribution and labelling and to the recognition, control and operation of certification bodies

Hungary has the third largest market volume in Central and Eastern Europe – following the Czech Republic and Poland.

Source: [www.ifoam-eu.org/en/hungary](http://www.ifoam-eu.org/en/hungary)

## **SHORT FOOD SUPPLY CHAINS IN HUNGARY**

In Hungary, the dominant traditional forms of short food supply (such as farmers markets, market halls, farm shops) are over-dependent on public investments for their sustainable operation, while neo-traditional forms (box schemes, webshops, community supported agriculture schemes, buying groups) reached a rudimentary success in urban and peri-urban areas (Balázs, 2012).

Source: [www.econstor.eu/bitstream/10419/144692/1/856707996.pdf](http://www.econstor.eu/bitstream/10419/144692/1/856707996.pdf)

Hungary has a strong tradition of small farms and local food chains, but since accession to the European Union, policies (including the CAP) have favoured larger producers. In 2007, food lovers and activists published a 'Culinary Charter'. The document was launched in Budapest and signed by the country's famous chefs and restaurant owners, as well as academics, writers and journalists. The charter became a point of reference for both producers



and consumers. The authors called on the state and the Hungarian public to support agricultural producers, chefs and restaurateurs. This growing interest in food and its provenance has also contributed to another developing trend, in which more and more young people are moving from urban to rural areas to farm, going 'back to the land'. These 'new farmers', want to promote sustainable food consumption through the reinvention of culinary traditions, and to stimulate agriculture by building direct relationships between farmers and consumers. Community supported agriculture schemes, such as the Open Garden Foundation, have been set up to grow local food.

Matthew Hayes, organic food gardener, member of Open Garden Foundation and researcher at Szent István University in Budapest says: "As an organic market garden, concentrating on small-scale production for local markets, the ecological footprint of our food is small, whilst the quality is very high, and the environmental and social benefits are great". Hungarian civil society has played the role of a broker, bringing farmers, consumers and others into alliances to try and strengthen the position of local small-scale food producers by establishing short food supply chains.

**In Hungary, national and local governments started to play a major role in promoting and supporting local food.**

Efforts to promote local food, backed by consumer demand, led to government action to make it easier for small farmers to sell directly to consumers, through farmers markets and direct farm sales. In 2010, the Ministry of Agriculture and Rural Development embraced the Culinary Charter and issued a decree on small-scale producers. At the local level, administrative support was provided to create local farmers' markets across the country. In 2012 the Ministry took legislative steps to make the procedures associated with opening a farmers' market less burdensome. Regulations on production standards, hygiene, trade and certification were amended to recognise the special circumstances faced by small farms. The government's food strategy identified local food systems as being a primary tool of local economic development. Farmers' markets were given legal definition under the Trade Act, and the Public Procurement Act (2011) supported local food. The Hungarian National Rural Network was set up to provide technical assistance for local food market organisers, including initiatives to support collective marketing and training to develop knowledge for brand development. These progressive steps to encourage local food systems however are now being reversed, with the current government prioritizing large-scale agriculture.

Source: [www.foeeurope.org/sites/default/files/agriculture/2015/eating\\_from\\_the\\_farm.pdf](http://www.foeeurope.org/sites/default/files/agriculture/2015/eating_from_the_farm.pdf)

In Hungary the local food culture remained strong, especially in remote rural areas even after the socialist regime. It built mostly on some persisting local markets which flourished on the remnants of informal economies and traditional agricultural family households who maintained sustainable agriculture. In marginal areas local livelihoods and economies could survive only with some support, for example support combined from civic food networks, agri-environmental schemes or LEADER initiatives (Karner et al., 2010). Alternative food supply systems (farmers' markets, farm gate sales, pick-your-own, local food festivals, food trails) play a significant role in Hungary whereas other specific forms of SFSCs (food box delivery, buying groups, CSAs and community gardens) are usually initiated by urban educated people in urban and peri-urban areas (with rudimentary success up to now). A local



food movement has been initiated whose primary aim is to encourage the uptake of complex food legislation by SFSCs and LFSs and its simplification (Szabadkai, 2010). The success of this kind of initiative is determined to a great extent on how local producers are able to match with consumers' place-based demand. In Hungary, CAP implementation after the EU accession (2004) for a long time favoured more the increasing capacity of mass production (mostly foreign investors) and less the 220,000 registered professional small scale farms. For example, between 2004 and 2006, in the absence of legal status, the marketing of processed foods by small farmers had to be informal and there were delays in adopting measures for the implementation of Rural Development policy with regards to family agriculture. This transition period hit particularly hard smallholders and small food-processors, especially in the dairy and the meat sector. Many small slaughterhouses have closed due to EC meat hygiene regulations and this has limited capacity for local food system development. With regard to hygiene rules, the Hungarian authorities seem not to have fully taken advantage of the flexibility offered to enable the continued use of traditional methods at any stage. Trading rules also imposed proportionately higher tax/fiscal, commerce, social insurance costs on small scale businesses than large ones (Csatári et al., 2008; Balázs et al., 2009; Karner et al., 2010). In these circumstances, multinational food retailers have benefited from an easier access to consumers than small scale food producers and processors which could hardly re-gain some autonomy through local sales (Balázs, 2009). Now, there is a strong political will in Hungary to develop SFSCs and LFSs at the national and local community level. An increasingly important form of institutional support is contained in the New Agricultural and Rural Development Strategy 2020. This foresight policy document covers agri-economy, rural development, environmental protection and food economy; and aims to strengthen the integrity of landscapes, people, good quality, safe food supplies, and sustainable natural resources management. It calls for a proportionately much higher allocation of resources for LFSs and SFSCs than any previous high level policy document. Moreover, it promotes the development of local food systems as a primary tool of local economic development. The strategy, regarded as a "new constitution of rurality" acknowledges that social functions of food and agriculture are extending much beyond the rural development policy and also extend to health, environment and national security. The strategy aims to strengthen territorial and quality branding for small producers selling locally but also acknowledges that well managed local schemes are rare. Further institutional support at national level is provided by the Hungarian National Rural Network (HNRN), as a part of the ENRD, which provides technical assistance for local food market organisers, initiatives for collective marketing, training to develop knowledge for brand development, and demonstration cases for good practices. From 2006 to 2010, in a series of amendments, the decree on small producers finally regulated all issues relating to small scale production, manufacturing, hygiene, trade, control, and certification. In 2006 the first regulations focused on food hygiene conditions, and in 2010, further amendments increased the quantities authorised for selling by small-scale producers and allowed them, irrespective of their place of residence, to sell products in the capital. In 2012, simplified procedures on hygiene were introduced for local farmers' markets in order to facilitate direct sales to consumers. However, for small family farm businesses, administrative and organisational burdens remain high (obligation to issue an invoice, registration of pesticides treatments, production and sales registers, manufacturing data sheet, cold chain). **The Trade Law (2005/ CLXIV) gave a full definition to local farmers market where small scale producers**



**(kistermelő) can sell their produce within the county, or in a 40 km radius area around the market, or in Budapest (2§. 5a.).** Various government regulations define the compulsory legal procedures to start a market (regulation on markets and fairs - 55/2009, regulation on small scale producers - 52/2010, and the hygiene and food safety regulation on local farmers markets - 51/2012). According to the latest available data there are around 500 farmers markets in operation, mostly in the neighbourhood of urban areas. Concerning Public Procurement, recent amendments to the legal framework introduced more flexible arrangements allowing local sourcing in derogation to the lowest price criterion, but institutions and staff lack the adequate knowledge and skills to apply the new rules. Several farm products are exempt from the public procurement process up to a certain limit: cold foodstuffs and raw cooking materials, fresh and processed vegetables and fruits, milk and dairy products, cereals, bread and bakery products, honey, egg, horticultural plants (Balázs et al., 2010). Consumers demand for LFSs seems to be increasing with motives including environmental and health consciousness, quality choice, sense of community in local shops, solidarity purchasing for local farmers. Three out of four consumers prefer to buy local food, while according to a recent calculation the net yield in the local food sector is two and a half times more than on national and global level (Szigeti et al., 2009). Consumers' food store choice is mostly determined by the concentration of the food retail sector. Traditional middle sized food shops (less than 200 square metres) and small food shops (less than 50 square metres) are still the dominant types, but their number is declining (Nielsen, 2012). New technology, such as web based purchasing is also influencing how consumers decide to buy food. According to recent research by Nielsen in 2012, only 8 percent of Hungarian consumers were planning to buy food through the internet, in a webshop, but this represents a one third increase in two years; comparatively the European average is 14 percent (Nielsen, 2012). A recent nationally representative survey looked at food consumption patterns in Hungarian society and the public perception of supermarkets vs local food (Medián, 2012). The survey was carried out through 1200 personal interviews in July 2012 on a population over the age of 18 years old. The main lesson that can be learnt on food store choice is that Hungarians most often buy food either in local small food shops or in supermarkets - both retail venues are frequented by seven out of ten people. Hypermarkets and markets (including farmers' markets) 136 bring in every second adult to buy food, while two fifths (37 percent) prefer discount shops. Only a minority of 13 percent directly buys food from farmers on a regular basis. The research also found marked differences in buying food among urban and rural social groups. Local food shops or direct sales from farmers are more frequent in the rural areas and villages. In Budapest people typically prefer supermarkets, hypermarkets and at the same time farmers markets. People over 60 only rarely go the super- and hypermarkets or discount shops. The 9 percent who only buy food from supermarkets and hypermarkets is typically composed of people younger than 40, and one third of them belong to the highest household income category (top quintile). As the main constituents of product quality, freshness and price are well considered by most respondents. Seventy five per cent found important that their purchases could help the livelihood of Hungarian farmers, while only 55 percent found important the improvement of the livelihood of farmers in other parts of the world. Education and income can explain these differences: the price of the product is important in particular in the lower education categories while chemical-free and healthy, and preferably seasonal products, are mostly preferred by people with further educational qualifications. The social effect of



directly buying from local producers is considered important mostly by the highest educated consumers while global impact of purchases is solely considered by the highest income households. Paying an extra 10 percent for any political-ethical reason is not really considered by the average population. While more than half of the respondents would be willing to pay an extra ten percent for good quality and healthy products, solidarity purchasing (improvement livelihood of local food producers) would be a reason to pay an extra price for only 37 percent, and solidarity with producers in other parts of the world for only 18 percent. Altogether paying a price premium to improve livelihoods of small farmers seems acceptable only in Budapest, to the most educated and wealthiest people. A much wider agreement was detected on the statements about the social consequences of food purchasing. 78 percent of respondents (absolutely or rather) agreed that "local producers who sell to supermarkets can get into trouble". Two thirds of the respondents (at national level) agreed with the statement that "with food purchase we do a lot for the livelihood of small-scale producers in distant, poor countries". Such value statements are accepted above the average by respondents from Budapest.

#### **Further promotion of SFSC in Hungary**

Interviews were carried out with key institutional informants. From these interviews, a few strategic steps for further supporting SFSCs in Hungary have been identified. A possible EU labelling scheme should bring a win-win situation to balance the supply and demand side for local food. As a result it should enable producers to attract a more distant, larger pool of consumers cost effectively, by providing high visibility and publicity for farmers' produce. Conventional food supply chains, farmers markets and market halls are full of false local producers, who are traders acting as if they were local producers, and a labelling scheme could help to reduce fraud and minimize cheating. As a further step it can enable more possibilities for local food shops. In Hungary social research in agricultural and rural issues is has been dominated by institutions that traditionally favour the conventional food supply. More data could be generated on the benefits of new types of initiatives, especially focusing on the socio-economic impact of new 137 civic food networks. Such research could also help to avoid further over regulation of the sector. EU support for cooperative research would benefit the alternative and short food provisioning. Tailored public funding would be necessary in training for further developing producers' skills in marketing and co-operative skills, with a view to help them to reconnect with consumers. Such training and knowledge exchange could be facilitated by the initiators of local food networks and civic groups in their local settings.

Source: [www.agrilife.jrc.ec.europa.eu/documents/SFSCChainFinaleditedreport\\_001.pdf](http://www.agrilife.jrc.ec.europa.eu/documents/SFSCChainFinaleditedreport_001.pdf)

#### **EXAMPLES OF SFSC AND ORGANIC BUSINESSES IN HUNGARY**

**Organic farmer's boutique in Budapest** is based on a rule that seasonal food items is produced within close proximity (<50km). The store is open Tuesday-Friday from 12am-8pm. [www.szatyorbolt.hu/](http://www.szatyorbolt.hu/)



**MOM Organic Market in Budapest** – is the largest direct sales organic market in Hungary. It takes place every Saturday morning in Gesztenyes Park, located next to the MOM shopping center in Buda. [www.localfoodlogi.wordpress.com/local-in-budapest-where/direct-sales-markets/biomarket-weekly-update/](http://www.localfoodlogi.wordpress.com/local-in-budapest-where/direct-sales-markets/biomarket-weekly-update/)

**Local food shop** operates in **Szekszárd**, which is in a well-off residential area in Budapest, offers quality produce, and promotes the local food culture in a place where members of the community can gather. The scheme is a quality assurance one and a brand to promote local food. It has also sporadic linkages to wine-tourism and to the sport activities in the town. Its contribution to the local economy in general is significant since local farmers have a secure marketing through the shop. [www.szekszarditermek.hu/](http://www.szekszarditermek.hu/)

**'Cellar tours'** is a local association that provides information and organises training for their members as they demand it. For example they organised cheese making tours, grape pressing, palinka cooking/distillation days. [www.cdn.intechopen.com/pdfs-wm/34427.pdf](http://www.cdn.intechopen.com/pdfs-wm/34427.pdf)

**Kitchenbox** is an enterprise that delivers local and farmers' products and recipes to cook at home. The recipes they provide are very simple. Marketing is their key to success. [www.kitchenbox.hu/](http://www.kitchenbox.hu/)

**Saturday Farmer's and Artisan Product Market, in Nagymaros** Nagymaros City is located in the curve of the Danube, 55 km north of Budapest. The concept of this special local market is originating from a young local inhabitant who initiated and started to organize market events in 2012. That time it provided a special pleasant atmosphere with organizing events, live music and a wide variety of children's activity. Recently local government is organizing the market in the main square of the city, near to Danube bank. Opening time is every Saturday from 7 o'clock in the morning till noon. During its 3 year history close connections and intensive communications have been built between growers, producers and visitors. Consumers can trust what they buy; the origin of market products can easily be followed. Visitors are not only local inhabitants but from neighbouring settlements and more and more tourists. During the last few years the knowledge and purchase of original local products have become an integral part of the travel culture. Instead of buying cheap souvenirs, the visitors tend to increasingly prefer the really unique products and creations which represent traditional values. They are also keen to visit the local product creators, the handicrafts masters of the settlements.

**Rural Development Program of the Catholic Church Council in Vác**, which is located 35 kilometers north of Budapest on the eastern bank of the Danube River. Most of inhabitants are Catholic. One of the most important tourist attractions in Vác City is the cathedral. The bishop as the head of Catholic Church Council in Vác established a rural development unit in 2013. In harmony with the National Rural Development Strategy the working group elaborated a program to improve utilization of rural territories, to help rural employment with creating jobs, to introduce home garden cultivation as a neglected subject in general school education to initiate and establish local farmers markets in the city and in the region of the Catholic Church Council. In 2014, 18 local governments and 460 families joined and attended in their home garden programs. In 7 schools they established study circles



on gardening based on a contract with research education staff of “Szent István” University, Gödöllő on modular garden development. They could establish 3 local market in the region of “Vác” Catholic Church Council: · Bishop’s Thursday Local Farmer’s Market, in Vác; · Farmer’s Market in the Court of Catholic Church, in Újhatvan; · Saturday Farmer’s Market in Nyáregyháza.

**Bishop’s Thursday Farmer’s Market 5 in Vác**, which is local market established by the bishop of “Vác” and organized on every Thursday from the autumn 2013, in an attractive small square named by Kristóf Migazzi belonging to the Catholic Church, just opposite to the famous Vác Cathedral which is an ideal location for such a kind of event. There are 15-20 growers, producers selling usually their own traceable quality products in this market. It is mandatory for them to certify their authority to be primary producer and the origin and traceability of their own products. More and more local inhabitants and consumers from neighbouring settlements are visiting regularly the market and the number of tourist visitors is increasing.