



FORM BEST PRACTICES CONTEST

Municipality: Seferihisar..... Country: Turkey.....

Contact person: Mr Bülent Köstem..... Telephone: 00905305685020.....

E-mail bulentkostem@gmail.com.....

Name project

Producers' Market and online bazaar

Category Certification Criteria

- Energy and environmental policies (politiche energetiche e ambientali);
- Infrastructure policies (politiche infrastrutturali);
- Quality of urban life policies (politiche per la qualita' urbana);
- Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- Policies for hospitality, awareness and training (politiche per l'ospitalita, la consapevolezza e la formazione);
- Social cohesion (coesione sociale).

Summary project

Seferihisar is a coastal city, its main economic factors are agriculture and tourism. The main produce consists of mandarin, artichoke and olives. The local production in Seferihisar was reduced due to the government supporting policies which favour industrial production over small scale production. Seferihisar became a Cittaslow town in 2009 and the producers markets were opened in the same year. Within the project three markets were established, one takes place every Tuesday in the town center of Seferihisar, the other on Sundays in the neighbourhood of Siğacık and an online market which provides service from www.seferipazar.com and sends the locally produced goods all over the country. The goods that are sold in the producers markets all have to be produced within Seferihisar. The hand made produce such as pures, baked goods, baklava, locally grown fruit and vegetables helped strengthen the economic situation of the women of Seferihisar. With the help of the municipality the women established a cooperative which in turn opened an internet site to sell their produce directly to the consumers from all over Turkey. With the absence of the middle man and the extra taxes the people of Seferihisar started to make good profits and the once empty fields started to be used for growing crops.



Goal project

The main aim of the project is to develop local production in Seferihisar. The goals were to help the people of Seferihisar produce goods like they did before, to help them earn money to enable them to support more local production and to widen the market opportunities to enable the sale of the produce. Due to the governmental policies and mediators that took most of the profits, the small scale production in small towns had nearly drawn to a halt. The establishment of the markets and internet site enabled the producers of Seferihisar to sell directly to the consumers without a mediator which meant that they were able to collect the full profit from the sales of their produce.

Result project

The first market that was established in the town centre started with only 13 producers from the villages in Seferihisar. Presently there are 125 producers that open up stands in the market. The market that was established in the neighbourhood of Siğacık started with 75 producers now has over 300 producers which more than 200 of the producers being women. The web site, www.seferipazar.com, that was set up now sells over 160 products of Seferihisar with dozens of producers profiting directly from the sales.

Finance (costs and benefits)

The costs of the establishment of the markets consisted of the printing of informative brochures, sign posts and the mesh bags that are given out to the producers periodically. The web site was designed and created by the IT branch in the municipality and was handed over to the cooperation who now runs the site. The total cost of the establishment of all the markets was around 5.000 Euros.

Staff (time use and saving)

The opening and running of the markets is under the control of the municipality. There is 1 full time worker and four extra personnel that work in the Sunday market to control the producers are only selling produce from Seferihisar. There was only one personnel assigned to the making of the web site and it was then handed over to the Cooperative. The cooperative has also assigned one person who is in charge of the website.

Additional information (if necessarily)



Link website www.seferipazar.com.

(if available)

**Once filled in this form please send it to: m.zedda@censis.it , s.sampaolo@censis.it
and info@cittaslow.net**