



SEFERİ PAZAR – FARMER MARKET

Seferihisar is the first member and capital of Cittaslow, the network of towns with a slow pace of life. Taking into consideration of the primary rules of Cittaslow as biodiverse, resource-efficient and green economies, Seferihisar Municipality has founded a farmers' market, where only local and fresh products were sold.

The farmers' market at the town center draws thousands' of visitors from Izmir's neighbourhoods every week. Organic and local products from Seferihisar and nearby villages are sold at the farmers' market directly to the consumer under the provision of Seferihisar Municipality. The products sold at the market are now available online on the e-commerce website www.seferipazar.com.

Seferipazar (eng. Seferimarket) is the brand created by local women gathered around an agricultural collective, whose goal is to preserve and promote Aegean cuisine. The members of the collective attended to cooking courses taught by Izmir University of Economics to learn the standards of modern kitchen.

The products listed on seferipazar.com could be raw vegetables, fruits or cooked meal. Each member of the collective prepares the food ordered online in her own pre-controlled kitchen and all products are delivered to courier at a certain day of the week. The members of the collective, former housewives made a step into the working-life and started assisting a sustainable local economy starting from the micro-level.

Seferipazar's role in the sustainable economy is also important on the products' scale. The collective only serves fresh products and food cooked with fresh ingredients like jams, tomato paste, organic honey and dried herbs. Olive oil and mandarins are also among these products, which are the main export items of Seferihisar.

The mandarins are often harvested in October and November sold at the market only during winter months. Therefore it's not possible to find any fresh mandarins at the market during the warm season. In order to sustain local agriculture, Seferihisar Municipality came up with the idea of drying the mandarins. The mandarins dried in the geothermal facility are also available online.

Upon the research in the town, 500-1000 year-old antique olive trees were detected. Olives of these 150 trees were picked, pressed and the virgin olive oil was filled into bottles to be sold in an auction. The fact that these almost divine olive trees are still favourable to human is a strong means for raising awareness among people for protecting the nature.

One of the major purposes of all these practices carried out is to improve the agro-tourism capacity of Seferihisar harnessing its values, products and food and set as example for other cities, primarily the Cittaslow cities in Turkey. Another goal is to encourage and support the local farmers for production to foster agro-ecological growth. We know that no global issue could be solved without the contribution of local communities. We think in this sense Seferipazar local farmers' market has a little but significant impact on the agricultural sustainability.

