



## FORM BEST PRACTICES CONTEST

Municipality: SEFERİHİSAR

Country: TURKEY

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Name project

FARMER MARKET / SEFERİPAZAR

Category Certification Criteria: mark the category of your project

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

Summary project

Local women of Seferihisar were encouraged to gather around the Producers' Collective in order to prepare home-made products to sell directly to the consumer.

Goal project

Providing employment and assistance to the local women working in agriculture and production, to establish a secure supply chain between the producer and consumer, to slow down migration from the rural to the urban areas.



#### Result project

A Producers' Collective was founded along an e-commerce website. The housewives formerly without an income started to earn income selling the home-made food they prepare locally. The village and the Sunday Market, where the local products are presented, became an important tourist attraction for foreign and Turkish travellers.

#### Finance (costs and benefits)

Office Costs: The facility and all general costs are covered by the Municipality  
Website costs: 400€ - Cargo: 3€ per Kg. - Cost per unit: 1,5€ -  
Staff Costs: 250€ per month (2 women are working as employee)  
Whole sale per year: 21.000€ - Producers' benefit percentage per unit: %40

#### Staff (staff involved and use of time)

All staff is volunteered. Only two women work on salary for sales and operations, who forward the orders from the web site to the producers and care for the packaging and handling of the finalized orders. Each member of the Union is solely responsible for the preparation of the products they list on the website. However the Union members work as a team by readying the bulk orders. The packaging and handling is made twice a week.

#### Additional information (if necessarily)

You may find other details on the document attached to the mail.

Link website <http://seferipazar.com/>

(if available)

**Once filled in this form please send it to: [info@cittaslow.net](mailto:info@cittaslow.net)  
- Participation Deadline 15 May 2016 -**