

# Farmers' markets will be a state priority

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Since 2017, every municipality that is a regional center will receive state aid for the organization of regular farmers' markets. In order to facilitate the access of Bulgarian farmers to consumers, the ministry is holding discussions with the major retail chains to include in their outlets small, regional producers who are already registered. The cooperative "Hrankoop" has also officially opened a shop for farm food in Serdika Mall, Sofia.

As of next year, every regional center will receive state aid for the regular organization of farmers' markets, announced the Minister of Agriculture and Food Desislava Taneva at the round table held in Sofia, which is part of the campaign "We Support the Bulgarian", quoted by the press office of the Ministry of Agriculture and Food. At the same time, support will be provided to the municipalities and to the associations that represent producers in the different regions of the country.

The Minister also noted that currently the number of registered associations of agricultural producers is 38, and their level of organization is nearly 5%, whereas only two years ago it was 0.5%. “During the next year, under the Rural Development Programme for the period 2014–2020, support instruments will be proposed which will be directed towards producer associations,” added Desislava Taneva.

For almost a month now, the management of the Ministry of Agriculture and Food has been holding talks with the large retail chains in the country. “The aim is to facilitate the access of Bulgarian agricultural producers to the consumer. Our proposal to the retail chains is that those of them which have operators in the larger cities should give the opportunity to regional producers who are registered to present their products in their outlets as well,” specified the Minister of Agriculture and Food.

### **“Hrankoop” opened a farm food shop in Serdika Mall, Sofia**

The cooperative “Hrankoop”, which is known for organizing farmers’ markets throughout the country, opened a new shop in the Serdika Mall in Sofia at the end of September. The new outlet is about 50 sq. m, but offers over 300 products from 40 different producers and has the ambition to expand with a farmers’ market on the roof of the shopping center. The products are grouped into several categories: bread, flour, honey, jams, syrups, dairy products, meat products, eggs, pastries, chocolates, savory baked goods, fruit, vegetables, herbs, spices, nuts, tahini, herbal teas, cold-pressed oils, natural cosmetics. For now, only air-dried meat is offered. They still do not stock fresh meat, only air-dried meat products are available.

The suppliers are small local producers of clean food who are members of the cooperative and have the right to determine themselves the prices of the goods they offer. Thus, the price range can be defined as medium – higher than the products in conventional shops and considerably lower than those in organic shops in the country.

The market will be open every day from 10:00 to 21:00 on level -1 in Serdika Center Mall (next to the Vinello shop).

The farms you can find at the market in the mall:

#### **Fruit and vegetables**

1. Vantana, village of Petarch, Sofia – organic-certified lettuce, kale, courgettes, potatoes, carrots, parsley, dill, mint, etc.
2. Besika, Pazardzhik – tomatoes, courgettes, kale
3. Pura Vida – tomatoes, cucumbers, chard, lettuce, etc.

4. Osina, Rhodope Mountains – dried garlic, corn flour, Mursalski tea, dried blueberries
5. Tatkova Gradina, village of Toros – dried garlic braids, savory, pink tomatoes, courgettes, etc.

## **Herbs, tea and spices**

6. Boutique Farm Pavlovi, village of Dragomir, Plovdiv – a wide variety of tea, herbs and spices

## **Milk and dairy products**

7. Halalitsa, village of Iskra – goat's yogurt, cheese, yellow cheese, curd, etc.
8. EA, village of Mirovyane – pasteurized cow's fresh milk, yogurt, cheese and yellow cheese
9. Buffalo Farm Aleksandrovo, village of Aleksandrovo – yogurt and cheese from buffalo milk, buffalo sudzhuk

## **Honey and bee products**

10. Daris, Rusenski Lom Reserve – linden, acacia, honeydew, coriander, bouquet, bee pollen, honey with hazelnut tahini, immunostimulants and other honey products
11. Ambrozia, Botevgrad region – honey, hen and quail eggs, honey vinegar, etc.

## **Bread and sourdough**

\*all bread is made with sourdough

12. Ananda – “Ludogorets” bread, standard wheat bread, rye-wheat bread, with honey and rosemary, with savory, with dried tomatoes, with olives, einkorn, etc.
13. Kwartalna Bakery – wholegrain, white, with dried tomatoes, etc.
14. Bez E-ta – gluten-free bread

## **Pastries and sweets**

15. Bake Studio – raw cakes, sweets
16. Workshop for Smiles – energy balls, raw cakes
17. Loving Hut – vegan sandwiches, quiches, raw desserts, etc.

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