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Short supply chains

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A conference on the topic of Farmers' Food – How to Shorten the Route from Producer to Consumer is being held today, 19 February 2016, in Sofia at the "Balkan" Hotel.

Regional production of agricultural products has been gaining increasing popularity in recent years as part of the European trend towards the development of environmentally friendly and sustainable agriculture. At the same time, its niche market orientation following the "shopping with a cause" model reinforces consumer demand and, accordingly, farmers' supply. Parallel to these trends, there has been a boom in online trade in various goods, including agricultural products and food. What are the existing and functioning models for direct connection? What funding is available for the so-called "short food supply chains" under the Rural Development Programme 2014–2020? These and other issues will be discussed today at the conference on farmers' food. The meeting is part of the project CAP for CAP (Creating Amazing Publicity for Common

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Agricultural Policy – Promotion of the Common Agricultural Policy of the European Union), implemented by “Economedia” with the financial support of the European Union. The conference includes:

Farmers’ markets and food

Ralitsa Kasimova and Nikolay Genov will explain today the model under which the association “Hrankoop Sofia”, which organises some of the largest farmers’ markets in Sofia and in the country, operates. Miroslava Dikova from the Bulgarian Society for the Protection of Birds has the task of presenting to the attendees how the farmers’ market in Borovo, Sofia functions. What is the concept of “farmers’ food”, how are this type of markets organised and who is responsible for them?

Legislation

“Short food supply chains are of exceptionally great importance for the local economy,” stated Ivaylo Popov from the Ecological Association “Za Zemiata” (For the Earth), reported Fermer.bg. Representatives of the Ministry of Agriculture and Food will speak about the existing legislation, draft legislation and European funding for short supply chains. Data from TNS BBSS on attitudes towards farmers’ food among Bulgarian and European consumers will also be presented. Borislav Sandov from the Foundation for Environment and Agriculture will explain the introduction of “solidarity agriculture” at European level.

Online sales

The panel on online sales of farmers’ food features “Gradinaria” – the recently popular platform for contacts between producers and wholesale traders of fruit and vegetables. The platform is presented by Mariana Miltenova from the National Union of Gardeners. Emil Vuchkov and Miroslava Tsolova from “My Farm” Ltd. speak on the topic “Buying food online – why we should (not) be afraid”. And Rossi Mitova, Chief Executive Officer and co-founder of farmhopping.com, talks about the promotion of farmers’ food with the help of crowdsourcing.