Good Practice of Smallholder Supply Chain Collaborations

Author information	
Country	Slovakia
City	Banska Bystrica
Organization	GAZDOVSKÝ TRH s.r.o.

Good practice general information	
Title of a Good practice	Farmer's market
Country/region/city	Banska Bystrica/Slovakia
Short information	The establishment of a brick-and-mortar store with quality food from Slovak producers was supported by 3 ideas: The first was to get traditional, honest food to our table, the second was to support small local producers and the third was the opportunity to buy quality food under one roof.
Detailed information	The farmer's market offers honest, high-quality homemade food that is made according to traditional, generation-proven recipes without the use of preservatives, substitutes, harmful E-chokes and other chemicals. All offered products are the result of honest work, often family tradition of local farmers, growers and producers from the regions of Slovakia, so that they do not have to travel halfway around the world before they reach our table. Thanks to the idea of "Slovakness and quality", the shop is designed in such a way that a visit to it evokes the atmosphere of the Slovak Farm. A strategic role in the store is played by high-quality staff who can introduce the customer to our offer and the origin of individual products in an attractive way. www.gazdovskytrh.sk

Evidence of success	More and more farmers, growers and producers who produce quality food and who do not have the opportunity to offer their products in conventional food chains are becoming part of the Gazdovsky dvor brick-and-mortar store.
Challenges	The owners have long been interested in the idea of Gazdovské trhu as a brick-and-mortar store that brings quality Slovak food to the market. For a long time, this idea was hampered by the purchasing behavior of most households, who preferred and to some extent still prefer price over food quality.
Potential for learning	Good example how the farmers can sell their products in the „stone shops".