

#### Market type

Municipality-initiated, women-led local market

#### Frequency

3 days/week · 3 locations across the urban area of Eskişehir



Image Source: Tepebaşı Municipality Official Web Page

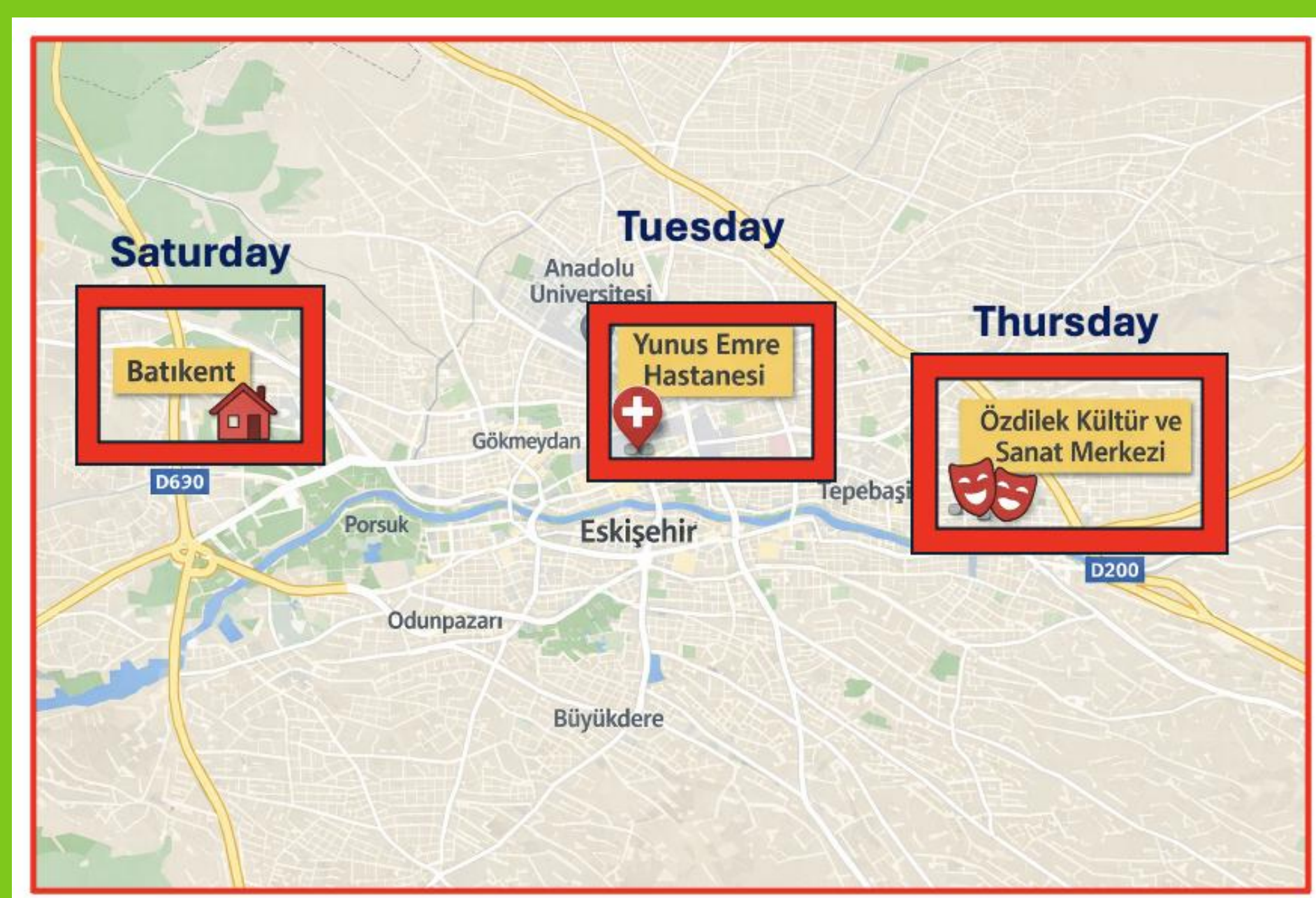
#### Key Stakeholders

- Tepebaşı Municipality (owner of initiative)
- Women producers
- Consumers
- Needs-based institutional support from the Faculty of Agriculture (ESOGÜ)&the Provincial Directorate of A&F

#### Main products and users

Women producers sell **fresh F&V, simple home-processed foods** (bread, jam, home made noodles, spices, pickled food), and **eggs** as the only animal product. There is only one organic producer.

The products are required to originate exclusively from the Eskişehir area. There are 3 sales points located in 3 different neighborhood with different demographics and physical conditions.



#### Main production / farming system(s)

Market is open for **women producer-sellers** (professional/ amateur).

The production is observed, controlled and documented by the Tepebaşı Municipality authorities. Mostly conventional, family-based production, labour intensive and limited product range.

#### Value chain involved (sourcing)

Women-led rural production → Direct sourcing → Urban sales at municipality-provided locations

#### Institutions / Governance setting up market

The Municipality played a leading and coordinating role in the establishment of the Women Producers' Selling Points. The governance setup was based on a municipality-led, participatory, and facilitative approach.

The initial governance process was triggered by a consultation exercise conducted on International Women's Day (8 March) in 2019. Based on the results, the Department of Rural expanded the consultation and conducting a survey in 52 villages within the district.



#### Location

(Image source: Wikipedia)



#### Challenges

**Logistics responsibility:** Producers/sellers are responsible for their own logistics; however, some women lack access to a vehicle or a driving licence.

**Limited product range:** The diversity of products offered remains limited.

**Fresh food coordination:** There is no systematic communication channel for products that need to be prepared fresh on the previous day.

**Physical space expectations:** Producers have differing expectations regarding the size, layout, and use of the selling space.

**Pricing:** Pricing practices and expectations vary among producers.

**Limited ICT and payment tools:** There is a lack of ICT tools, including POS devices and digital payment options.

**Data collection constraints:** Systematic data collection remains difficult, particularly regarding visitor numbers and economic impacts.

#### ICT-Potential

**Existing capacity:** Farmers mainly use smartphones for communication, supporting the development of digital literacy, including among older women.

**Identified gap:** The organising institution recognises the need for ICT tools; however, further assessment is required to identify producers' and sellers' needs and capacities.

#### Practice Partners

- Tepebaşı Municipality in Eskişehir



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