

# Spain

## Mercado de Triana (Sevilla)



Market type  
Frequency

A mixed-use daily market  
Daily



### Key Stakeholders

Governance: Manager of the Triana Market Traders' Association

Traders: Interviewee 3. Trader (fruit and vegetables) and Interviewee 4. Trader and Restaurateur. President of the Triana Market Traders' Association.

Consumers: Interviewee 5. Regular shopper at Triana Market.

### Main products and users

Daily market comprising 58 different units. Traditional commerce includes: 10 fishmongers, 10 butchers and cured meat stalls, and 5 greengrocers. Additionally, 13 units are dedicated to the hospitality sector, alongside a cookery school, two craft and souvenir stands, a theatre, etc.

Main products: oranges and potatoes

Consumers: Local residents and tourists with medium or medium-high income level.

### Main production / farming system(s)

Fresh Agricultural Products. Conventional and, to a lesser extent, organic.

### Value chain involved (sourcing)

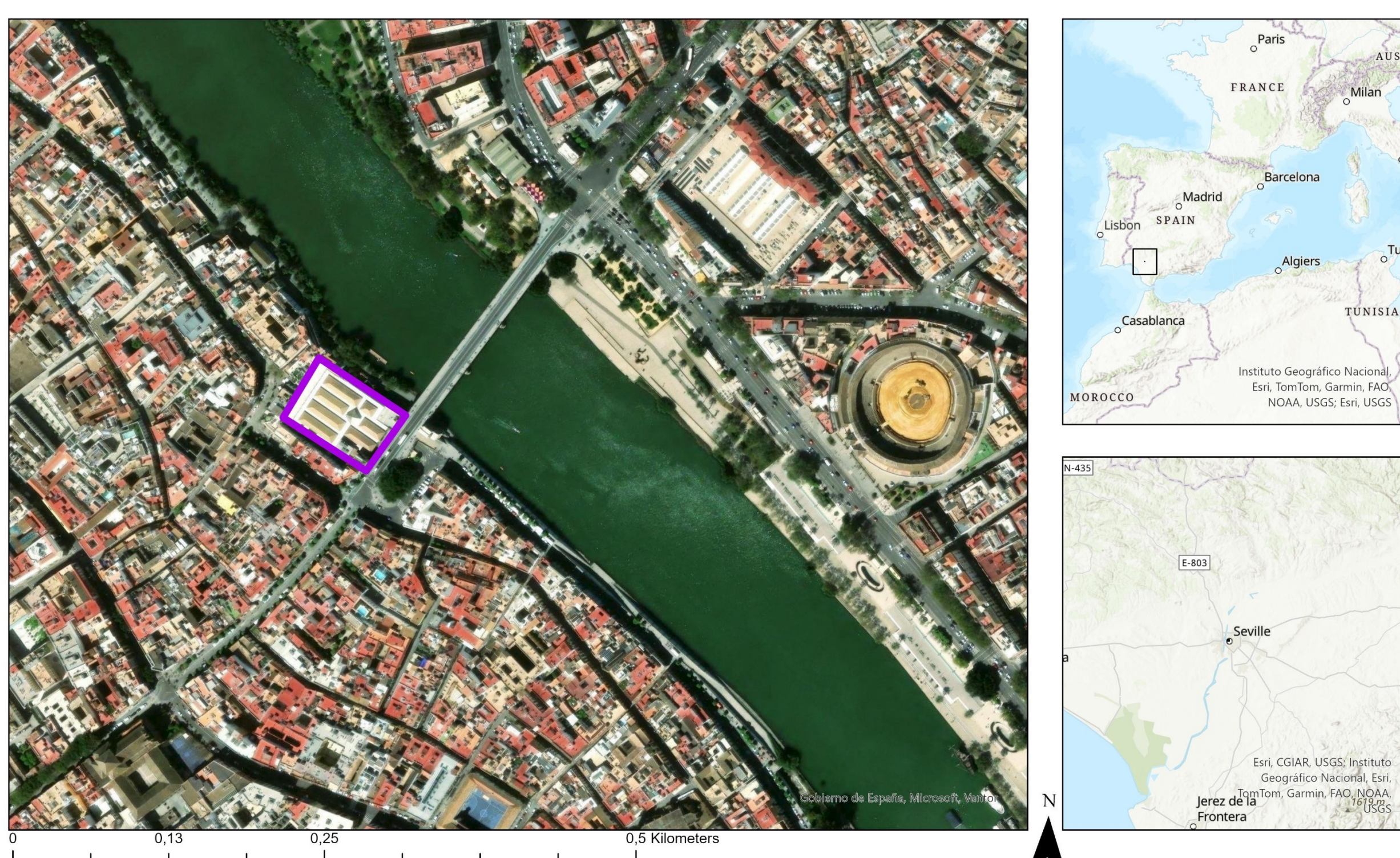
The traders act as intermediaries, reselling produce to consumers and the hospitality sector. They generally source their stock from the Municipal Wholesale Market.

### Institutions / Governance setting up market

Institutional: Local Administration: It is the market owner, establishes the regulations governing market operations, and approves and funds the maintenance and improvements to the market facilities.

Regional Administration: financial support and promotion. Triana Market Traders' Association. Stimulates daily market activity and acts as a liaison with the Local Authority. It is a member of other larger-scale market associations, such as the *Federación de Mercados de Abastos de Sevilla* (Local and Provincial) and the *Confederación de Mercados Tradicionales de abastos de España* (National).

### Location



### Challenges

- To balance traditional trade and the retention of local customers with the increasing presence of tourists.
- To increase autonomy in the day-to-day running of the Market to expedite new initiatives.
- Greater control for Triana Market over the car park.
- To improve the viability of market stalls that are unable to benefit from the increase in tourists due to the nature of their produce, particularly fishmongers

### ICT-Potential

- The Municipal Government launched an online sales platform for all markets in Sevilla, but it is not widely used at Triana Market. Some stalls have their own independent online sales systems

### Practice Partners

- Manager of the Triana Market Traders' Association
- Interviewee 4. Trader and Restaurateur. President of the Triana Market Traders' Association



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