

Portugal

Praça da Fruta, Caldas da Rainha



Market type Food (fruits and vegetables)

Frequency Daily

7h00/8h00 to 13h00/14h00



Key Stakeholders

- City Council
- Local Agricultural Producers (including 2 organic certified producers)
- Traditional Vendors (fixed intermediaries — from generations — between dispersed producers)
- Artisans and Small Processed Food Producers
- Local Consumers
- Tourists and Visitors

Main products and users

- Fresh fruits and vegetables, Flowers, Eggs, Olive oil, Honey
- Artisans (handmade crafts, mostly in events)
- Small-scale producers (jams, bread, nuts, berries)

Users:

Mostly from Caldas da Rainha and nearby parishes - regular users. Use the market as a social meeting point. Value freshness, trust, social interaction, and fair prices

Main production / farming system(s)

Family farms: Small- to medium-scale, often multi-generational (1-10 ha)

Farming methods: Traditional or transitioning to organic, low external inputs

- Mixed horticulture and fruit

- Strong seasonality following regional agro-climatic cycles.

Value chain involved (sourcing)

Short value chains: Most products go directly from producer to consumer, reducing intermediaries and transport emissions

Processed products: Small-scale value added by artisanal producers or local cooperatives (jams, bread)

Mixed stalls: Some vendors sell products from multiple producers, keeping origin transparent (mostly regional products)

Institutions / Governance setting up market

Managed by Caldas da Rainha Municipality

Responsibilities:

- Allocation of selling spaces and licenses (occupation fees)
- Hygiene and food safety regulation
- Price transparency supervision
- Waste management and cleaning
- Urban planning and public space maintenance

Many stalls have been **passed down through generations**, preserving family traditions and local market knowledge. Quality of products is ensured through consumer inspection, municipal hygiene control, direct feedback, and local reputation, with trust-based relationships replacing formal certification.

Location



Challenges

- **Infrastructure:** Need weather protection, toilets, digital payments, composting
- **Regulation:** Simplify rules, support organic certification
- **Competition:** Supermarkets offer lower prices, convenience, year-round products
- **Generational Renewal:** Aging producers, succession issues, low youth interest
- **Communication:** Low online presence
- **Sustainability:** Single-use plastics, limited composting, high water use (space cleaning)

ICT-Potential

- Digital platform (website/app) with information on products, producers and opening hours
- QR-code labelling for traceability and information on origin, production methods and recipes
- Online marketplace with pick-up at the market or home delivery

Practice Partners

- Caldas da Rainha Municipality
- CENSE - NOVA FCT



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