

Metropolitan Municipality Producers' Market Eskişehir-II

Market type: Producers' markets

Frequency: 09:00-18:45 (Monday- Saturday)



Key Stakeholders

- Eskişehir Metropolitan Municipality (owner of the initiative)
- Producers
- Municipality of Mihalıçık (a district of Eskişehir)
- Cooperatives
- Organizational unions
- University (particularly Faculty of Agriculture of ESOĞÜ)

Main products and users

- Producer Markets started operating in 2019 and have so far worked with a total of 62 sellers who are directly engaged in agricultural and livestock production, including 40 cooperatives and 22 individual producers.
- Regular operations are currently carried out with 30 cooperatives. There are no contract-manufactured products.
- A key criterion in product selection is that the product must be produced directly by the individual producer or the cooperative itself.
- To date, a total of 933 product items have been handled, and currently 296 product items are actively available in stock including Tarhana, noodles, jam, dried fruits and almost everything except meat and dairy.

Main production / farming system(s)

The producers' market purchases all agro-food products (conventional, GAP and organic) from rural producers through their affiliated cooperatives and delivers them to consumers. They try to increase the number of the cooperatives in Eskişehir, but they are small and have no capacity for a standard supply.

Value chain involved (sourcing)

Producers for bulk products---Producers' Markets---Consumers

Cooperatives ---Producers Market--- Consumers

Institutions / Governance setting up market

- With the enactment of Metropolitan Municipality Law No. 6360, the Producers Market and the Mihalıçık Food Drying Facility was established in 2019 with a financial support provided by a regional development agency (BEBKA).
- The market operates as a formal public institution under the Economic and Social Facilities Enterprise within the Eskişehir Metropolitan Municipality, with a separate tax identification number from the municipality.

Location



Challenges

- Small-scale producer cooperatives lack sufficient professional capacity in the areas such as shipment, distribution, packaging, standardized production, and accounting processes.
- In addition, economic fluctuations caused by inflation have resulted in products becoming relatively expensive under market conditions.

ICT-Potential

- No ICT has been utilized and/or used.
- A promotion and communication platform where cooperatives can showcase their products and introduce themselves would be beneficial.
- ICT demands are coming from consumers rather than producers.

Practice Partners

- Eskişehir Metropolitan Municipality
<https://market.eskisehir.bel.tr/>
<https://www.instagram.com/ebbureticimarket/>



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