

**Market type** Local agro-food market  
**Frequency** Sundays, 8:30 am – 6:30 pm

**Main Objective:** To protect local food systems, safeguard biocultural heritage, and promote Foça's rich diversity of wild herbs and medicinal–aromatic plants at both national and international levels.



### Key Stakeholders

- Slow Food Foça Zeytinalı Association (initiative owner)
- Foça Municipality
- Foça Public Education Center
- NGO (Slow Food International)
- Producers and Consumers

### Main products and users

The main products of Foça Earth Market are seasonal vegetables and fruits, olives and olive oil, eggs, dairy products, honey, and traditional homemade foods such as jams, pasta, tarhana, and local herbs.

These products are locally produced by small-scale farms and sold directly by the producers themselves. The main users of the market are local producers and consumers seeking trustworthy, local, and sustainably produced food. In addition, visitors and tourists use the market as a cultural and gastronomic experience space rather than only a shopping venue.

### Main production / farming system(s)

The main production and farming system is small-scale, local, and producer-led agriculture based on a short food supply chain. Production relies on traditional knowledge, seasonal cycles, and locally adapted seeds and practices rather than industrial methods. Farmers and producers operate within a 40 km radius and sell their products directly without intermediaries. The system emphasizes sustainability, low external inputs, and trust-based quality assurance instead of formal certification.

### Value chain involved (sourcing)

The value chain is based on direct sourcing, where producers grow, harvest, process, and sell their products themselves at the market. There are no intermediaries or wholesalers, resulting in

a very short, transparent farm-to-consumer supply chain. A trust-based value chain and a relationship-based verification mechanism, not certificate-based.

### Institutions / Governance setting up market

The Market is officially part of the global Earth Markets network coordinated by Slow Food International and the Slow Food Foundation for Biodiversity. It connects local production with the international principles of Good, Clean and Fair Food.

It is set up and governed by the Slow Food Foça Zeytinalı Association, which oversees producer selection, rules, and alignment with Slow Food principles. Foça Municipality supports the market through local regulation, space provision, and environmental practices.

### Governance is based on:

- Local Market Steering Committee
- Municipal support
- Binding **Slow Food International principles**

Decision-making is **participatory, consultative and educational**, rather than purely regulatory.

### Distinctive Features

- ✓ Production rooted in environmentally protected areas
- ✓ An education-oriented market model focused on wild herbs and traditional foods
- ✓ Seed exchange and knowledge sharing among producers
- ✓ Preservation of traditional street food culture (gözleme)

### Educational and Cultural Role

Foça Earth Market is not only a marketplace, but also a living learning space that brings together local knowledge, ecological awareness. Strong presence of women producers, supporting social and economic empowerment. Hosting workshops, tastings, celebrations and local activism.

### Location



### Challenges

- Lack of ICT tools for food tracing, data collection and communication.
- Legal and regulatory constraints
- Physical space and infrastructure regarding accessibility, parking etc.
- Absence of data collection (visitor number, economic impact, etc.)
- Digital product stories (QR codes)

### Practice Partners

Slow Food Foça Zeytinalı Association

### ICT-Potential

- Need for ICT tools for traceability, origin, information exchange, data collection and digital integration with Slow Food networks.