

# Croatia

## Gundulićeva poljana, Dubrovnik

<b>Market type</b>	<b>Mixed</b> (farmers' market from 7 till 11 AM; from 11 AM – 7 PM (cca) souvenirs and handicraft products)
<b>Frequency</b>	<b>Daily</b> (except Sundays)



Gundulićeva poljana, Dubrovnik, September 2025, photos taken by Jelena Ivanišević

### Key Stakeholders

- Local family farmers and small producers;
- Food traders;
- Private consumers;
- Sanitat d.o.o. (municipal company since 1976 in charge of 3 farmers' markets and 2 fish markets in the city of Dubrovnik - Gundulićeva poljana, Gruž and Lapad markets and fish market Gruž and fish market Old town)

### Main products and users

- **Products:** seasonal fruits and vegetables; cheese; eggs; olive oil; honey and fruit preserves; souvenirs; handicraft jewellery; artwork etc. no fish at fish market Old town!
- **Users:** Old town's residents (cca 1.200) and tourists

### Main production / farming system(s)

Fresh food produced on small family farms in the broader Dubrovnik area (Dubrovačko primorje, Župa dubrovačka, Konavle) but also some products from more distant locations (honey, e.g.)

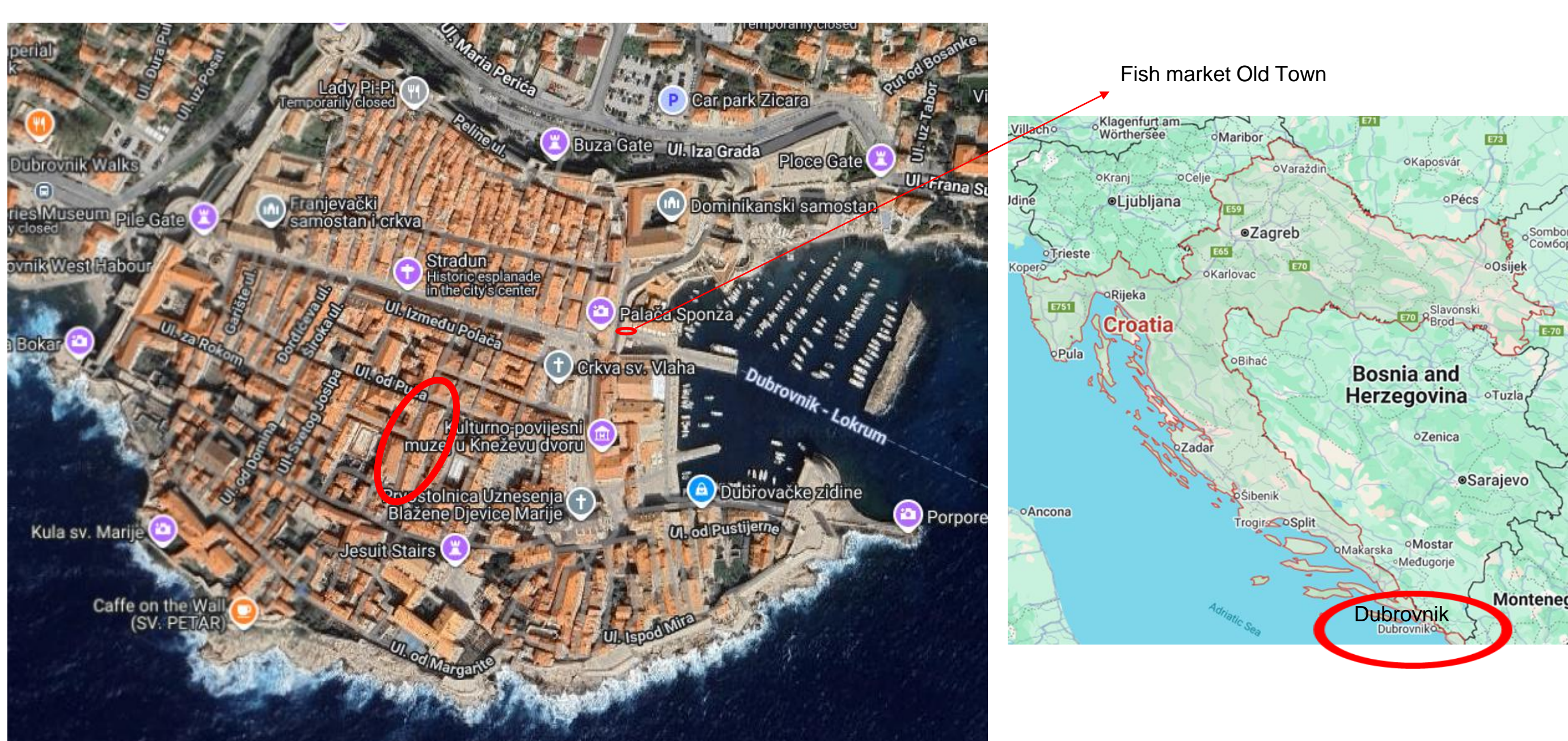
### Value chain involved (sourcing)

Most of the food sold on the market is locally sourced - short food supply chain (direct sales from the producers). Touristic offering mostly comes from local business (family farms - honey; food preserves, liquor and sweets), local craft businesses (artwork, jewellery, pottery) but also from vendors who import goods they sell (souvenirs, *bric-à-brac* items such as magnets, wooden items etc.)

### Institutions / Governance setting up market

Sanitat. d.o.o. - Dubrovnik utility company (operating since 1966), responsible, among other things, for farmers' market and fish markets - stall rentals, market infrastructure (water, electricity, transportation from delivery area to market situated in pedestrian area, etc.), cleaning and maintaining market's space, as well as creating terms and conditions for farmers, traders and customers (administrative rulebook "Market rulebook"). Touristic board of Dubrovnik is responsible for the selection and formalizing contracts with touristic offer vendors.

### Location



### Challenges

- Change of consumers' food patterns, mostly food procurement (e.g. buying from supermarkets)
- Aging, and decline in the number of the local farmers; major decline in local food production, depopulation of Old-town Dubrovnik
- Touristification and gentrification of Old town
- Product prices (higher than in the large retail centres)
- Introduction of new complicated legislative (bureaucratic) framework

### Practice Partners

- Udruga hrvatskih tržnica



### ICT-Potential

- Further research needed
- Questionable applicability (lack of interest among majority of producers on the market, age 60+)



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