

# Croatia

## Zeleni Kastav („Green Kastav“)

### Market type

**Organic farmers' market**  
(active since 2016)

### Frequency

**Twice a month** (Every second Monday of the month (afternoon) and last Saturday of the month (morning))



Kastav, Šporova jama, December 2025, photo taken by Lana Slavuj Borčić

### Key Stakeholders

- Farmers (cca 15),
- Buyers,
- Association „Zeleni Kastav“,
- City of Kastav

### Institutions / Governance setting up market

Association „Zeleni Kastav“ with the support of City of Kastav.

### Main products and users

**Products:** Organic seasonal fruits and vegetables (fresh and processed), organic (?) dairy products, organic cosmetics.

**Users:** mostly local people (from Kastav, Rijeka and other nearby areas) and during summer also tourists.

### Main production / farming system(s)

Organic farming on small family farms all over Croatia and several from Slovenia.

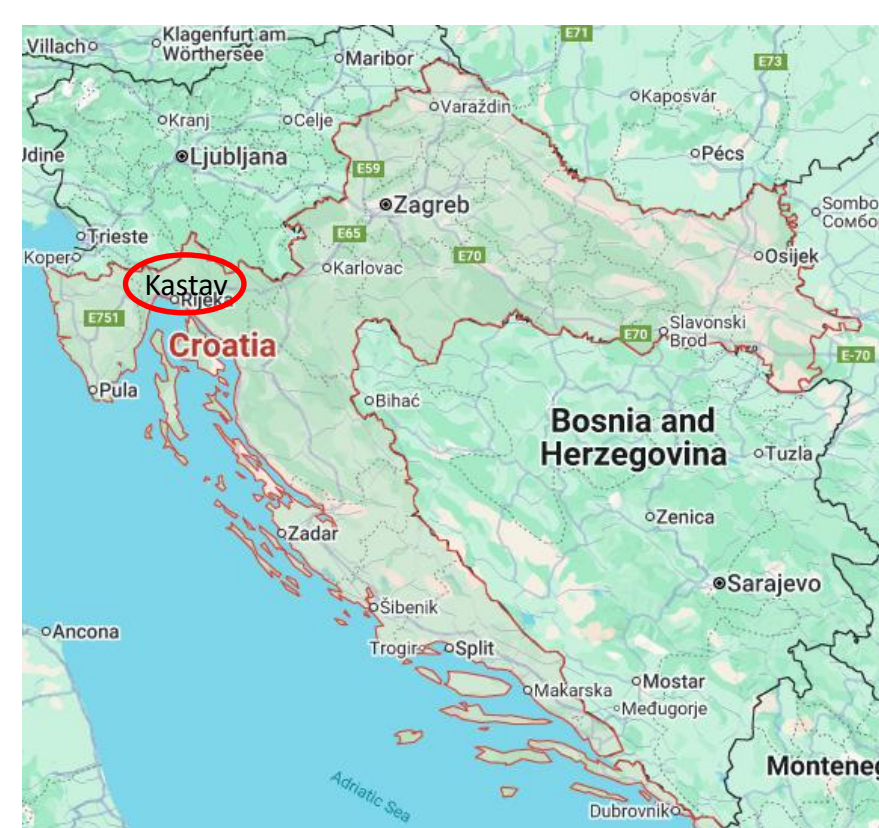
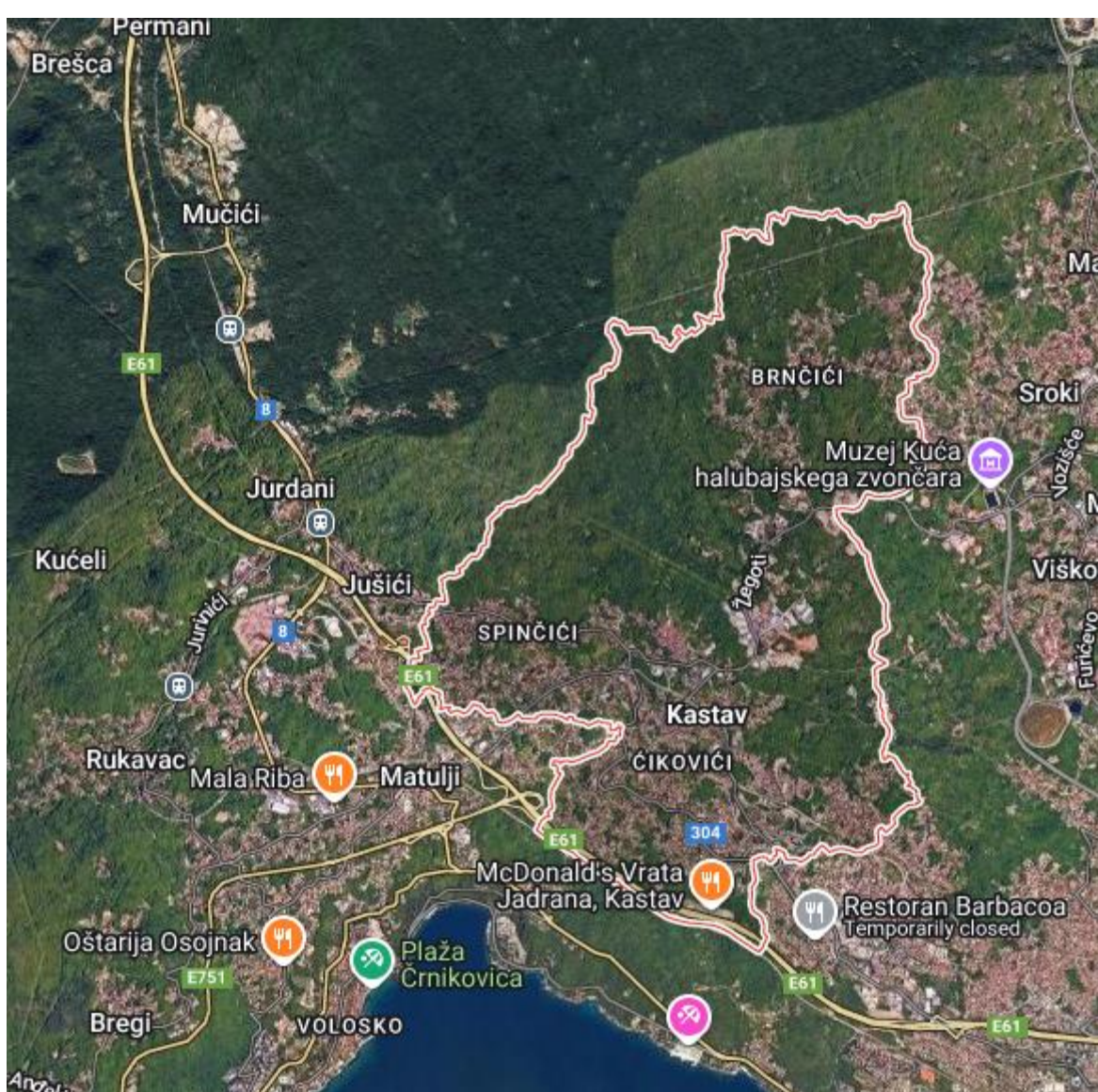
### Value chain involved (sourcing)

Short food supply chain (farmer to buyer), farmers from all over Croatia and even Slovenia.



Kastav, Šporova jama, December 2025, photos taken by Lana Slavuj Borčić

### Location



### Challenges

- Aging, and decline in the number of the producers
- Product prices (higher than in the large retail centres)
- Changes in the consumer habits (e.g. buying from supermarkets)
- Introduction of new complicated legislative (bureaucratic) framework
- The market venue should be better equipped and suited for this purpose

### ICT-Potential

- Mostly old, and micro producers – reluctance to accept modern IT solutions
- Should be examined in more detail

### Practice Partners

- Association „Zeleni Kastav“



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