

# Algeria

## Zeralda educational farm



**Market type** Mixed, Short supply chain, Agroecological

**Frequency** Weekly, Friday morning



### Key Stakeholders

- **Owners/managers** of the Zeralda organizing the market
- **Civil society:** Torba association, pioneer of its creation in 2014
- **Producers/vendors:** farmers, artisans from surrounding areas
- **Consumers** seeking healthy products, including urban residents, embassy staff, and people with health concerns.

### Main products and users

**Main products:** Fresh fruits and vegetables, herbs, and herbal teas, meat, dairy products, honey and non-food artisanal products. Mainly produced using low-input or agroecological practices. The focus is on healthy, local, and seasonal products.

**Users:** Include local consumers, producers bringing their products, and occasional visitors benefiting from the educational farm services.

### Main production / farming system(s)

Farming systems are primarily agroecological, emphasizing seasonal and local production, minimal use of chemical inputs, crop rotation, and sustainable practices.

(Non-agricultural products handicrafts and artisanal) are produced using traditional artisanal methods.

### Value chain involved (sourcing)

The market relies mainly on short food supply chains based on direct sourcing from small-scale local producers. with no or only one intermediary, allowing direct producer-consumer interaction. Sourcing is largely local and regional, covering fresh and processed agricultural products as well as artisanal non-agricultural goods. Coordination is informal and trust-based.

At its creation, the market was supported by the TORBA association through a participatory charter; however, traceability mechanisms are no longer effectively in place.

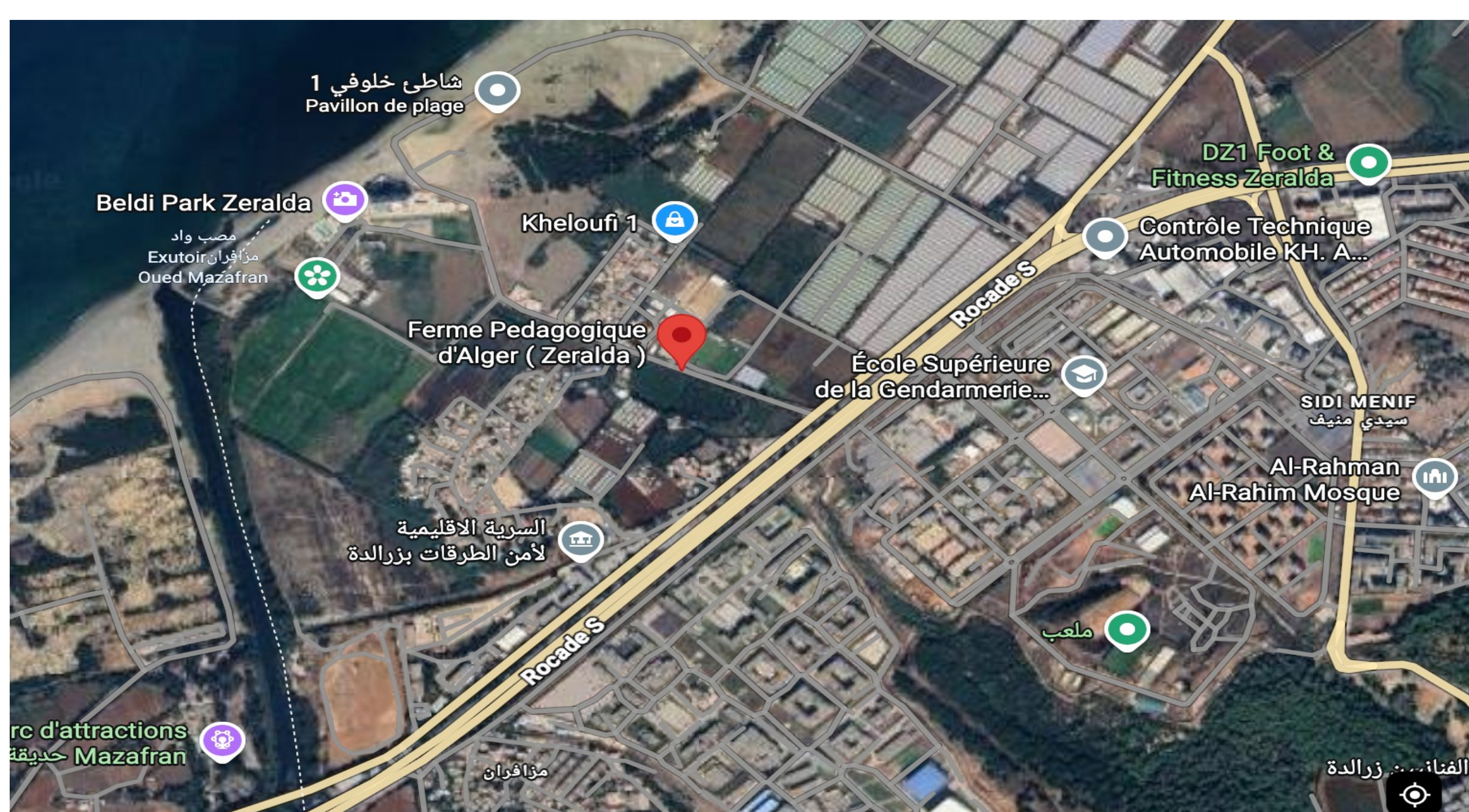
### Institutions / Governance setting up market

The market was initially set up through a bottom-up, associative initiative led by the TORBA association, in collaboration with local producers and a private market owner who provided access to the selling space.

Governance relied on a participatory charter, trust-based self-regulation, and voluntary engagement rather than formal public institutions or policy-driven frameworks.

Over time, the association's governance role weakened, and market management was taken over by the market owner.

### Location



### Challenges

**Market sustainability:** Loss of identity due to weak governance; withdrawal of TORBA; lack of traceability and quality control; shift toward a more commercial and leisure-oriented model.

**Producers:** Agroecological producers face unfair competition from resellers, price inflation, and declining control over market standards; economic viability threatened.

**Consumers:** Rising prices reduce accessibility, favor affluent buyers, and weaken trust in product quality; original social mission compromised.

**Value chain:** Weak institutional and regulatory support; opportunistic behavior by some vendors; erosion of producer-consumer trust; short supply chain model under threat.

### ICT-Potential

- Producer coordination – digital tools to organize production and deliveries.
- Online sales

### Practice Partners

- Torba association



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