



BEST PRACTICES

“Nature Park (Farmers’) Markets”

Institutional information

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Summary

Explain your case in one or two sentences

The nature park markets promise a varied tasting and shopping experience. Farmers and producers present their products. These come exclusively from the nature park area. In addition to agricultural products, traditional craftsmanship is also offered. The markets are outdoor events and take place every Sunday between May and October in changing communities and towns in the nature park. There are about 20 nature park markets per year.

Background information: How was the situation previous to your actions?

There were only regular weekly markets in the nature park that offer, in addition to regional fruit and vegetables, exotic products, similar to retail.

What were the needs you identified?

The importance of regional agricultural products is constantly growing in the society. However, many people have little or no time to shop directly on the farms or not every farm has an on-farm sale.

What solution you found to cover those needs?

The nature park markets should offer guests of the region, but also locals, a possibility to get in contact with the farmers of the region and to shop regionally. At the same time, the nature park markets offer farmers an (additional) sales platform.

What actions did you take to reach the solution?

The markets are organised centrally by the nature park in cooperation with the towns and municipalities. The nature park checks which market exhibitors are allowed to visit the markets (exclusively regional suppliers) and takes over the marketing for the events (flyers, social media, etc.). The towns and municipalities organise a supporting programme appropriate to the markets, e.g. children's programme, music, etc.

If any, which partners or other organisations did you involve during the process?

Partners such as countrywomen and regional companies (dairies, mineral springs, breweries, wineries, etc.) are involved in the project. Likewise, local tourist information offices or suitable tourist highlights present their offers.

What were the main problems or difficulties you had to face?

Only exhibitors who come from the region may be admitted. The markets are meanwhile very successful, so that exhibitors who do not themselves or whose products do not originate from the nature park also want to participate.

What is the situation now, after your actions?

In the meantime, the nature park markets have become established events in the region, which contribute greatly to sensitising customers (locals and guests) to buy regional products from farmers. The markets have become a showcase for the variety of regional foods. Many exhibitors benefit from the markets and have been able to build up a customer base.

Main lessons learned along the way?

Projects need time to establish themselves in the area. The project benefits from the organisation through and from the marketing power of the nature park.

Annex:

Nature Park Market01

Nature Park Market02

Nature Park Market03