



Short Food Supply Chains ***Cyprus***

Med Cluster Meeting

17 October, 2012

Department of Agriculture, Cyprus

Structure of presentation

- Awareness and identification of local products (Eurobarometer Survey, 2011)
- Distribution channels in Cyprus
- SFSCs – Practices in Cyprus
- Examples of SFSCs: Outdoor markets, roadside stands
- Difficulties/Challenges

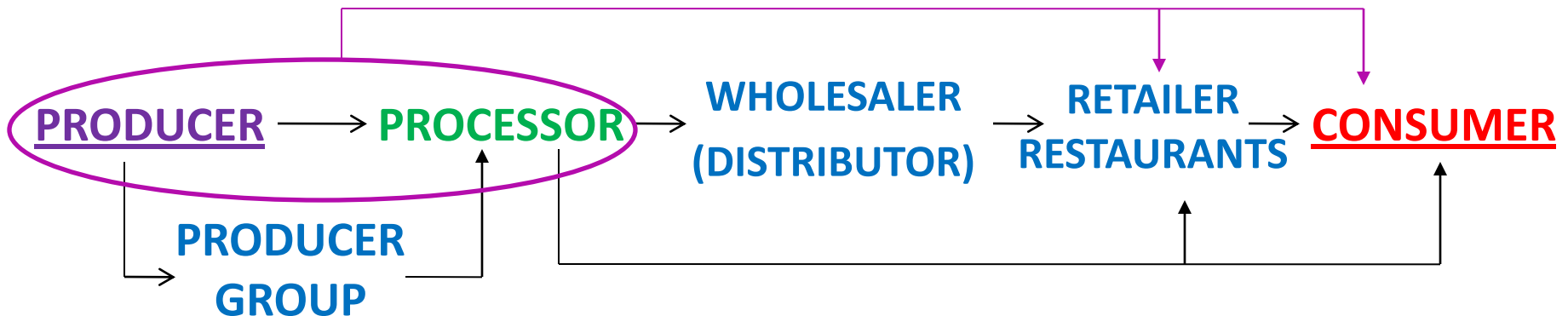
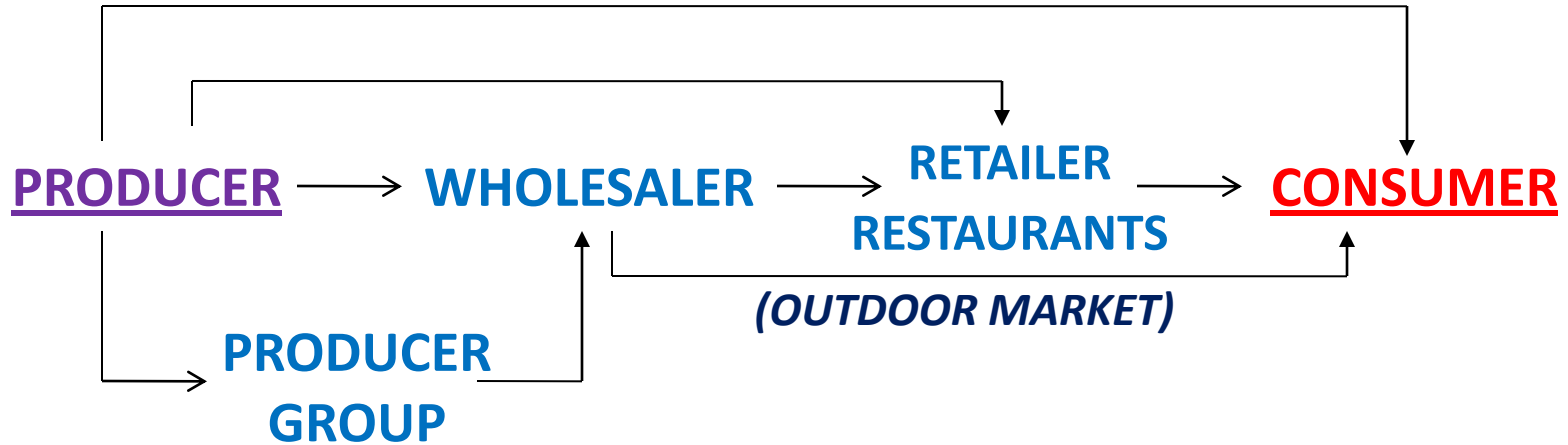
Awareness and identification of local products*

QUESTION	EU 27 'Total Agree'	CY 'Total Agree'
The <u>EU should encourage local markets and distribution channels</u> so that local agricultural products and foodstuffs (AP&F) are more readily available	92%	99%
For consumers, there <u>are benefits in buying AP&F which come directly from a farm close to where they live</u>	89%	96%
It would be useful to have <u>a label identifying AP&F which come directly from a farm close to where you live</u>	89%	100%
As a consumer, you think it is <u>easy to identify whether AP&F come directly from a farm close to where you live</u>	52%	55%

* Eurobarometer Survey (2011) – What Europeans think of agriculture and the CAP

Distribution channels in Cyprus

(OUTDOOR MARKET OR BY DIRECT ORDER)



SFSCs – Practices in Cyprus

Types of SFSCs found in Cyprus

Outdoor markets ('farmers markets')

Buy from the factory (processed foods)

Fairs (e.g., in religious events)

Order by email/by phone

Roadside stands (e.g. strawberries, watermelons)

Vendors

Types of SFSCs not found in Cyprus

'Pick Your Own'

Buy from the farm (farm shops)

Community Supported Agriculture (SCA)

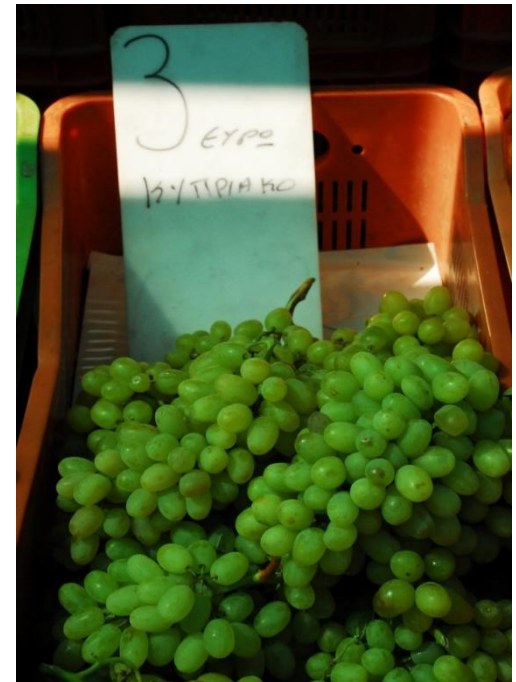
Consumer groups

Examples of SFSCs: Outdoor markets

Sporadic legislative measures under municipality and community law

Operated mainly by the local authorities / municipalities

About 12 outdoor markets operating in Cyprus at the moment



Examples of SFSCs: Outdoor markets

Participants: Farmers, Wholesalers

Day: mainly once a week (weekend)

Time: Early morning until noon or late afternoon



Products: agricultural products (fruits/vegetables/flowers), processed products (e.g., bread, currants, olive oil, etc).

Mainly local products (from Cyprus)
Imported products also available

Examples of SFSCs: Roadside stands



Difficulties

'Short Food Supply Chain' - new concept for Cyprus (even though used as a practice in older times)

No definition of SFSCs (at national level)

Lack of national legislation on SFSCs

Wholesalers gained big negotiating power in the last few years and currently control a great portion of the market (large difference between producer price and retail price)

Outdoor markets are open to imported products that compete with local goods - discouraging for local producers



Challenges

Establish a framework on the types of SFSCs in Cyprus

Community and /or national legislation (e.g., on definition of SFSCs, operation, control) necessary

Rural Development Program 2014-2020 (article 36 of Commission proposal)

Producer education (e.g., marketing skills)

Consumer education and information to change mentality and increase demand of produce through alternative channels (e.g., direct sales)

WIN-WIN for both producers and consumers

***Thank you for your
attention!***