

Deliverable 3.2.2. Promotion materials

FEDERATION OF PROFESSIONAL CRAFTS AND TRADE ASSOCIATIONS OF EVROS

Organic Farmers' Markets

In the early 1990s, a group of neighbours in an apartment building in the northern suburb of Chalandri discussed the desire for purchasing local, organic goods which at the time were difficult to find in Attica. To satisfy this need they decided to utilise an available space beneath their apartment building and brought in a group of Greek farmers to sell their organic, pesticide and chemical free produce. This was just the beginning of a movement and the birth of the Association of Organic Farmers' Markets—which is now thriving in not only Attica but Crete, Thessaly and throughout Northern Greece as well. The Association ensures that only organic farmers and produce are sold at their markets through a vigorous inspection and approval process. This is a unique opportunity as well because the consumer can speak with and purchase their produce directly from the farmer who grows it.

The organic, bio, and locally grown trend reflects a shift in a mentality towards a healthier and down-to-earth lifestyle. In the past, organic produce came with a hefty price-tag but this is no longer the case. Consumers pay a premium for organic produce purchased at a grocery store because it has been shipped halfway across the world, however locally-grown organic fruit and veg are incredibly reasonably priced and simultaneously support your local economy while reducing your carbon footprint.

THE PROJECT IS CO-FUNDED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF) AND BY NATIONAL FUNDS OF THE COUNTRIES PARTICIPATING IN THE COOPERATION PROGRAMME INTERREG V-A "GREECE-BULGARIA 2014-2020". THE CONTENTS OF THE DOCUMENT ARE SOLE RESPONSIBILITY OF THE FEDERATION OF PROFESSIONAL CRAFTS AND TRADE ASSOCIATIONS OF EVROS AND CAN IN NO WAY BE TAKEN TO REFLECT THE VIEWS OF THE EUROPEAN UNION, THE PARTICIPATING COUNTRIES THE MANAGING AUTHORITY AND THE JOINT SECRETARIAT.

After much struggle because producers of organic food in Greece operated irregularly, they succeeded in amending the law to be able to sell their products. Today, they operate in a standard manner, with uniformity and distances between stands, and producers sell their products, taking care of cleanliness themselves.

A 60% jump in organic agriculture and animal husbandry , so that in the next five years 1 in 6 hectares are organic crops (correspondingly also in organic breeding) foresees the Strategic Plan of Greece for the new CAP 2023-27 , with subsidies that are going to exceed 1 .5 billion euros.

In 2020, organic crops corresponded to 10.2% of the country's used agricultural area, with Greece in fact first in the EU in the percentage of organically raised cattle out of all cattle (30.3%).

In 2024, organic crops are set to increase by almost 50% to 14.8%, as the new action for the conversion of conventional crops and farms to organic, with a budget of 287 million euros, is planned to be announced through the 2023-27 Rural Development Program.

In 2027, the goal is for 16.4% of the used agricultural area to be covered by organic crops-breeding, with the result that Greece is among the top 10 member countries of the EU27, well above the European average of 9.96%.