



2021 TOP 100 GOOD PRACTICE STORY

Title of the Story: The online market for local producers of the Vipava Valley "Tržnica na borjaču"

Destination Name: *(include any state, province or region)*

Občina Ajdovščina, Vipava Valley

Country: Slovenia

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Position: Expert associate for tourism development

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Localizing the destination supply chain
- Decarbonizing the destination supply chain
- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Tourism Reset & Recovery

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org

DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

For long centuries Vipava Valley was known as a garden for surrounding regions, providing fresh fruits and vegetables almost year-round. Winemakers were selling their wine all over the Austro-Hungarian empire. Hardworking farmers were carrying their fresh vegetables, fruits and meat on the market to Trieste and nearby Gorizia. Locals buying from local producers was the most common trade. But with the rise of supermarkets people changed their habits and started buying imported fruits, vegetables and meat products in the stores. Farmers, winemakers, and other producers lost their primary market. On the other hand, consumers consumed less quality food. On top of that, not knowing about the hidden costs such as higher pollution because of the transport and mass production of the food, and helping big corporations to eliminate small local producers.

Methods, steps and tools applied

Since the Municipality of Ajdovščina has committed to sustainable development, we started the project of bringing local products closer to the local population and make it easier for them to buy them. With the project, we want to lower the impact on the environment by cutting down transfers, promote buying seasonal and healthier products, and support local producers by establishing new sales channels. We have also invited other municipalities and organizations from the Vipava Valley to join us. Our team has decided that the best way would be for producers to advertise their products on a web portal, which we can then promote and bring closer to the local people. We have created videos to present local producers' everyday life, and how their work. With this, we wanted to show people who produce these goods.

Key success factors

Customers can choose from different categories like vegetables, fruits, meat products, beer, honey, herbs, etc. Web portal "tržnica na borjaču" offers the widest offer of the local products in the area. All the producers are official producers with all necessary documentation. This gives us credibility.

After the order, the customer and producer agree on where the pick up will take place. Either customer will pick up products at the producer's place, or the producer will deliver them. We also establish official pick-up points all over the Vipava Valley.



Lessons learned

We created a platform that quickly became new healthy habit for the local community and farmers. We learned that only if we all work together, because we all strive for better, we will have the power to make the change. Fresh and seasonal food does not just benefit the health. Working this way, we all have benefits, the local community, municipality, local farmers, and local economy.

Results, achievements and recognitions

In the first four months since the project started, we had more than 10.000 visits on the web portal, and ninety different producers advertised more than two hundred products. We have received great feedback from both sides. Producers are selling more of their products closer to their homes. With this, they spend less on the transfer to other places and contribute less to the pollution of our environment. Consumers are happy to support producers and the local economy and eat more seasonal and healthier food.

Additional references

<https://trznicanaborjacu.si/>

Video: <https://youtu.be/mKwt5Gy36pU>

