



Sale of farm products on the central square of Lviv during Christmas fair

Country name:		Ukraine
Region:		Lviv
City :		Lviv
Public organisation responsible for the initiative	National language	Львівська Міська Рада Сільськогосподарський кооператив «Фермерська родина»
	English	Lviv City Council Agricultural cooperative "Farmer's Family"
Department (if any)		
Address:		Rynok sq, 1, Lviv, Ukraine, 79008
Webpage:		https://www.facebook.com/groups/724003411799627 https://www.facebook.com/farm2you.com.ua

Initiative description

Title:	Sale of farm products on the central square of Lviv during Christmas fair
Features of group/s of beneficiaries	<ul style="list-style-type: none"> • Small and medium enterprises – local products and producers
Initiative / tool objective	<ul style="list-style-type: none"> • Support local farmers in the promotion and sale of their products during pandemic. • Facilitate residents and tourists of the city in buying delicious and healthy regional food.
Steps / phases / stages of tool / initiative implementation and its activities description	<p><u>Stage 1. Consultations with farmers and the city council</u></p> <p>Traditionally, during the Christmas holidays in Lviv, similarly to the other European cities, Christmas fairs are an important event for the local community. Before the</p>

	<p>COVID-19 pandemic, they were held in the city centre on the alley near the Opera House and the main square of Lviv.</p> <p>Lviv Christmas Fair is the highlight of winter Lviv, which attracts about 300 thousand tourists each year. Traditionally, many tourists from abroad and other regions of Ukraine came to Lviv throughout January, especially from the central, eastern, and southern regions. Tourists were attracted by the opportunity to witness the national traditions of celebrating Christmas and taste the gourmet dishes of national cuisine.</p> <p>As the government of Ukraine introduced more strict restrictions from January 8 to 24, 2021, it became impossible to hold the fair in the previous format. However, trade-in products were allowed. Due to quarantine restrictions, it has become more difficult for farmers to sell their products, as restaurants and cafes had ceased to operate and farmers had limited access to large retail chains.</p> <p>To face new difficulties considering the traditions and basic needs of entrepreneurs, it was decided to hold a Christmas fair in 2021.</p> <p>This fair was held in compliance with quarantine requirements:</p> <ul style="list-style-type: none"> - Wooden sheds were placed at a distance of one and a half meters from each other. - All marketplaces were equipped with antiseptics and personal protection ware. <p>For the needs of local farmers, the Lviv City Council has allocated an additional area in the central square of the city near the City Hall, free of charge. The agricultural cooperative "Farmer's Family" provided continuous communication with the regional farmers.</p> <p>More than 40 farmers have confirmed their interest in participating in the organisation of sales at the fair of regional food.</p> <p><u>Stage 2. Hosting a food Christmas fair on Rynok Square - the central square of the city</u></p> <p>Before the opening, the promotional campaign in many publications and media was launched. Through storytelling, the event was an excursion into the history of the city 100 years ago, when such fairs were attended by masses travelling to Lviv in carts drawn by horses.</p> <p>The fair was opened by the mayor with a limited number of celebrities invited, food tastings and information booklets (also available digitally to download). The traditional lottery was held among both tourists and online visitors.</p> <p>Every day of the fair was streamed live and displayed on Facebook pages in the form of posts and photos with purchases. An important factor was the presence of well-known public figures in Lviv.</p> <p>This mixed technique had become not only an important sales channel for local farmers but also a tool to generate positive emotions and faith in finding alternative solutions during the national struggle with COVID-19. On the last day of the fair, the farmers who were the most active were awarded a special prize.</p> <p><u>Stage 3. Evaluation of the results and planning next actions</u></p> <p>During the Christmas fair, visitors were asked whether they would like to continue buying local farmers products after the event. The results of the survey showed that</p>
--	--

	<p>city residents are interested in the continuous purchase of natural quality products from regional farmers, which creates a new opportunity for the City to introduce in the future.</p> <p>The perfect organisation according to the COVID-19 restrictions and strategic decisions towards local farmers proved to be successful. The fair got positive feedback from the locals and tourists. Basing on these experiences, similar fairs will be held in the future, not only in the city centre but also in other areas of the city.</p>
Expected result(s)	<p><u>Initiative / tool organisation dimension (what kind of added-value the initiative / tool brings for the implementing organisation?):</u></p> <ul style="list-style-type: none"> • increase the tourist interest and recognition of the Lviv • greater recognition of producers of farm products • involvement of new local producers in the Agricultural Cooperative "Farmer's Family" <p><u>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</u></p> <ul style="list-style-type: none"> - increase the market for farm products - increase in budget revenues from market participants - maintain the number of workplaces - increase the tourist interest and recognition of the Lviv

Transferability

Transferability to other countries (to be assessed by all Project Partners)	<ul style="list-style-type: none"> • <u>High</u> – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization
Transferability on country of origin level (to be assessed by all Partner from specific country)	<ul style="list-style-type: none"> • <u>High</u> – the initiative / tool can be transferred without the fulfilment of demanding requirements by adopting organization
Necessary resources	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> • Offices: <ul style="list-style-type: none"> ○ Basic office infrastructure • Technology: <ul style="list-style-type: none"> ○ Providing promotion in the different media sources ○ Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)

	<p>Knowledge:</p> <ul style="list-style-type: none"> • Competencies of members of implementing team: <ul style="list-style-type: none"> ○ Ability to communicate with companies and others stakeholders in agriculture • Procedures: <ul style="list-style-type: none"> ○ Obtaining permits for trade in the city centre on the square ○ Internal procedures related to agreements and public procedures
	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> • The initiative did not require additional costs from the local budget, logistics of food delivery was provided by local farmers
Key success factors:	<ul style="list-style-type: none"> • Effective cooperation between business, government and NGOs • Credibility of local public administration • Promotion of this event in different media sources • Observance of safety measures
Key challenges:	<ul style="list-style-type: none"> • Adherence to the principle of fair competition, for example, development of procedures for granting access to farmers to participate in the fair
Impact on regional economy (general description)	<ul style="list-style-type: none"> • Increasing the market and general income of local farmers • Development of local food brands • Increase in revenues to the local budget