

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

Number in the database: 145

Area: 20

General information (only if existing or planned)

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

Idea description

Title:	Sale of farm products on the central square of Lviv during Christmas fair
Idea 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.
Sharing process (max 1000 characters)	<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 COVID-19 pandemic, they were held in the city centre on the alley near the Opera House and the main square of Lviv. 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.</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>
Restrictions/rules (law, skills, time, other)	<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 (if applicable)	<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
Costs for public institutions (if applicable)	<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
Expected result (if possible)	<p>Initiative / tool organisation dimension (what kind of added-value the initiative / tool brings for the implementing organisation?):</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>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</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