THE MARKETS OF THE MEDITERRANEAN

Management Models and Good Practices

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MedEmporion

Mercats de Barcelona

Ajuntament de Barcelona

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Barcelona is a cosmopolitan city, both Catalan and universal, and profoundly Mediterranean. A city that has been able to combine tradition and innovation in perfect harmony. These are the characteristics that have made it the headquarters of the Union for the Mediterranean, an organisation that fosters dialogue and cooperation between the two shores of this sea that we share and that unites us.

The markets of Mediterranean cities are excellent places for seeing how, through trade and the relations between people of highly diverse origins, a common way of acting has been forged. This is why it is important that we keep them alive and bring them up to date to respond to new social needs, because markets are not only places of economic exchange but also real invigorating centres of urban life.

In this study you can see how 12 cities, including Barcelona, have managed this commitment to preserve their markets. In all cases we find trade driven by families and businesses, and a municipal authority that ensures provision of a basic service, with everyone aware that the benefit generated together is much enhanced. At the public authority we must strengthen these enriching systems of cooperation and shared responsibility. The policies of good practices described here must be our source of inspiration.

The involvement of the European Union in this project through the Med programme makes the value of our markets clear and strengthens the future of the Mediterranean region as well as its markets. This is a document that must also help to guide the Europe 2020 strategy. Thanks to all the traders and public workers involved for guiding us towards the future of Mediterranean markets.

Xavier Trias
Mayor of Barcelona

Barcelona is proud of its 43 markets that receive more than 60 million visits per year. Markets are one of the sectors that make Barcelona a more human city. A local and, above all, quality trade that makes the life of the people who live and work in the city more pleasant. The Network of Municipal Markets is very important for Barcelona, both economically, as centres generating business and employment, and socially, given their function as one of the pillars of the country.

In this scenario, the Municipal Government's main priority is to implement economic promotion policies to stimulate trade in the city, both through markets and the 17 commercial neighbourhood areas, given that we are fully aware that Barcelona has been, is and will be the city par excellence of the trader and shopkeeper.

One of the key elements in the success of the markets of Barcelona has been their commercial, functional and architectural remodelling. Since 1993, 19 markets have been remodelled, and we are currently driving forward the redevelopment of another ten as well as improvements in all facilities.

This system we have called the "Barcelona Market Redevelopment Model" is a modest contribution by our city to the network of European cities that also understand markets as motors of neighbourhoods and cities. This book explains many other systems and models that work while adapting to the reality surrounding each one. However, they all have the interest and objective shared by traders and public authorities to serve citizens-consumers and make their lives more pleasant.

We must be imaginative and visionary to ensure the evolution of our markets and cities but, above all, we must enhance the teamwork between entrepreneurship in trade and the local public authority.

Raimond Blasi
President of the Institut Municipal de Mercats de Barcelona
Councillor of Trade, Consumption and Markets, Barcelona City Council

The role of markets as centres that have shaped European cities since the Middle Ages is a widely accepted idea. During the 19th century, with industrialisation and urban growth, food markets multiplied and settled in iron and glass markets. Their later evolution has been very different: some began to fall into decline and even disappear, threatened by new commercial formats; others, in contrast, are still present and maintain a preeminent place in the distribution of food and other consumer products.

Barcelona is a city that, with the return of democracy, made a commitment in the 1990s to the local commercial model of markets. Since then, a public body – the Institut de Mercats de Barcelona – has taken responsibility for the management, operation and improvement of the 43 markets in the city. Over the years, the IMMB has expanded the understanding of the values and organisation of markets, has developed studies about customers and stall owners and has sought imaginative ways to continuously renew and improve the service to ensure its ongoing competitiveness.

This study is a new approach to the reality of the local food markets in the geographical area of the Mediterranean. It does not seek to be an exhaustive work but a starting point from which to explore the different realities set out. Although many more remain, we have visited markets in twelve cities in the northern and southern Mediterranean – Barcelona, Turin, Genoa, Marseilles, Ljubljana, Zagreb, Valencia, Castellón, Istanbul, Fes, Beirut and Cairo. We have experienced the reality in each one of the cities through meetings, as appropriate, with public officers, traders, architects…, who have given us an insight, despite the Mediterranean unity, into the different uses and customs of each culture. Much of the data has been obtained from existing studies included in a detailed bibliography at the end of the book. Other data has been provided by the managers in the markets through questionnaires prepared for the study.

From this data, we have extracted a set of ten good practices that we consider offer solutions to shared problems and also a future model for the markets. They are ten points of reflection and work, aimed at the operators of markets and officers, obtained from the good practices observed. We are convinced that markets have a very important role in the cities that we build for our children both for the quality of life they give us through fresh products and the local shopping they represent, and the relations between neighbours and the economic invigoration they generate in their surrounding area.

The application of these practices in each market can be seen through the descriptions included in the second part of the study. To aid the comparison we have prepared a deeper analysis of the key aspects of the management of a market – model of management, logistics, accessibility, services, products, safety and hygiene, and promotion.

This is a document for contributing ideas, for generating debate and for analysing the current and future challenges facing markets. Each city and each market can discover the different management models and assess which is most ideal for its development. A market with a supermarket? Private, shared or public management? Specialising in local production or international products? There are many valid options but we must reflect and invest time, ideas and resources.

The reflection undertaken by all of us who work in the markets, both public authorities and private organisations, must result in a collective awareness that enables us to share interests, objectives and resources. The MedEmporion project of the Med Programme of the European Union has given us the tools to take this first step. The cities participating in the project – Barcelona, Turin, Genoa and Marseilles – believe in the future of Mediterranean and European markets and in working together to make our voice heard in the definition of the EU trade policies and of our respective countries. We will continue advancing towards the management model of excellence of markets that are essential for our citie.

Jordi Torrades
Manager of the Institut Municipal de Mercats de Barcelona

INTRODUCTION

AN APPROACH TO THE MARKETS OF THE MEDITERRANEAN

The Concept of Market

The word *market*, and many others from the different European languages, derives from the Latin *marketus* and refers to the place or manner of contact between people buying and people selling. This happens equally with the Arabic word *suq*, which also refers to a meeting of buyers and sellers.

However, at present can we define the market only as a space where commercial transactions take place? The word *market* can, of course, refer to many aspects of the same concept in the Mediterranean area. Whether we understand it as an offer-demand-price device or as a place, the square, where people buy small quantities of products, the market is an institution of a universal nature with its own rules (equivalences, coins, guarantees…) although these are not always apparent.

Authors do not agree on the origin of markets; for some, they come from ancient times, in Egypt or India, where people used to meet in inland trade exchange centres at strategic locations, such as harbours or crossroads, and which usually coincided with the holding of other festivals, both religious and pagan.

Beyond the exact moment when markets began, we find some aspects which contributed to their emergence:

- The frequent scarcity of supplies due to concentrations of people on the occasion of religious festivals.
- The influx of refugees.
- The displacement of the rural population.
- The undertaking of public works, such as city ramparts and temples.

Thus, the market is not only a typical buying and selling point but a highly socialised place allowing us to see some specific rules of behaviour which, along with supply, enable us to

understand the rhythms of the peoples and their traditions. The market, apart from being a point of trading contact, is also the reflection of the society in which it takes place.

The Mediterranean

Defining the Mediterranean is also not an easy task. There are too many criteria for us to draw a line that separates the Mediterranean from the non-Mediterranean, an obstacle that has nevertheless not impeded the formulation of numerous and diverse definitions. This is probably due to the fact that the identity of the Mediterranean, albeit vague, is very powerful and the result of environmental elements, cultural features and the interaction between them.

Despite bringing together three continents, the Mediterranean shows some ecological unity and some continuity in the way human beings use its natural resources.

The agrarian landscapes of the Mediterranean are the result of a profound humanisation and the numerous exchanges that have taken place there. Over the centuries, its tangible culture has been based on combinations of technical systems linked to the exploitation of the resources, which are differentiated and yet similar, if not contiguous, such as:

- Grain-producing agriculture on the coastal plains and river basins.
- Forestry (vines, olive and chestnut trees) on the mountain sides.
- Short or long transhumant grazing in the high regions and the bordering desert areas.

Moreover, despite the three monotheist religions present in the region (Jewish, Christian and Muslim) and their relatively confrontational relations, a long history has brought together the different peoples while developing multiple exchanges and different spaces, both at a local and global level, to the point that, beyond the diversity of languages, the Mediterranean offers related forms of social organisation and shared values.

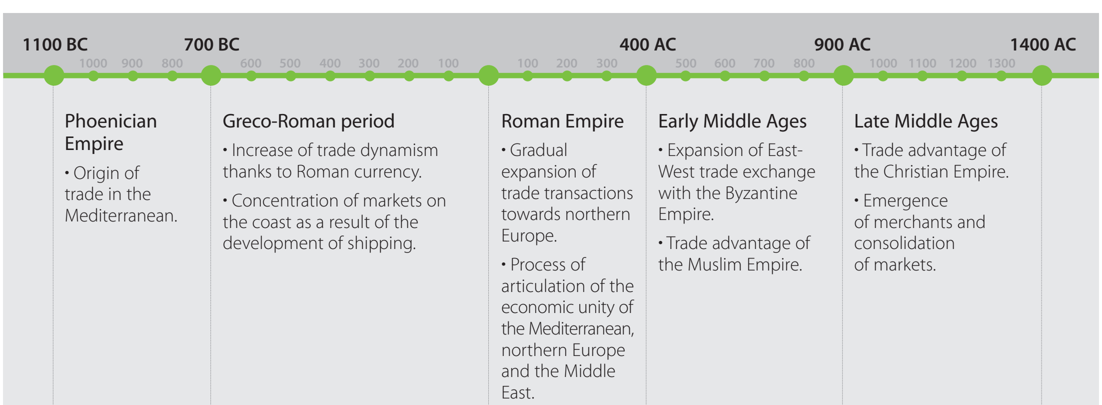
According to the French historian Fernand Braudel (1902-1985), the Mediterranean is, above all, a "border-space", a border between the cultures that have developed around it. However, the different names that the Mediterranean has received have been the result of a determined historical and political circumstance and do not help to reflect the different social, religious and economic changes that the basin has experienced over the centuries. Neither do they help to reveal the differences and commonalities between the eastern and western coasts or between the north and the south.

The Formation of the Mediterranean Economic Space

The expansion of trade in the Mediterranean – on which Graph 1 provides some significant data – has been a long process, over many centuries, which finally consolidated in the Middle Ages with the emergence of cities and merchants.

It was during the Middle Ages, as a result of the development of trade, when fairs and markets experienced a real growth and were constituted as periodical meeting places of merchants in well-linked urban centres.

The market, the leading character in the Middle Ages, has indeed been the origin and end of the economic flows which made it possible and allowed its later development. Thus, when there was a commercial need to establish determined periods during which buyers and sellers could meet, the response was the creation of fixed markets and concessions. The authorities created and granted markets everywhere for the use of foreign merchants. Concessions also met the needs of supply and the tax-raising purposes of the sovereign. The market has been the heart of the city, the foundation of urban life.



Graph 1. Key dates in the expansion of trade in the Mediterranean.

If anything has identified the European urban world since the Late Middle Ages, if anything has defined what a city is, this has been the privilege of being able to hold a fair or market.

The Belgian historian Henri Pirenne (1862-1935) attributed the renaissance of the city to the re-emergence of the figure of the trader and the invigoration of extensive long-distance routes of sumptuary trade. Trade, whether international or of a more modest nature, channelled through local peasant markets, fostered the long cycle of growth in medieval Europe from the year 1000. Products which were only available at determined times or seasons (wool, grains, furs, young cattle…) could be found, once the production period had ended, in the market or annual fair. Merchandise produced more or less continuously throughout the year, mainly the most perishable goods such as butter, cheese, eggs and meat, could be sold weekly in the market and, in the case of fish, even daily.

Markets, in short, while facilitating the transportation and exchange of products, have contributed to shaping territories. Moreover, their development brings about economic growth, enables the appearance of new services and the concentration and growth of the population. Meanwhile, this generates new needs related to the planning of spaces and services. On some occasions, a market has involved the development of a city around it, which has given it a specific layout and, on others, the urban concentration has involved the location of different markets as a fundamental supply service for numerous people, mainly salaried and not involved in the production of food. For this reason, urban markets can give way to a specific architecture and also to a determined urban layout.

The Market as a Space for Sociability

The markets of the Mediterranean offer a sufficiently broad basis for discussing the different realities of the whole territory.

The image of the Barcelona municipal markets, for instance, coexists with that of other cities with more blurred, less structured, more fragile and intermittent realities. Thus, the dynamic of all markets is not a fixed, stable and stagnated reality but rather moveable, permeable and subject to the changes that society experiences over the years, mainly because it is actually an expression of society itself.

The word *market* is a concept with different meanings. When understood as a commercial activity mainly related to the sale of food products, the market may refer to:

- The municipal market, held daily within a covered building.
- The activity of the travelling market, which is determined by the market day established by each town or village and usually held outdoors.
- The specific fairs and markets, based on specific activities, such as sectors or determined products aimed at consumers.

However, market activity not only concerns food products but also responds, among others, to the buying and selling of products for the home or for professional agricultural activity, cultural products, clothes and even second-hand products.

In food markets we also find different realities: there are peasant markets, markets of generic products (the most common), handicraft markets or markets of organic products.

The presence, shaping and meaning of the market go beyond its fundamental activity of supplying the urban and rural population and issues such as order, urban layout, stimulation of the local economy, municipal finances and health or hygiene control become instrumental to interpreting the character that the presence of a market gives to a specific place.

Although each of the countries analysed features a particular structure of market activity, we can find shared approaches in the joint reality of the markets of the Mediterranean based on specific disciplines, such as architecture, which provides us with an overall vision of the construction typologies of these urban facilities and gives us the opportunity to establish comparative models in order to observe their similarities and differences. Moreover, it enables us to establish a starting point for the analysis of the commercial activity of the markets and the effect on the social organisation.

Markets, as institutions close to citizens and builders of social relations, become a space appropriate for the transmission and exchange of information, a space for sociability, where social links and relationships of trust are forged, both between customers and between customers and traders.

Nevertheless, the proliferation of commercial establishments that play the same, or at least similar, function as markets makes us reflect on the process of sociability currently developed by municipal markets:

- At present, is the statement that markets facilitate social links and relationships of trust still pertinent?
- Is it a sufficiently broad reality for the whole of society to value it or does it only correspond to those who habitually go to the market?
- What is the impact of markets on society in terms of consumer habits?
- What can markets do to maintain and consolidate the links?

Sociability means dialogue. Dialogue between generations, social classes, neighbourhoods, peoples, cultures… A dialogue often interrupted due to current lifestyles.

Markets, as meeting points and supply centres, can survive and become strategic spaces to transmit agreed social values established by the population as a whole.

.Concepts such as dependence, accessibility (without obstructions), solidarity and exchange can be disseminated based on a hypothetical dialogue between generations.

THE MEDEMPORION PROJECT

Presentation and Objectives

Analyses coincide in affirming that in recent years the Mediterranean, as a physical space and in terms of its identity, seems to have attained a new public and political scope. The institutions of the different Mediterranean countries have adopted measures to ensure their presence in the area and are promoting new modes of contacts, adapted to the current context, between the countries that share this territory. A fundamental framework of this new relational model was the Barcelona Process, of November 1995, which defined the new bases for the development of dialogue between Mediterranean countries through the launch of a series of proposals that have later been gradually consolidated.

With the aim of establishing an area of security, economic progress and intercultural dialogue in a region that shares common characteristics, the intentions of multiplying the links and forms of cooperation in different fields have since been declared or strengthened. These include actions such as valuing cultural heritage, the intensification of environmental programmes and the development of studies and research related to the regions in question. The later assessments of the proposals issued in the Barcelona Process and which were implemented in the subsequent years indicate positive effects mainly related to the tendency towards the systematisation of economic and social policies undertaken in the countries involved.

Nevertheless, the analyses also coincide in pointing out that there are still future challenges and a great need for development in several fields. This context justifies the creation of the MedEmporion project, for which we can see the basic data in Table 1. With the aim of promoting and improving the food markets in the Mediterranean region, the project seeks to create networks, foster exchanges and find the best practices applied to the commercial life of markets.

The project is developed through the Mediterranean Business Development Initiative (MED Initiative) of the European Union, a programme that funds the actions related to the community strategic lines for territorial cohesion, the national structure plans of the member states and the specific needs of the Mediterranean area.

Within the field of the MED Initiative, the MedEmporion is framed within the axis "Promotion of a polycentric and integrated development of the Med space" and, specifically, to the item that foresees "strengthening of identity and enhancement of the cultural resources for a better integration of the Med space."

Partners

With shared objectives, the cities of Turin, with the Conservatoria delle Cucine Mediterranee del Piemonte; Barcelona, with the Institut Municipal de Mercats de Barcelona (IMMB); Marseilles, with the Conservatoire International des Cuisines Méditerranéennes, and Genoa lead the MedEmporion project.

Field of action	General objectives	Objectives of the actions	Strategic actions	Partners
Food markets in the Mediterranean area.	Structuring a programme for the development and promotion of markets.	Fostering exchanges.	Production of studies.	Barcelona and the Institut Municipal de Mercats de Barcelona
	Improving overall operation.	Creating networks in the Mediterranean area.	Implementation of pilot projects.	Turin and the Conservatoria delle Cucine Mediterranée del Piemonte
	Broadening the social recognition of markets as basic units of the territory.	Searching for the best applied solutions and practices.	Organisation of fairs and gastronomic festivals.	Genoa
				Marseilles and the Conservatoire International des Cuisines Méditerranéennes

Table 1. Basic data of the MedEmporion project.

The leading cities of the project represent regions with an outstanding importance in the promotion of the commercial life of food markets and also share the experience of and potential for solid development in this issue and awareness of the value of this activity in the social dynamics of a community.

Barcelona and the Institut Municipal de Mercats

Although the origin of markets in Barcelona goes back to the Roman period and the first permanent market in the city was founded in the 10th century, it was not until the 19th century – which is defined as the period of reference in the formation of the modern market system in Barcelona (1874-1921) – that the shaping of the current model of markets began. It was then when some buildings which are still a reference in the city were constructed, such as La Barceloneta Market (1884), Santa Caterina Market (1888) or La Boqueria (Sant Josep Market, 1840). The historical period in which most of these buildings were developed was linked to a general urban development plan, which would be later represented by the figure of the town developer Ildefons Cerdà.

From the late 19th century in Barcelona the notion took root of municipal markets as fundamental facilities and entities in the constitution of the urban space and as central elements of the life of neighbourhoods.

Another issue of reference in the administrative model of the Barcelona markets is that of the redevelopment process which began in 1992, the year when the Olympic Games were held in the city. Since then, the Council has undertaken or promoted the modernisation of over half of the 43 municipal markets included in the network.

In the framework of this process, the municipal public initiative carries out restructuring works that affect several aspects of the markets, such as modernisation of infrastructures, adaptation of the product range, with the introduction in many cases of supermarkets, the incorporation of new services and the reinterpretation of the social function and environmental commitment, in an ongoing attempt to maintain the balance between the policies that defend the rights and needs of the citizens and those that ensure the feasibility of the traders' businesses.

The markets of the city are managed by the Council through its own institute, the Institut Municipal de Mercats de Barcelona (IMMB).

Based on a public management model but with a significant involvement of private operators, the markets promote values linked to food consumption such as:

- The marketing of fresh and quality local products.
- The immediate relation between food and health.
- The promotion of responsible consumption.

Marseilles and the Conservatoire International des Cuisines Méditerranéennes

Marseilles, the main economic centre in southern France, mainly grew during the second half of the 19th century around the Vieux Port. After overcoming a serious crisis in the second half of the 20th century, the city recovered in the last decades of the century. The port of Marseilles has become the most important in the country and one of the major ports in Europe.

The Conservatoire International des Cuisines Méditerranéennes (CICM) in Marseilles was founded in 1999 with the objective of creating a Mediterranean network devoted to the culinary, touristic and cultural heritage of the countries in this geographical area.

The CICM is working to strengthen the preservation and promotion of food products related to Mediterranean cuisine, along with providing support to the development of sustainable agriculture and responsible tourism. It also promotes measures related to food education. It is formed by institutions, territorial organisations and universities, as well as individual members from the food sector and professionals acting in different areas, which makes it a multidisciplinary group.

The CICM has created a reflection and working group to research and promote the culinary heritage of the territories that make up the Mediterranean area.

The management model of the markets is public, with a network of 30 open-air municipal markets, 24 of which are food markets. Some of the most important are the La Plaine Market, Le Prado Market (with a wide range of clothes, fruit and vegetables) and Le Cours Julien, among others.

Turin and the Conservatoria delle Cucine Mediterranée del Piemonte

Founded by the Romans in 28 BC, in 1563 Turin became the capital of the Savoy region and in 1861 the first capital of Italy. After a century of strong development, based on manufacturing and the car industry, in the 1980s it experienced a profound crisis of demographic and industrial decline. It would not be until the 1990s when the city re-emerged thanks to the renewal of industry and investment in innovation.

The approval of the city's Framework Action Plan in 1995 was a determining factor in the beginning of the phase of urban transformation. In this way, Turin also began a process of territorial marketing aimed at attracting new investments and was chosen as a city for the holding of events at national and international level.

Turin has a large number of urban food markets, of which the most important is Porta Palazzo Market.

Turin is an important gastronomic centre and promoter of local culinary traditions, as shown by initiatives such as Slow Food, Terra Madre and the Salone del Gusto.

The Conservatoria del Piemonte is a federal section of the Conservatoire International des Cuisines Méditerranéennes based in Marseilles. Its activity mainly focuses on the promotion of sustainable organic and environmental agriculture, as well as the agricultural activities that can create a balanced relation between sustainability, price and quality. For this reason, the Conservatoria del Piemonte insists on the idea that food is a fundamental part of preserving the global concept of environmental sustainability. Techniques designed for the conservation of natural resources and biodiversity, practices of sustainable agriculture and cultivation and organic agriculture stand out in the work it develops.

Genoa

Genoa, the capital of the region of Liguria, has a broad network of industries and services and an important centre of handicraft activity. Its coast extends approximately along 35 km and it has a notable historical centre which houses, for instance, the Palazzo Ducale and the Rolli Palaces, listed as Heritage of Humanity by UNESCO.

The gastronomy of Liguria and, particularly, that of Genoa is characterised by vegetables and aromatic herbs and the extensive use of olive oil, major expressions of the Mediterranean culinary identity.

The most important market is L'Orientale, a historical facility located in the most commercial part of the city. The Council has recently conducted a study on the uses and preferences of consumers in relation to this market with the objective of guiding the improvements that must be undertaken in the future.

Strategic Lines

In the implementation of the action plan, the MedEmporion project develops a series of complementary activities that will be carried out by the leading cities: the production of two academic studies on issues of strategic importance, the implementation of a pilot project in each of the participant cities and the holding of a gastronomic festival in each city. These actions are complemented by a series of meetings, events and activities.

Academic Studies

The two academic studies proposed in the framework of the action plan are:

- A comparative analysis of the markets of the Mediterranean.
- A study on the origin of the food products sold in local markets.

The comparative analysis aims to describe the current situation of Mediterranean food markets with the end of later identifying the strong points, weak points, shortcomings and opportunities.

The work incorporates analysis of markets in cities that, although not exactly located in the Mediterranean arch, the research team considered of great value because of the information they can provide.

This work is developed with the aim of establishing a model of good practice that can become a useful tool for the operation of the markets, while incentivising their current commercial performance and defining the bases for the implementation of the objectives that the study identifies as future challenges.

The comparative analysis seeks to be an instrument for the MedEmporion project partners so that they can have a greater understanding of the current reality of the markets and, above all, identify the best solutions for common problems.

The analysis focuses on achieving the following objectives:

- Undertaking a first general approach enabling mapping the situation of the local food markets in the Mediterranean geographical field.
- Analysing the current and future challenges of the markets (i.e. strong points, weak points, shortcomings and opportunities).
- Issuing recommendations through the identification of good practices applied to the general operation of the food markets, aimed both at market operators and local policy officers in the European field.

Along with this comparative analysis, a second study has been conducted on the origin of the products sold, in the framework of the debate on food sovereignty. The markets of the

	Pilot project	Objective	Strategy
Barcelona	• Educational programmes: *(For a balanced diet, I buy at the market!)*	• Disseminating the values of the market: local trade, space of social relations, local quality products and responsible consumption.	• Educational activity for pupils aged 6-16, including planning in the classroom, visit to the market and synthesis work.
Genoa	• Enoteca Regionale	• Valuing and promoting the regional wine heritage.	• Implementation of a local wine museum. • Programme of educational and promotional activities.
Marseilles	• Ensuring the origin and quality of the products by producers from Marseilles sold in the markets.	• Guaranteeing the quality and origin of the products to the public.	• Application of a participatory guarantee system. • Communication plan to foster the value of the product.
Turin	• Mercati & Turismo and their social identity.	• Promoting and valuing the wine and food products of the territory.	• Introduction of Porta Palazzo Market into the tourist circuit.

Table 2. Basic data of the pilot projects.

Mediterranean area trade in both local and traditional products and products from other regions of the world. However, in recent years experts have noticed a significant decrease in the percentage of local food production and marketing. The study analyses the origin of the products sold in order to identify initiatives and practices applicable to the operation of the markets which help increase the value of local products.

Pilot Project

Four pilot projects were put forward, one for each of the participating cities, whose characteristics can be seen in Table 2. All projects are developed at a local level although the objective of ongoing dissemination and integration of the results continues. Among the activities programmed there are educational campaigns, cultural events or solidarity actions.

Fairs and Gastronomic Festivals

Between 2009 and 2011, four gastronomic and market festivals were held, one in each of the four cities. With the objective of promoting the market culture, the central element of the Mediterranean identity, these included cultural, educational and leisure activities (talks, performances, cookery workshops, conferences, presentation of studies, tasting of local products…).

In Barcelona, the success of the fair* Mercat de Mercats *in 2010 meant that it was repeated the following year and is now held annually.

The *Mercat de Mercats* in Barcelona is held in the centre of the city and turns the square in front of the cathedral into a fictional market for three days during the weekend. According to data published on the IMMB website, the second Mercat de Mercats (held in 2011) was attended by 130 traders and producers, and received approximately 230,000 visitors, with 200,000 direct purchases and 48,000 food tastings.

The remaining partner cities also have gastronomic festivals. Turin annually holds the Food Market Festival, around Porta Palazzo Market, and Genoa and Marseilles have held their own for the first time through the MedEmporion project.

1

10 GOOD PRACTICES
THE FOUNDATIONS OF THE STUDY

GOOD PRACTICES TO BE PROMOTED

Features Shared by the Markets of the Mediterranean

This study, conducted on municipal markets in a significant number of Mediterranean cities, highlights a set of features and concepts that they all share to a greater or lesser extent.

The peculiarities found in this study enable us to define markets as a specific format of living trade with its own characteristics within the great diversity that exists, which differentiates them from other commercial options.

These peculiarities justify both the work of this document and the attempt to argue for the conservation of markets while promoting them as a specific distribution channel, especially for fresh food.

The main distinguishing attributes identified are:

- Heritage and identity references of towns and villages. Both from a tangible and intangible point of view, in most cases markets have a historical origin and are located in town centres, where often for centuries trade has been carried out while becoming an intrinsic part of the social and economic life of towns, neighbourhoods and villages and, therefore, as an indivisible part of their growth and development, to the extent that, on many occasions, this has resulted in buildings which, along with having an important architectural value, have conditioned and structured the surrounding areas.
- Structuring and invigorating elements of trade and the social life of the area. The market encompasses within its surrounding areas a significant number of different businesses that invigorate the urban centres of towns and villages. This generates a set of factors that foster the use of urban spaces, securely generating social and personal bonds. This is also explained by the characteristics of the format of the shops inside and outside the market, where a large number of small-scale actors operate and where direct and personal relations are a sign of identity.
- Economic and employment impact. The aforementioned features show that markets have a significant economic impact on themselves and their environment and also offer a high degree of employment. In fact, the specialised small and medium sized formats, the personal service and the indirect generation of activity and jobs partly explain the better resistance to periods of crisis. Finally, the high concentration of products and services offered encourages competition and therefore a desirable regulation of prices.
- Food references. People identify them as places where they will find a wider range of products and higher quality, especially regarding fresh food. Moreover, they almost always reflect the diet and food habits of where they are located, both through local and easily available products as well as their forms of presentation and preparation, which could be considered another kind of heritage.

- Sustainable local model. The range of products in the market is generally conceived as local, both in terms of access, on foot in most cases, and because they favour the selling of local, regional or national products. They are, therefore, a very sustainable business model in terms of energy consumption with respect to the movement of people and goods and also the link with the territory.

The aforementioned set of shared attributes explains, for example, the attraction of visiting the market in a city to get to know many aspects of its character, relations, food, cooking, and so on.

10 Policies of Good Practices

The information collected through the research process, the questionnaires delivered and the fieldwork undertaken has provided a rich variety in the way markets operate.

The items summarised below have been developed in much more detail in the rest of the study, where it is possible to identify the cities or markets in which the different recommended and transferable practices are notable or lacking. These practices are tools to guide both strategic policies and specific action plans aimed at municipal markets. In the framework of EU countries, these practices can bring the cities closer to the objective of smart cities and, in other countries, they can guide their action lines.

1. Modernisation in management

Considering markets as a future option for the distribution of food involves a reflection and a commitment to how to manage these facilities:

- It is essential to modernise the key action lines and the specific regulations governing the operation of markets, adapted to each local and national reality. Moreover, the municipal authorities should establish a benchmark for markets in their town and, if necessary, a minimal organisational structure.
- Whether the form of management is public or not, we can say that success has always been determined by the involvement of traders in different aspects of management, as true key agents of markets.
- When there is a significant number of markets in a town, it is desirable to develop networking management (Netmarkets) at the level defined for each situation.

2. Modernisation of facilities and venues

The modernisation of facilities and venues in the markets is a priority line of action for generating interest and use among citizen-clients. When mainly physical actions are planned for improving infrastructures and market buildings, different factors must be considered:

- Remodelling of buildings, especially those involving the recovery of architectural heritage, while adapting their structure, facilities and commercial appeal to modern times (façade, access...).
- Including in the intervention, whenever possible, the improvement of logistical facilities (storage, loading and unloading, waste) to have markets that are adequate for the current needs of traders while minimising environmental risks.
- Provide, through prior studies, for the need to adapt the commercial offer to the demand, so that businesses are more competitive, while gaining in size and introducing new services (specialities, restaurants...). As a complement, the introduction of supermarkets within the same market must be encouraged as a more effective tool for facilitating daily shopping in one place, and thus make markets the establishments of reference for buying food.
- Encourage the training of traders as motors of ongoing change, given that the modernisation of markets, in a context of general transformation of trade, can only be successful if the people running the businesses are professionals capable of introducing constant improvements, both in the range of products

and in a more entrepreneurial management of the establishments and of future promotional and customer loyalty drives. It is also necessary to provide training to the new generations to ensure business continuity as «artisans» of food products.

3. Adapting services to consumer demand

In keeping with the line set by the commercial sector in general, the markets of the future should be aimed at the consumer by observing current demands to make the necessary adjustments to facilities:

- The adaptation of market opening times to current consumption habits is a major challenge, given that markets have traditionally concentrated their activities in the morning. Adaptations and solutions are diverse and, as in other practices, their success always involves the full involvement of traders.
- Depending on the profile of consumers in each market, it is advisable to incorporate services that are already common in other businesses and sectors: home delivery, credit card payment, left luggage, parking areas...

4. Promotion of healthy food habits and practices

The strength of the binomial between market management and traders is the ability to become prescribers of healthy food habits and practices.

The function of promoting food knowledge, essential in the learning process of the population, can be articulated through a set of elements:

- Promotion of culinary practices.
- Promotion of knowledge about the product.
- Promotion of healthy habits.

The educational initiatives aimed at schools are a good system for children ? future customers ? to see the market and market professionals as prescribers of healthy food, respectively.

5. Promotion of fresh products and their culinary properties

The privileged capacity of the trader specialising in food to focus on a range of products is a strategic opportunity for markets to be identified

with the products of greatest excellence and with an added value.

Some aspects that favour promotion in this respect are:

- The presence of restaurants and bars inside and outside the markets.
- The existence of areas in the markets for holding presentations of products and cookery demonstrations.
- The organisation of gastronomic fairs and festivals promoted by the markets and producers.

6. Participation in social, charitable and cultural activities

The commercial activity in markets generates countless personal and social relations that become fundamental for the life of the neighbourhoods. The involvement of market traders in the social, cultural and charitable initiatives in the region strengthens the bonds and creates a win-win relationship. These include giving help to a neighbour in need or cooperating in the neighbourhood festival. This reinforces the identity of the neighbourhood and also the economy of the market and surrounding areas.

The historical roots of markets in their cities, neighbourhoods and villages, almost always in central locations, foster a sense of belonging among citizens when using them and their surrounding areas for social and cultural cohesion activities.

The market has a potential to lead the presence of associations and relations in the commercial areas, while becoming an integral part of the commercial life of the area or town as a key piece and establishing shared policies and actions aimed at trade promotion and invigoration.

7. Food hygiene and product traceability

Future consumers, with increasingly more and better knowledge, will be more demanding, which will determine shopping choices and consumer preferences. This change towards favouring fresh products in general and markets in particular will greatly depend on safety precautions in the handling of the products and the transmission of this information.

Users increasingly attach greater importance to the safety of the products they consume, especially if they are fresh, as well as the origin (e.g. Mediterranean), how they are obtained (e.g. fish farming) or processed (e.g. frozen). For consumers, having access to this information is fundamental.

We should note the advantages of all the agents involved following the same practices and guidelines.

The implementation of specific educational programmes on hygiene aimed at the market agents creates a positive impact overall, which explains why their implementation is recommended.

8. Waste processing and sustainability models

The new social trends towards caring for and respecting the planet make clear the need to consolidate policies that respect the environment, such as:

- Promoting the selective collection of waste at the sales outlet itself.

- Introducing the selective collection of cardboard, plastic and polystyrene.
- Improving the levels of selective collection of organic waste.
- Incorporating or enlarging mechanisms for saving electricity and water.
- Promoting or encouraging the introduction of solar panel energy.

The management of waste in markets must also be adapted to the municipal model of collection and processing. As elements inherent in the urban layout, municipal markets must work in accordance with the general actions of the city.

Whenever possible, promoting models of sustainability applied to waste processing is recommended, as already carried out in several cities examined in this study. The reduced use of bags and packaging made of contaminating material is also advisable.

9. Cross-over strategic communications and invigoration policy

The promotion and dissemination of markets in a world full of advertising messages is essential to keep one step ahead of the competition. Strategies can be organised in different hierarchies and emerge both from individual establishments in the market and the market as a whole or the city market network. The coordination of messages and strategies is a key element in this hierarchy and generates benefits by transmitting a positive perception of shopping in the market.

The messages must position the markets with the values that distinguish them: quality and local products for a healthy diet, the value of knowledge of the professionals who create them... Each city and market must develop their own complementary concepts.

Channels must be adapted to each society and take into account actions such as local activities ? raffles, gifts, and discounts ?, those related with the media and digital resources such as websites and social networks, and large-scale promotional events such as fairs and festivals.

10. Capacity to make their voice heard in international bodies

Finally, if markets wish to position themselves as a specific channel with an added value of food distribution, they must be able to make their voice heard – in order to promote their model and their values – in the European and international bodies that issue the future regulations and strategies in terms of trade and food distribution policies.

The design of a European network of municipal markets, with a mission and appropriate management bodies, can be an effective tool for achieving these objectives.

METHODOLOGY

Selection Criteria

When conducting the study we identified and resolved the questions concerning the selection of cities and markets, as well as the indicators to consider in order to achieve the objectives set out.

The Selection of Cities

In order to work with a representative sample of the whole of the Mediterranean area, we considered it appropriate to select those cities in which the presence of markets and their commercial activity have certain relevance, whether because of the amount of activity or the number of markets. The study has focused, whenever possible, on cities with covered or permanent markets.

However, in order to have a sample sufficiently representative of the whole of the Mediterranean as an area of analysis, we took into account the need to incorporate some cities that did not fully obey the criteria initially established.

Turin, Marseilles, Genoa and Barcelona, as partners of the MedEmporion project, were the first cities we worked with and those that closely meet the criteria initially established.

With the aim of extending the study to the remaining Mediterranean arch – while following the criteria of trade activity, the presence of

covered markets and strategic location in the whole of the Mediterranean area – we included the cities of Valencia, Castellón, Fes, Cairo, Beirut, Istanbul, Ljubljana and Zagreb.

The Selection of Markets

The fact that markets are so diverse made the approach of a comparative analysis difficult. For this reason, two basic criteria were chosen when selecting markets: covered and permanent.

The basic criterion of the study was that markets are covered and permanent as these are the most representative features of the evolution processes of markets throughout history.

The construction of covered markets in the Mediterranean goes back to the Middle Ages although their moment of splendour was in the late 19th century, influenced by the so-called iron architecture that prevailed in England and France. The municipal authorities tended to build markets to meet a series of needs:

- Organising activity on market days.
- Decongesting the public space.
- Improving control and payment of fees.
- Improving hygiene conditions to ensure quality of products and safety of people.

Moreover, it was considered that the construction of markets played a key role in the active life of the city. Hence, the tendency in many urban centres to advocate a neighbourhood market model, with a network of markets strategically distributed throughout the city with the aim of ensuring supply to the whole population.

Although in many European countries the permanent covered markets gradually disappeared or declined, this is not the case in Mediterranean countries, where they are still preserved and have a central role in the commercial life of cities.

Thus, bearing in mind these two criteria, the next step was to select the most representative

markets of each city, with 50 stalls or more, and work, whenever possible, with a maximum group of five markets per city.

Nevertheless, in the early stage of the research we realised that the current state of the markets of some of the participating cities did not fully match the objective of the study. In these cases, we tried to resolve the shortcomings detected by producing reports based on visits made that could complete parts of the questionnaire that were left unanswered. The difficulty obtaining some data means that the information processed from each market is unequal, which hinders the comparison.

Moreover, the study has two differentiated geographical areas, with two different levels of intensity:

- The markets of the Mediterranean area (Catalonia and the Valencian Community, Piedmont and Liguria) as representative of the situation of Spain, France and Italy. The work in this field has been undertaken with the support of previous data and studies and taking advantage of the MedEmporion meetings and activities (festivals) in each of the cities and also the contribution of the participating bodies.
- The markets in the rest of the Mediterranean. We proposed a representative choice of cities where the historical presence of markets has been significant and continuous and where they still play a key role.

The study was based on the production of different questionnaires with the aim of obtaining data which can be compared between the cities. These questionnaires have been mainly completed by the group of markets in the Med area. For the second group, when we had difficulty obtaining data from the questionnaires during the research, we tried to compensate the shortcomings with other more qualitative and specific data for each case.

The Choice of Indicators
In the initial approach of the study we reached the conclusion that it was necessary to establish key indicators on which all markets could provide information that could be later compared. The indicators selected were the following:

- Typology and size: study the types of food and non-food markets currently in operation in the Mediterranean area and classify them by typology, size and location.
- State of infrastructures: diagnose the state of the infrastructure and the logistics of the

markets in the cities analysed, its shortcomings and remodelling needs.

- Administrative organisation: study the different management models – public, private, public-private –, the existence of bylaws, their possible updating, the role played by traders in management…
- Analysis of the product for sale and its origin: classify the types of products for sale and analyse their origin in terms of proximity.
- State of commercial life: analyse the existence of traders' associations, promotional campaigns and participation of traders in market management and in the market's with the commercial environment.
- Importance in the local economy: analyse the relevance of food markets in the local economy.
- Social function: analyse whether markets fulfil a social function in the surrounding area and assess their social responsibility.
- Social valuing: explore whether there are opinion studies on the social value of the markets in each area.

Quantitative Techniques and Qualitative Techniques

To meet the aims of the study, we have used a methodology that includes quantitative and qualitative techniques, so that they could be processed jointly and strengthen each other. These techniques can be summarised as follows:

- Production of questionnaires for the markets in order to collect quantitative data with which to analyse each case.
- Visits to the cities and their markets in order to obtain qualitative data enabling us to complete and extensively examine the analysis where the quantitative data was unavailable. It includes actions with discussion groups, direct observation, field diaries and the collection and analysis of documentation related to the issue under study.

Questionnaires

With reference to quantitative techniques, two different questionnaire formats were developed and applied to the participating cities to obtain categorised information on the wide panorama and multiplicity of realities found in the field of study.

The questionnaires were created with the aim of acting as an instrument capable of processing in a systematised way the diversity of realities and the variety of practices applied to the commercial activity of these markets.

In the phase prior to the production of the questionnaires, we carried out a process of compiling information, cataloguing and documentary analysis with regard to the issues examined in the study. This stage, called "Formulation of the State of the Issue", helped define the overall panorama of the existing information (quantity, types, shortcomings) on issues considered relevant in the later process of development of the work.

The sources found were categorised according to their nature: institutional (bylaws, good practice guides…), academic (papers, publications, books, theses…) or general (advertising material, informative texts, leaflets, press articles and news in newspapers and magazines…). The examination of this theoretical framework provides a context for this material given that it defines what kind of information must be researched, explored or verified. Consequently, questionnaires were produced that would be applied to the cities and the markets selected as information providers for the study and they were defined as follows:

- General questionnaire by city. This is a means of recognising the function of this type of commercial activity within a determined area and a tool for observing the different aspects related to the general operation of the group of markets in the region (Table 1).

- Specific questionnaire by market. Conceived for all those city markets with over 50 active stalls, whether selling food or other products (Table 2).

For the formulation of the questionnaires, a series of items (questions) were selected, mainly closed but also some open-ended questions. The closed questions were binary choice (Yes/No) and multiple choice (mark with an X). The questions were phrased to facilitate the responses, the interpretation and coding of results, and the

Section	Elements analysed
Identification	Total number of markets, covered, open-air or mixed, with over 50 stalls, number of establishments without activity…
Management system	Type of management (public, private or public-private), existence of regulations and bylaws, redevelopment policies…
State of commercial life	Current commercial life and compared with the last 10 years, existence of some type of current trade promotion in the markets, commercial mix of the markets…
Social function	Verification of the importance of markets in the social life of the territory (capacity to foster social relations and responsible consumption practices) and analysis of the impact on tourism.
Budget and funding	Percentages of public and private funding and budgets for the development of promotional campaigns.
Identification of good practices	Indication of the aspects that can be recommended as active and good practices of the markets and which could be transferred to other Mediterranean markets.

Table 1. Basic questionnaire data by city.

Section	Elements analysed
Identification	Name of the market, construction and/or constitution name, location, size and typology.
Characteristics of the stalls	Total number of stalls/establishments (food and non-food) and range of products sold.
Degree of specialisation	Existence of a prevailing or particularly outstanding sector in the market.
Market workers	Total number of workers (owners of stalls and/or employees).
Opening times	Record of opening times according to market sector.
Market accessibility and open-air services	Means of transport used by consumers.
Services	Range of services offered by the market.
Indoor supermarket	Existence of a supermarket, type of products sold, year of opening and size.
Current state of the building	Remodelling plans and brief description of the historical and symbolic value of the building.
Accesses and security	Types of accesses to the market and adaptation for people with reduced mobility.
Market facilities	Types of facilities of the market.
Waste processing	Modes of processing and separation of waste.
Hygiene and maintenance	Assessment of the level of hygiene of different areas: warehouses, cold storage rooms, stalls…
Cleaning service	Type of cleaning services (own, subcontracted or mixed) and frequency.
Management model	Management model applied (public, private or public-private), main management positions, degree of involvement and participation of traders in management.
Supply times	Definition of opening times according to food sector.
Places of supply	Percentage of the types of supply according to food sector (large-scale distribution, small-scale distribution, own production, homemade or local).
Origin of the products	Percentage of products from national and foreign origin.
Transport of products	Percentage of the type of transport: provided by the market, owned by the trader or contracted.
Seasonal products	Amount of seasonal products marketed.
Traceability and quality	Existence of regulations and practices related to product traceability.
State of the stalls	Number of stalls with and without activity.
Turnover	Annual turnover of the market.
Access to commerce	Description of the procedure for buying and renewing rental contract for a stall, renting and buying costs.
Presence of traders	Percentage of owners and employees from other nationalities.
Sales flows	Number of visitors, frequency and peak times.
Degree of environment/trade articulation	Types of commerce around the market, presence of supermarkets in the surroundings.
Strong points, weak points and suggestions for improvement	Description of the items.

Table 2. Basic questionnaire data by market.

statistical processing. We used two types of open-ended questions: restricted response (direct) and extensive response (descriptive). The inclusion of open-ended answers made it possible to resolve any shortcomings of information and avoid partial results.

Fieldwork

In terms of the qualitative techniques grouped in the fieldwork, the following actions were undertaken, in order of application:

- Document collection, aimed at research for the development and production of the questionnaires; it also served to obtain contents and information concerning the different issues included in the study.
- Production of a guide, based on the aforementioned indicators, in order to collect data in the field diaries.
- Once the visit had been made, creation of discussion groups (one for each city visited) with the objective of completing the information obtained based on the field diaries and an overall vision of the reality examined. The discussion groups followed the pattern established based on the indicators selected, which meant that the data obtained was coherent and facilitated the analysis. The discussion group sessions were complemented by examining the photographs taken during the fieldwork, which provided a more precise image of the reality of each market, allowing us to organise and classify the different issues approached.

We tried to resolve the issues, shortcomings and contradictions that gradually emerged during the research, whether in relation to the analysis of the data obtained through the questionnaires or the information from the fieldwork, by contacting the social agents and the experts on markets in each city, whenever possible.

THE CITIES AND THE MARKETS

In this study we have analysed markets from 12 cities in an attempt to compare different cultural and social habits in Mediterranean countries. The 12 cities chosen are: Barcelona, Turin, Genoa, Ljubljana, Istanbul, Fes, Beirut, Zagreb, Valencia, Castellón, Cairo and Marseilles.

However, although the information collected is diverse, we have tried to homogenise it so that the analysis is as comparative as possible.

Barcelona

Barcelona is recognised as a global city because of its cultural, financial, commercial and tourism significance. Its port and its airport are among the most important in the Mediterranean and make the city one of the capitals of reference in Europe. With 1,595,110 inhabitants and a metropolitan area with over 5 million, Barcelona is the most populated city in Catalonia and the eleventh in the European Union.

Historically, Barcelona's economy has been based on trade. Its geographical location has always enabled it to carry out an intensive commercial activity with France and Spain as well as with the remaining areas of the European Union, particularly through its port.

In terms of the urban trade model, Barcelona has always been committed to local and neighbourhood trade, which has become a key structuring element of the city.

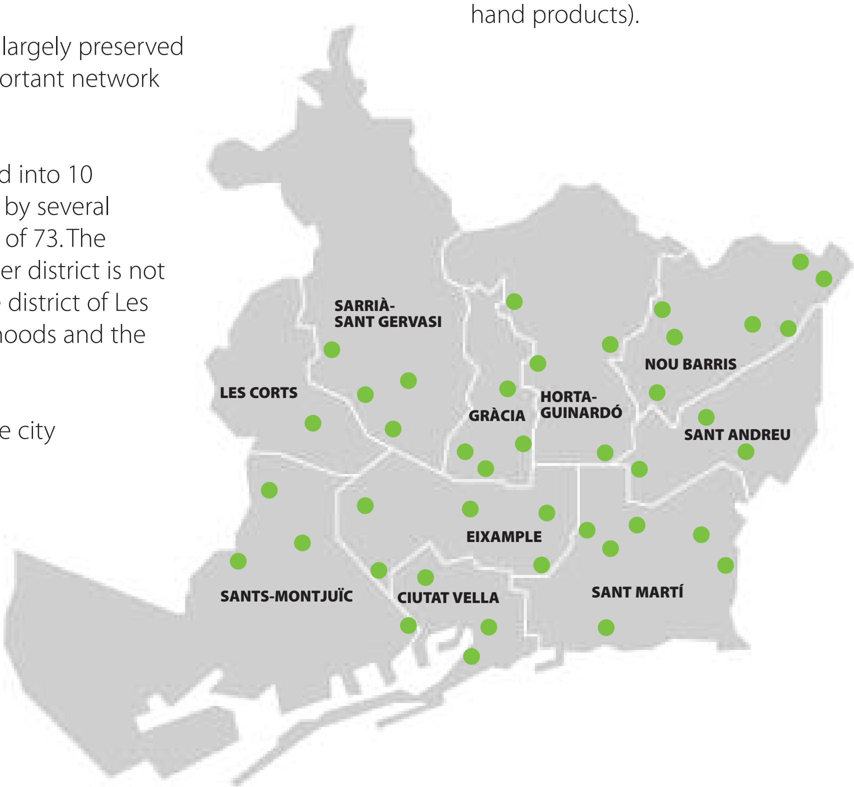
The dense commercial layout of Barcelona enables social cohesion, acts as a town planning and redevelopment tool of the neighbourhoods and simplifies urban mobility.

This explains why the city has largely preserved many small shops and an important network of markets.

Barcelona is territorially divided into 10 districts, each of them formed by several neighbourhoods, up to a total of 73. The number of neighbourhoods per district is not homogenous; for instance, the district of Les Corts comprises 3 neighbourhoods and the district of Nou Barris has 13.

This spatial arrangement of the city somehow corresponds to the network of markets, which are distributed throughout

all the districts, as can be seen in Map 1. Out of the 43 markets of Barcelona, 39 sell food products (all covered) and 4 are considered special markets: the flower market, Encants de Sant Antoni (clothing and homeware), Sant Antoni Market on Sunday, and Els Encants-Fira de Bellcaire (non-food, and new, old and second-hand products).



Map 1.

Barcelona administrative division and municipal food markets.

The number of markets is quite notable, as is the commercial area they occupy (Table 3); in Barcelona, food markets amount to 26.6% of the sector, bringing together around 11,000 food shops.

Identification	Number	Commercial area
Markets	43	108,000 m^2
Markets with over 50 establishments	16	
Total establishments	2,875	
Food	1,910	
Non-food	965	
With supermarkets inside	19	12,000 m^2

Table 3. Barcelona markets basic data.

The management system of the Barcelona market network is a combined model, i.e. public-private. The market network is managed by a specific municipal body created in 1993, the Institut Municipal de Mercats de Barcelona (IMMB). The functions of the IMMB are the following:

- Management of the market network.
- Improvement of infrastructures and services.
- Updating of the commercial provision.
- Incorporation of trade promotion policies.

In their turn, the traders in each market are organised into associations which, among other activities, are responsible for contact with the IMMB and joint management of the cleaning and security of the markets, as well as actively participating in the promotional activities undertaken.

The IMMB received an Excellence Diploma Awards at the EPSA for the formula of cooperation and joint funding in the management of market remodelling, the motor of the network's growth.

In the last 20 years, the network has been restructured, which has resulted in the closing of two markets (Carme and Vallvidrera) and a rationalisation of businesses, whose number has decreased although they have increased in size, professionalization and competitiveness. 19 markets have been remodelled and 10 are in process of redevelopment. A new market has been opened (Fort Pienc) within a context of readjustment of the demand for new commercial facilities in keeping with the living dynamics of the markets in the city.

In fact, the number of citizens buying in municipal markets has increased exponentially in the last few years. Between 2006 and 2011, the percentage of Barcelona citizens who usually buy in the markets has grown from 61.5% to 69.2%, with a degree of satisfaction of 81.2%. The service is the third best valued in the city. Good attention to customers and the personal treatment by the traders are the aspects most positively assessed by users (46.9%), followed by the quality of products offered (24.5%).

The Economic Impact Study of Barcelona Markets 2011 indicates that the most bought product in relative terms is fresh fish and seafood, with a market share of 78%; followed by meat, with 69%. All the markets in the city have a market share of around 35% in fresh food, with a direct economic turnover of almost 1 billion euros.

In terms of the social function of markets, managers consider that they represent the cultural, historical and identity values of the city, with a capacity to generate trust in the consumer and promote social relations, integration of immigrants, promotion of knowledge about food, recycling and healthy habits.

Beirut

Beirut is the capital and most populated city of Lebanon. Although there has been no official census of the population since 1932, the number of inhabitants amounts to around 390,000 people, according to estimates from 2004. The city, in some areas very modern and cosmopolitan, is divided into 12 neighbourhoods, which include different sectors or districts (Map 2), along with the 14 suburbs surrounding the historical city.

After the Civil War in the country (1975-1999), a large part of the city was destroyed, which meant that the activity of food markets, traditionally organised into souks, suffered the consequences to the point of disappearing.

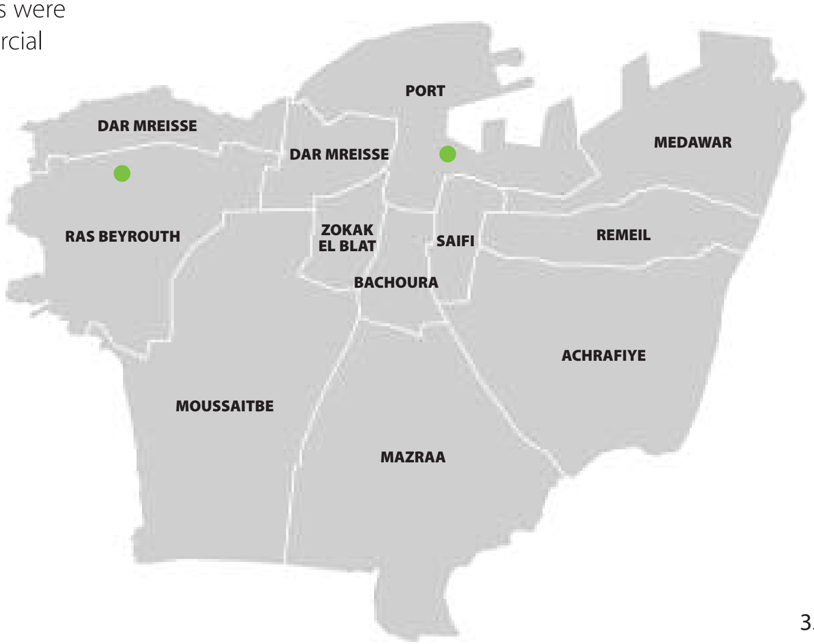
The market activity in Beirut before the Lebanese Civil War has not been resumed.

The city is in a process of recovering and reconstructing the areas affected by the conflict. The area known as Beirut Souks – in the current Downtown (Port), where the city souks were historically located – is a large commercial centre where the most important international firms have been established. The area it occupies corresponds to the area of the old fruit and fish markets. Despite being a centre identified with the word *souk*, the commercial activity it

carries out does not maintain the traditional character of these trade areas common in Arab countries. Thus, it seems that there is no permanent and/or covered market in the city.

At the beginning of this century, two weekly open-air markets began (Table 4):

- Beirut Earth Market or Souk el Ard, promoted by Slow Food, which opened in 2009. It is located in the central area of the city, in the neighbourhood of Ras Beyrouth, in the sector



Map 2.
Beirut administrative division and markets.

1
2

of Hamra. The initiative was possible thanks to several Italian institutions, such as the Ministry of Foreign Affairs, the regional authority of Tuscany and UCODEP, along with Slow Food Beirut and the Slow Food Foundation for Biodiversity.

- Souk el Tayeb, promoted, since its beginning, by the Lebanese journalist Kamal Mouzawak and opened in 2004, is considered the first peasant market in Lebanon. Initially located in Saifi Village, it moved to the area of Downtown, very close to the Beirut Souks. It participates, like Earth Market, in several European regional cooperation initiatives and projects.

These two markets, Beirut Earth Market on Thursday and Souk el Tayeb on Saturday, display the range of products by peasants and producers from the neighbouring areas and the rest of the country, mainly fruits and vegetables, oils and preserves.

Identification	Number
Covered markets	0
Open-air markets	2
Operative establishments	
in Beirut Earth Market	15
in Souk el Tayeb	100

Table 4. Beirut markets basic data.

It should be noted that in Beirut there are interesting projects on the markets, resulting from both private and semi-public initiatives. In this respect, the city has reserved some areas of its old historical centre (destroyed by the war but which continues to be the geographical centre of the city) for building some markets. The Council is fully aware of the importance that markets still have in the Mediterranean cities and their role in social cohesion and neighbourhood life.

Cairo

Cairo is the capital of Egypt, has 6,758,581 inhabitants and one of the most populated metropolitan areas in the African continent, with 11,894,000 inhabitants, who account for one sixth of the total population of the country (Map 3).

It was founded in 116 BC, in the area currently known as Old Cairo, when the Romans reconstructed an old Persian fortress on the banks of the river Nile. After several invasions, such as that of Mamelukes, Ottomans, Napoleon and the British, in 1952 Cairo became a sovereign capital. It is the economic centre of the country: most national trade is generated in or goes through this city. At present, according to data from the African Development Bank, Egypt's economy is the second in Africa.

Egypt is a mainly agricultural country. The profits of the farming estates are the highest in the world. The most important crops are sugar cane, wheat, rice and vegetables.

Cairo food markets are mainly permanent open-air markets, located in streets and squares, and are open throughout the day. Notable for its size is the market of Midan El Attaba El-Khadra, which occupies the central streets in the neighbourhood of Attaba, but the best known is probably Suleiman Gohar, located in the central and tourist area of the city and open every day.

Unregulated selling in the street is very frequent, mainly of fresh fruit and vegetables. In the case of

Suleiman Gohar, there are also stalls of fresh fish and spices. The fish comes from the Mediterranean coast, the Red Sea or Nasser Lake. Salted fish is also sold but this is more common among street vendors. In the street markets there are also stalls selling meat.

Many markets share the area with road traffic, which results in daily chaos due to the lack of organisation, demographic pressure and urban conditions of the city itself.

The characteristics of these markets are the following:

- Poor hygiene conditions (although common sense is used in displaying of food to try to minimise the risks).
- Sellers are generally peasants or local producers without intermediaries.
- Spontaneous selling of food products by street vendors who can be found not only in the markets but also anywhere in the city, mainly in crowded areas.
- A survival economy, which hinders a better organised expansion of the sector.

Recently, a new municipal office was created under the name of Architecture and Heritage, whose function is to guarantee the preservation of the historical heritage of the city, including markets and public spaces. As reported by this office, there is not any market management system implemented and no type of regulation or control of food markets.

Almost all establishments make home deliveries, even street vendors, to achieve customer loyalty. This is also common practice in other places in North Africa.

There is no record of recycling practices in the markets of Cairo, although we can mention ad hoc recycling by citizens. In many cases, non-organic waste is thrown straight into the street. Hygiene conditions are better than in other markets in the same geographical area.

Map 3.

Cairo central districts and main markets.

Attaba Market has around 80 operative stalls. There are sections of fruits and vegetables, fish and meat. The display of products is quite acceptable, as is the variety. Fish, for instance, is displayed on ice, a common practice in the other markets in the city. There are also electronics and accessory shops, which connects with the idea of local or neighbourhood trade. It is an active market which brings together street vendors offering fruit and vegetables, bread and other products.

Also notable is Bab-el-Louk Market. Built in 1912, it was the first private market in the city. Originally it was a large brick and metal building, constructed following the hygienist and "modern" criteria of the time, in the centre of what was then one of the new neighbourhoods of the Egyptian capital: the neighbourhood of Ismailiah, which then became the heart of the European area of Cairo. After its opening, the market met the demands of its customers until the turmoil caused by independence, the Second World War and the Egyptian revolution deeply changed its dynamic.

Despite this market's rich past, in 2011 it was not in a very good state: many stalls were closed (only around twenty were operative), the second floor was also closed and inaccessible and almost all sales, given the unhealthy conditions, took place around the external walls.

Meat retail sale, however, has been maintained and today it is characterised by two types of butcher's, "European" and *halal*. A third type, pork meat, ended following the 2009 swine flu.

Castellón

Castellón de la Plana is the capital of the province under the same name, located in the east of the Iberian Peninsula, in the Valencian Community. The city has 172,624 inhabitants divided between two urban centres, Castellón, where most people live, and El Grao (Map 4).

Despite being a coastal city with a commercial port and currently with a developed industry, agriculture still preserves its importance in the local economy: the cultivation of citrus fruit prevails but there are also plots devoted to the vegetable sector, mainly artichokes and tomatoes, as well as melons, curly endives, leeks, celery and lettuces.

For the retail sale of perishable products, the city has four municipal markets (Map 4 and Table 5):

- Central Market, in *plaça* Major. Constructed in 1949, it has always been a meeting and reference point in the centre of the town, along with the church of Santa Maria and the City Council, where in the Late Middle Ages both butcher's shops and the cereal market were established.

- Sant Antoni Market, in Ronda de la Magdalena. A small local market whose aim is to supply the residents of the neighbourhood. It recycles waste and used oils from the homes in the area.
- Sant Pere Market, in the neighbourhood of El Grao, 7 km from the urban centre, located in the sea and port area, the former place of residence of fishermen. The current market is newly constructed and was opened in 2010. Along with the stalls, on the upper floor there is a library, a computer room and a consumer office.
- *Mercat de Proveïments*, in the *Quadra Tercera*.

The city of Castellón has two weekly street markets. One of them, the Monday market, is a fairly frequent kind of market in the Mediterranean area, selling clothes, shoes, household goods and so on and also has fresh food stalls, although this is not its main business. The other market is held every Sunday morning and is organised by the Committee on Agriculture at Castellón Town Council. The producers from the area go there to sell their fresh products, with large amounts of citrus fruits.

Identification	Number of establishments	Area	Main products
Central Market	89	2,850 m^2	Fish and seafood
Sant Antoni Market	9	375 m^2	Meat, fruit and vegetables
Sant Pere Market (El Grao)	14	780 m^2	Fish and seafood

Table 5. Castellón markets basic data.

In 1989, an agreement between the Traders' Association and the Council was signed according to which

Map 4.

Castellón administrative division and markets.

the former is responsible for the overall management of the municipal markets and the latter, as the owner, for the maintenance and structural works of the buildings. The Traders' Association has a single employee, who coordinates the services and manages the budget, along with establishing the administrative and representative relations with the Council and other bodies.

One of the pending issues is the approval of a bylaw that regulates the operation of the municipal markets. This has been partially covered with a regulation that accompanies the new licences which expired in 2011 after 25 years.

In recent years, the aim of the municipal investment in the markets, of around two million euros, has been to invigorate them.

In 2007, Sant Antoni Market was remodelled. In 2008, a process of adapting the underground logistics of Central Market and the first floor car park began, so that it works as a parking area for commercial vehicles, facilitating loading and unloading and freeing the street of vehicles. In 2010, the new building of El Grao Market was opened, with an investment of 1.1 million euros.

For the supply of perishable products, the city has different centres: El Grao Market in Castellón for fish; the area of private industrial abattoirs and wholesale companies for meat products; and, for fruit and vegetables, wholesale companies that buy from farmers in the area or from Mercavalencia and which later supply the products to the markets and retail companies.

In the markets of Castellón the process of invigoration mainly takes place in Central Market, which is the most important in the city, and which results in constant promotional campaigns and activities particularly aimed at youths to strengthen knowledge of markets.

Fes

Fes is the third largest town in Morocco, with a population of 946,815 inhabitants, in the north-east of the country. It is one of the four so-called imperial cities, along with Marrakech, Meknes and Rabat. It is often considered the spiritual centre of Morocco.

At present, it is three towns in one: the New Town, founded by the French in 1920; Fes-el-Bali (the Old Fes), the oldest medina in the town; and Fes-el-Jedid (the New Fes), and the enlargement of the old town carried out in the 13th century.

The medina of Fes-el-Bali is an outstanding example of a medieval town founded in the early centuries of the Islamisation of Morocco. It reflects original traditional types of human settlement and occupation of land by the Moroccan citizens during a long historical period (between the 9th century and early 20th century) (Map 5).

Fes-el-Bali is a maze of 9,400 streets. The urban space is one of the largest pedestrian areas in the world and preserves its original functions and attributes. It not only has an exceptional architectural, archaeological and urban heritage but also exudes a way of life, knowledge and culture that persists despite the different effects of changes in modern societies. The different professional guilds are distributed by neighbourhoods, according to their speciality.

Some souks in the medina of Fes-el-Bali form part of the main tourist attractions in the city.

In Morocco there are several types of markets according to the area where they are located, their activities, transport links, typologies of sellers and customers, the events and particular characteristics that have contributed to generating a unique reality for each market.

The Moroccan souk is based on a model that was forged during the Roman conquest of Mauritania and which was later complemented by the fairs that, from Arabia, controlled the trade in exotic products with the East. The expansion of Islam and the growth of cities improved the link between territories and the exchange of products until reaching the western side of the Maghreb. In the 11th century, urban souks became established in the medinas or Islamic cities and enabled the development of crafts under the protection of guilds and the shaping of cities around the manufacturing and sale of different types of merchandise.

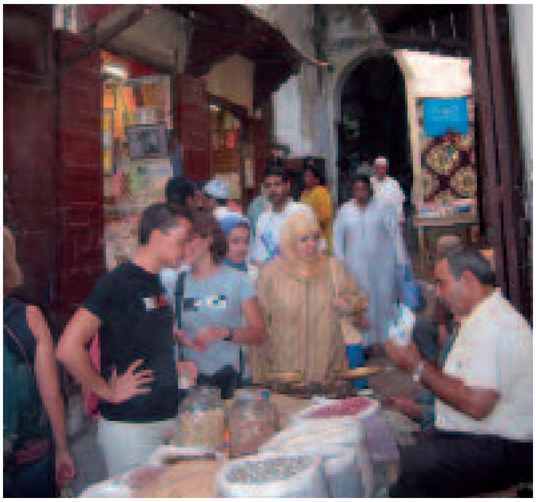
Current markets can be held once a month, between one and four days a week or every day, and the number of sellers varies. They are an irregular and unequal supply of food which depends on the demand, the supply of producers and distributors to the sellers, the local production and the competition from other markets.

In Morocco, there are also retail markets which are usually called central. They are covered, located in the centre and in some cases architecturally

significant with structures similar to those in the north of the Mediterranean. They were built by the French with the aim of supplying food to their compatriots in areas close to their homes. They were the markets of the Europeans, opposite the medinas and souks, which were maintained with the products and consumption of Moroccans.

The prestige and power experienced by these markets years ago is in decline today. Some of them have been demolished and their place is now occupied by modern shopping centres;

Map 5.
Fes-el-Bali medina and location of the main souks.



others survive, specialising in quality fruit and vegetables, imported products, flowers, gifts and souvenirs but with many stalls closed or in a state of semi-ruin.

Moreover, recently built markets are designed to meet the inflow of goods with motorised vehicles to allow the entrance and exit of wholesale traders and buyers and to comply with the hygiene and safety regulations. Their design is inspired by the large shopping centres and the high streets where there are bars, shops, pharmacies and public services but also the offices of management control and hygiene.

Globalisation involves difficult competition and a market rhythm and reach unknown until very recently: the most traditional markets have been complemented with other types of selling, such as the large western commercial areas. This has resulted in the coexistence of highly different networks which are not always linked together and often have highly differing possibilities and sales systems that respond to very different if not opposed realities.

The markets of Morocco are in the midst of a process of change. Consumers accept the modernisation and welcome the range of products on offer, but highly value their traditional markets and identify them with their way of life.

Genoa

Genoa is the capital of the region of Liguria and possesses the biggest port in Italy, a direct competitor with Barcelona and Marseilles in the Mediterranean. It maintains its sea spirit which has characterised the history of the city since it was a trading power in the Middle Ages, when it often competed with Venice and Pisa to dominate the Mediterranean.

The city has grown around the old port, where the oldest neighbourhoods are located. Administratively, at present it is divided into nine districts (Map 6).

Genoa has 884,635 inhabitants, mostly of Italian origin, although in recent years the foreign population has notably increased.

Its economic activity has experienced significant changes in recent decades and has evolved from being mainly industrial, the port, to a more modern approach based on services, tourism and trade. Given that it is the fifth city of Italy in economic terms, Genoa has a very large metropolitan area, the seventh in the country in number of citizens and the fourth in size.

Out of the 20 covered markets in the city (Table 6), Orientale Market, with 120 stalls, is one of the most important..

Identification	Number
Markets	25
Covered	20
Open-air	5
Markets with over 50 stalls	3
Operative establishments	625

Table 6. Genoa markets basic data.

The management of the markets is public, governed by European and also regional regulations. The markets are owned by the Council, which for the use of the public space and the facilities (stalls, cold storage rooms, warehouses, non-shared services) asks traders to pay rent.

The Council is responsible for the management of the licences to traders and the infrastructures. For an authorisation/commercial licence, the Council receives a fixed amount along with a variable monthly fee according to the level of trade of the market.

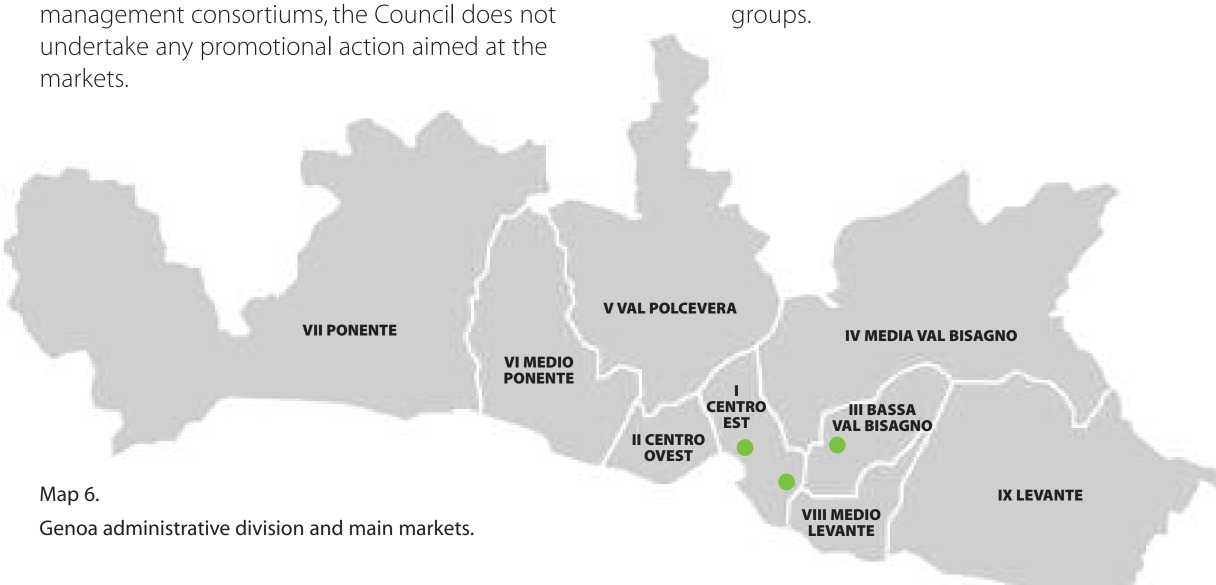
In December 2010, two outstanding markets, Orientale and Piazza Scio, created their own consortium, still at an experimental stage, to begin managing themselves autonomously, although they continue to receive 20% public funding.

The consortium created by Orientale and Piazza Scio Markets also seeks to be a tool of commercial, tourist and logistical promotion of the municipal markets in order to be autonomously managed.

Over the last 10 years, there has been a reduction of the commercial activity of Genoese municipal markets; the facilities have not been modernised for 20 years and many have suffered a gradual loss of sales. Moreover, the number of stalls has decreased and there are two markets which are about to close owing to the lack of demand for commercial licences in public tenders. Apart from the initiative of the market management consortiums, the Council does not undertake any promotional action aimed at the markets.

In contrast, there is a substantial increase in establishments selling organic products and others aimed at citizens of foreign origin, who see the markets as a potential source of income with a modest initial investment and develop an integrating role with the participation of several sectors, while mainly aiming their sales at their compatriots.

In Genoa, the market is not only a place to buy fresh products but also to develop social neighbourhood relations and a space of integration of the immigrant population of the city. Renewed and modernised, they could be a feasible alternative to the standardised selling of the major distribution groups.



Map 6.

Genoa administrative division and main markets.

1
2

Istanbul

The city of Istanbul, half European and half Asian, has a rich market tradition. With 10,757,327 million inhabitants (almost 13 million in the metropolitan area), it is the most populated city of Turkey. Since 2004, its boundaries and those of the province coincide, which means that at present the city is organised into 39 districts (Map 7). Each district is divided into *mahalleler,* the name given to the neighbourhoods, which have their own Council that regulates the activity of the markets operating within its limits.

Istanbul is a city of many markets which also have great heterogeneity. There are a total of 358 markets, of which 344 are held in the open air. In each neighbourhood there are between 10 and 15 weekly travelling markets and in the open air (*pazar*), which have a determined day of activity.

Istanbul has a large number of markets, most of which are travelling and held in the open air.

Apart from the open-air markets, in each neighbourhood there is an area with a high concentration of commercial establishments, open onto the street, devoted to food and which are called permanent covered markets. This concentration of establishments would correspond to a commercial area or an open-air commercial centre. The city has two emblematic facilities:

- The Grand Bazaar (*Kapali Çarsi*).
- The Spice Market or Egyptian Bazaar (*Misir Çarsisi*), specialised in teas, cakes and pastries and spices, where it is possible to buy products such as *pastirma* (beef meat seasoned with spices), cheeses, jams, *lokum* (Turkish delights), natural sponges and a range of oriental perfumes packaged in small bottles. It is one of the oldest markets in Istanbul (completed in 1664) and has 120 establishments, arranged into three galleries.

Both are located in the historical part of the city and within the boundaries which before 2004 identified the city of Istanbul. They are major centres of attraction for visitors arriving in the city. Of the two, only the Spice Market can be considered a food market, although the range of products is highly specific.

Other markets in the city are Kumkapi Fish Market, which opens every day until stocks are exhausted; Besiktas Fish Market, also open every day until stocks are exhausted and which offers fish caught in the Marmara Sea along with fruit and vegetables; and Galata Fish Market.

Apart from fish markets, we should also note the market held in Tarlabasi Street selling food and products from the vegetable gardens close to

Map 7.
Istanbul administrative division and main markets.

the city and open on Sunday from early morning until sunset; the market in Findikzade Street, open on Friday until sunset and which sells a large variety of products: clothes, kitchen utensils, costume jewellery and vegetables; the market in Kadiköy Street, the main market in the Asian part of the city, which opens two days: on Tuesday for clothes and on Friday for food products; and the market in Fatih Street, one of the most typical and largest in Istanbul, which opens on Wednesday and where you can find fresh food, household goods and plants (bulbs and seeds), among others.

With respect to the management system of food markets, although they are considered markets with a public system, there are different associations that manage the different commercial facilities of the city. They are associations independent from the district councils although they pay fees to be able to carry out their commercial activity. It is necessary to distinguish between the association managing the Spice Market – which also manages Galata Fish Market, corresponding to the typology of open-air commercial centre – and the traders' association of open-air and travelling markets.

The range of products is different depending on the typology:

- Permanent covered markets are for multiproduct selling, whether fruit and vegetables, meat, fish or packaged food and so on.
- Open-air markets in most cases sell fruit and vegetables as well as complementary products, such as clothes and household goods.

In terms of the social function developed by the markets, it should be noted that we are faced with two highly different realities: on the one hand, those aimed at tourists, such as the Grand Bazaar and the Spice Market, and which, therefore, are not frequented by the city residents, and, on the other, those whose usual customers are the citizens of Istanbul, which are the permanent covered markets (packaged and special products) and open-air markets, with prices lower than the other establishments and which have a function similar to that of the markets we could identify in the Mediterranean. The trust and social relations established are the common denominator of these neighbourhood markets.

Ljubljana

The city of Ljubljana, the capital of Slovenia, is administratively divided into 17 neighbourhoods (Map 8) and has a population of 260,183 inhabitants. Located in the centre of the country, it is also an important link between Western Europe and Eastern Europe and between Central European countries and the Balkans. During the Second World War, Ljubljana was annexed to Italy

as part of Western Slovenia and was the capital of this province.

After the War, it became the capital of the Yugoslavian Republic of Slovenia, which gained independence from Yugoslavia in 1991, in a process that culminated with an armed military conflict called the Slovenian Independence War or Ten-Day War, which marked its incorporation into the United Nations. Since 2004, Slovenia has been a member of the European Union.

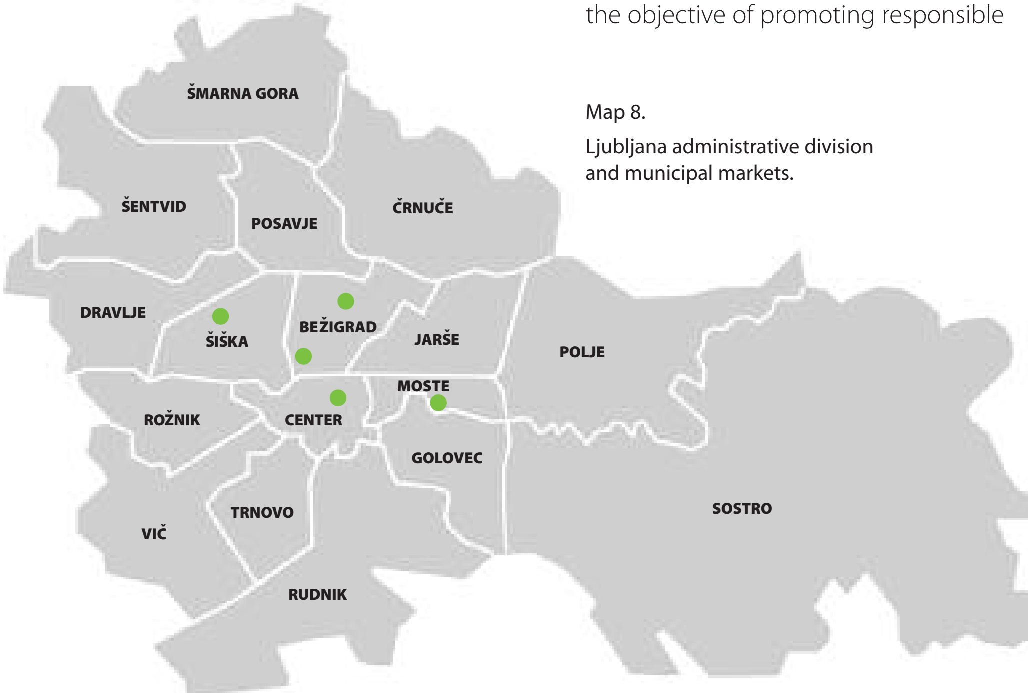
Five markets make up the municipal network of Ljubljana: Central Market (Tržnica Center), Moste, Žale, Bežigrad and Koseze.

Central Market is the most important of the city in terms of its size, the volume of sales, the variety and range of products and the strategic location in the historical centre.

The five markets are managed by Javno podjetje Ljubljanska parkirišča in tržnice, d.o.o., the public body directly linked to the Council. The functions of this body are the following:

- Manage the markets and their respective product storage areas.
- Maintenance of the state of the facilities and the equipment used in the open air of Central Market, as well as putting up and taking down the stalls every day.
- Cleaning and conservation of the public spaces of all markets.

The body is extremely interested in the market having a social function beyond the strict commercial activity. In keeping with the programme published on its website, it verifies that markets have, to a great extent, the objective of promoting responsible



Map 8.
Ljubljana administrative division and municipal markets.

consumption, dissemination of local products and the transfer of notions about food and health.

Moreover, in terms of range of products, the nature of these facilities determines the obligations of the sellers:

- Clear concern to provide users with fresh and quality products.
- Promotion of the selling of seasonal products linked to the area.

Marseilles

Marseilles is the second most populated city in France, with 826,700 inhabitants; moreover, it has the most important commercial port in the country and the Mediterranean. It is the centre of an important industrial activity, specialised in petrochemicals and oil refining, ship construction and other industries, as well as an economic area of reference in the Mediterranean.

The city is divided into 16 districts (which are grouped into eight sectors), which are subdivided into neighbourhoods, up to a total of 111 (Map 9).

Marseilles has a network of 30 municipal markets, of which 24 are food markets (Table 7)..

Identification	Number
Markets (all open-air)	30
Food	24
Others	6
Markets with over 50 establishments	6
Operative establishments	900

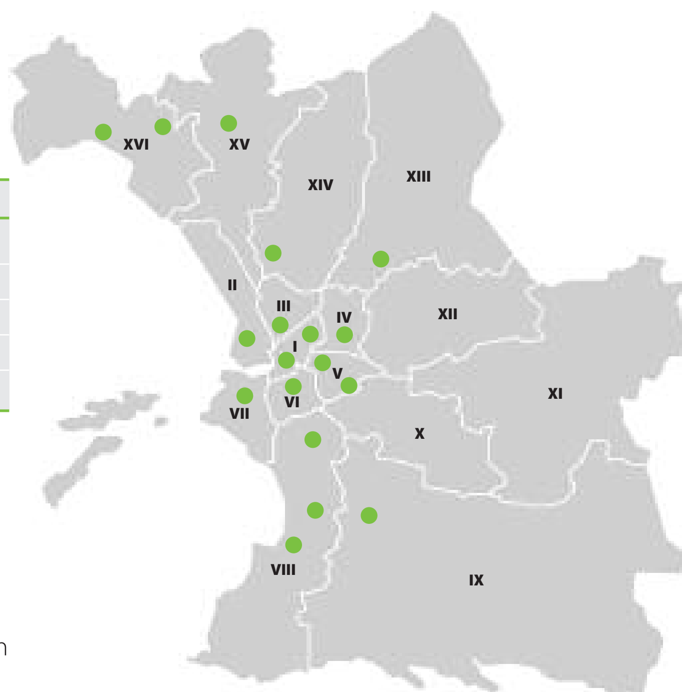
Table 7. Marseilles markets basic data.

The municipal market network is governed by a public management model. According to the data collected, markets have a cultural, historical and identity value, mainly because their commercial activity also has other functions, such as the promotion of social relations, the

generation of trust among consumers, the integration of the immigrant population, the transfer of knowledge about food and health, and so on.

All the markets in Marseilles are held in the open air, in the squares and streets of the city.

Map 9.
Marseilles districts and main food markets.



At present, there is no plan for the restoration of markets and no campaigns underway for the promotion of the commercial activity of these facilities. Nevertheless, the commercial activity of the markets in the last ten years has grown: the number of markets has increased, as well as the number of operative establishments.

In terms of the regulations, the general operation of the market network in the city of Marseilles is governed by the Municipal Regulations, approved in February 2010. According to the regulations, the opening times of food markets is from Monday to Saturday, except holidays and other cases with special authorisation issued by the Council. Most markets concentrate opening times in the morning, with a few exceptions.

The labelling and visualisation system of products follows the health and safety legislation in force.

The decisions on the general operation of the municipal markets are determined by an Advisory Committee, chaired by the Mayor or his representative and also made up by other municipal members and representatives of other authorities and professional associations (including trade unions). The Committee must meet at least once a year.

The sanctions for non-compliance are regulated by the Disciplinary Council.

The sanctions provided for can be registered warnings, temporary suspension of the activity and definitive paralysation of the right of use. The infringement notices involving withdrawal of the authorisation of the right of use are issued by the Council after consulting the Disciplinary Council.

Turin

Turin is a city in north-west Italy, the capital of the province under the same name and of the region of Piedmont and was the first capital of the Italian State (1861-1865). In the first decades of the 20th century, the city experienced an intensive economic and cultural growth which led to it becoming a major industrial centre after the Second World War and heading the economic miracle of the 1960s. In that decade, and as a consequence of the economic development of northern Italy, it was the destination for the domestic immigration of the country, with hitherto unseen demographic growth. Today it has a population of 908,825 inhabitants in the 10 districts that make up the city (Map 10).

In recent years, the city has been experiencing a moment of general redevelopment, also thanks to the 2006 Winter Olympic Games, which speeded up the renewal, as shown by the fact that in the same year the first underground line of the city was opened. Many investments have been targeted to the area of Piazza della Repubblica, where the biggest market in Europe is located (Porta Palazzo), and where the clothing market which had been transferred in 1997 has been restored with the addition of new stalls.

Started in 1996, The Gate Project in Turin aims to redevelop the area of Porta Palazzo, not only economically but also socially.

Turin maintains the Italian tradition of open-air markets, as can be seen in Table 8.
The most representative market of the city is Porta Palazzo, with an area of 51,300 m^2, which every Saturday morning receives around 100,000 visitors.

Identification	Number
Markets	49
Covered	6
Open-air	43
Markets with over 50 stalls	31
Daily average of establishments	3,557

Table 8. Turin markets basic data.

The management model of Turin's markets is public-private, although trading licences are granted by the Council through its trade office. In each market there is a committee which mainly works, offering advice, with the public authorities and the market traders to provide the necessary interventions with the aim of perfecting the operation of the market area. These committees issue proposals on the following issues:

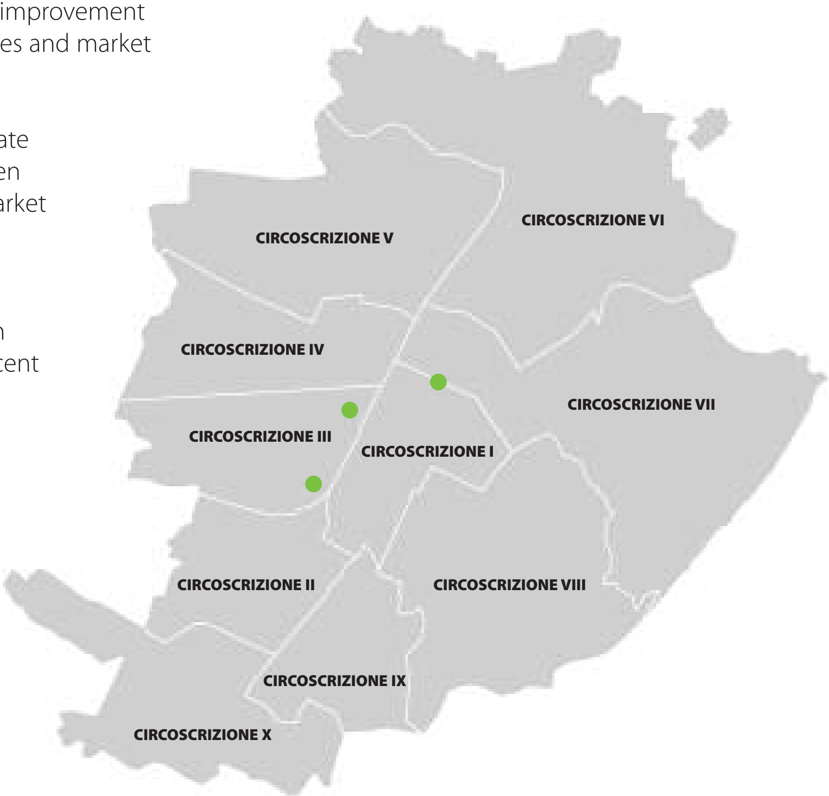
- Remodelling of the stalls and the buildings.
- Promotional activities.
- Modifications of the business opening times.
- Proposals for arrangement of traffic in the areas adjacent to the market, loading and unloading areas, and mobility of people.
- Proposal for modification and improvement of the facilities and infrastructures and market services.

Traders' associations also participate in the technical meetings between the public authorities and the market committees.

The city encourages the public management of markets through regional regulations, the most recent of which dates from 2010.

It should also be noted that, in late 2011, Turin City Council was developing a plan for the renewal and invigoration of the markets.

In the last ten years, there has been a growth of market activity and an increase in number of stalls. In Turin, there are publically funded advertising campaigns.



Map10.
Turin administrative division and main markets.

According to a survey conducted in the city, markets have a clear importance for residents. They represent the local tradition and culture but also the capacity to host foreign cultures. The main expression is Porta Palazzo, which has meant an important space of interrelation between local citizens and immigrants. According to data collected by the Council, market users believe that these generate trust and transmit food knowledge among the population. However, Turin citizens do not identify their markets with ecological or recycling habits and, according to the same data, there is also no record that citizens recognise the role that markets must play in promoting healthy habits or in the field of ecological awareness-raising (encouraging recycling, etc.).

Valencia

The city of Valencia is the capital of the province and autonomous community under the same name. It has 797,654 inhabitants, and its metropolitan area has more than 1,750,000, the third most populated in Spain, after Madrid and Barcelona (Map 11).

Although the city was founded at some distance from the sea, at present the urban layout of Valencia reaches the coast and has one of the most important ports in the western Mediterranean basin, together with those of Barcelona, Marseilles and Genoa. Its economy is mainly based on services and a logistics centre (port, fair, Manises airport) for regional industry (furniture, textile and construction, among others). In recent years, it has become a notable tourism destination thanks to the partial recovery of the Old City and the construction of the City of Arts and Sciences.

Valencia has a network of 35 markets, divided into 16 ordinary markets (mainly permanent food markets) and 19 special or extraordinary (non-permanent markets and which to a large extent do not mainly sell food).

The Valencia markets have a key role as commercial centres of crucial importance and as economic invigoration motors of the neighbourhoods. Moreover, they are an element of reference in the culture and local identity and, as such, they act as spaces of social and cultural invigoration that complement the economic scope of small-scale shops and businesses in the area.

The range of food products of these facilities is also linked to the function of supplying citizens with fresh, healthy and quality products. For this reason, the presence of seasonal products in the markets is usually high. In this respect, the website of the municipal market network (www.mercadosdevalencia.com) is significant as it reflects the aim to promote the aforementioned elements: we can find the calendars of seasonal products, articles on the relation between food and health and recommendations on responsible consumption, among others.

In recent years the Council has undertaken the complete or partial reform of many of the markets of the municipal network; in this respect, the most representative examples are Central Market and Mossén Sorell Market. Moreover, a series of new services have been introduced,

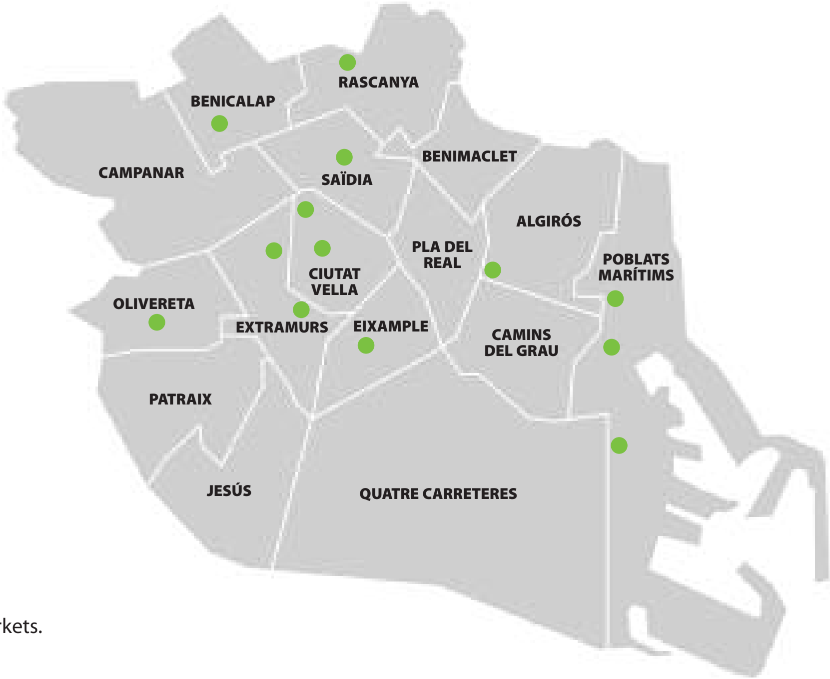
such as home delivery, the creation of individual websites of some markets and the extension of opening times.

According to the regulation in force in 2004, markets can be managed both directly by the municipal authority and indirectly through the Traders' Association. For this association to have the licence granted, it must meet two conditions:

- That it is requested by the owners representing at least three quarters of the places occupied in the market.
- That it is considered beneficial to the general interest.

At present, most of the publically-owned markets in Valencia are managed indirectly by the Traders' Association.

In the indirect management, the licence of each market is regulated through a self-management agreement, signed between the



Map 11.
Valencia central districts and main markets.

Traders' Association and the Council; all costs of conservation, repair, security and maintenance of the interior of the building are the responsibility of the license holder. This also includes costs of water and electricity supply, cleaning, and everything necessary for the general operation of the facility. The Council assumes the costs deriving from the necessary works or of improvement of the market buildings. Moreover, the Council does not charge any municipal fee to traders for the commercial use of the public spaces and pays the Association up to 9% of its budget provided the market occupation is higher than 85%.

The awarding of the stalls is by tender, which is the responsibility of the Council. The maximum period of licence, in this case, is 20 years.

As a notable initiative, we should mention a study implemented by the Government of Valencia entitled *Modelo de Gestión de la Calidad de Mercados Municipales* (Management Model of the Quality of Municipal Markets) with the objective of defining, implementing, assessing and certifying a new quality system that identifies and awards the markets that comply with the requisites established. The initiative seeks to be a guide for traders in municipal markets to implement new forms of management with an overall vision and targeted to consumer demands. The model also enables measuring the level of implantation of the good practices promoted in order to foster evolution.

The aim of the model is that markets comply with a series of requisites that guarantee consumer trust, user accessibility and responsibility for the environment and, mainly, that they commercially comply with their inherent purposes.

Zagreb

Zagreb, the capital of Croatia, is the only city in the country with a metropolitan area of over one million inhabitants. The population of the city is 689,000 inhabitants.

Zagreb is the cultural, scientific and economic centre of the Republic. Geographically, it is located between the Medvednica mountain and the river Sava. Zagreb is also the headquarters of the Croatian government and of all the ministries. According to the Croatian Constitution, as a capital, it has a special status and self-manages the governmental affairs both of the city and the county.

The local government is organised into 17 municipal districts represented by the District Councils (Map 12).

The city has a significant purchasing power and a good level of consumption, and currently is an important tourism destination.

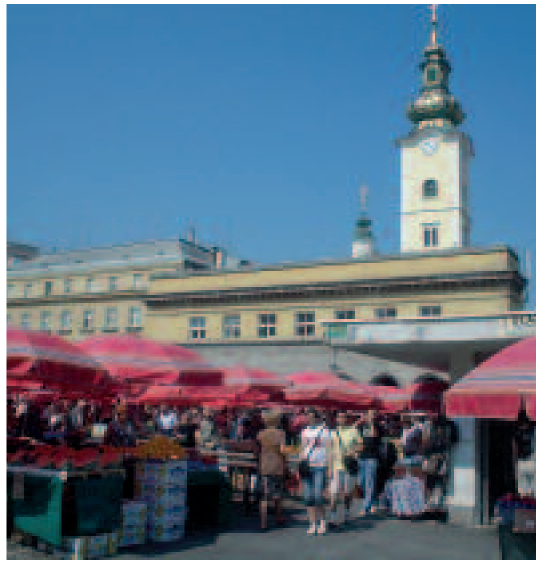
The concentration of people in the area explains, among other reasons, the important level of sales of the 23 markets that make up the city municipal market network. Their origins go back to the period between 1905 and 1909, when the public authorities began actions for the construction of a central market and provided the bases for their construction. However, the city retail markets did not begin to operate until 1930.

Along with retail establishments, Zagreb has a central wholesale market, which is responsible for supplying the municipal markets and the supermarkets in the city, as well as those of the region. The city retail markets are distributed so that they have become reference points of the neighbourhoods. This spatial division guarantees the presence of facilities in several areas and enables people to buy local and seasonal fresh products in the local sales points. The city market network, concentrated on the selling of local products, argues that its mission must also be a mechanism for the promotion of local identity.

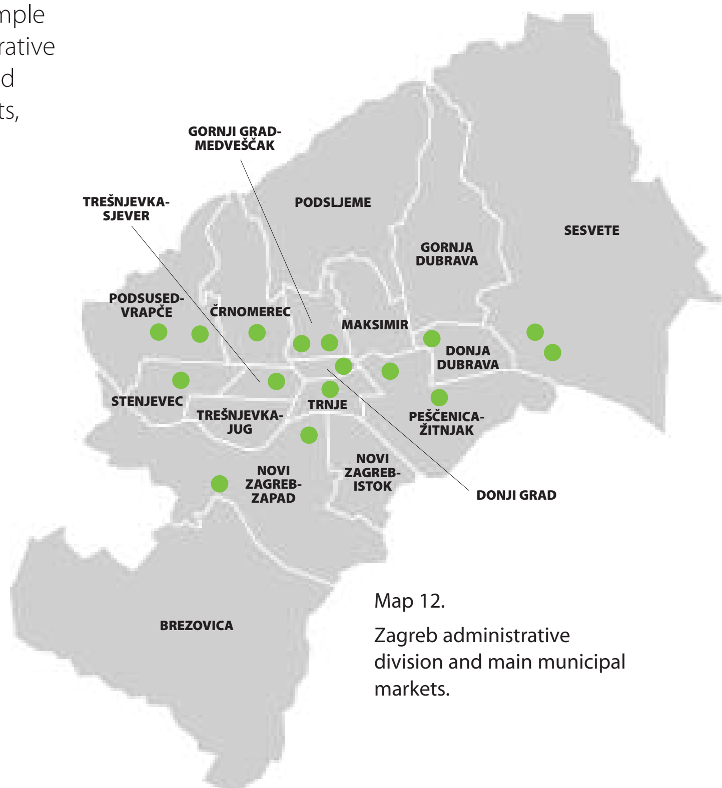
The network of the 23 markets in Zagreb is managed by a Council department exclusively devoted to this end. Under the name Zagrebacãki holding, the team includes more than 300 professionals (officers, administrative personnel, controllers, cleaning staff…). This company belongs to a holding that at a national level manages all the markets of 28 towns in Croatia and is responsible for a total of 2,500 operators.

This body is responsible for developing a highly professionalised management model, with a high level of control and capacity for action in the markets. Its website is an example of good operation and organised administrative activity: with a great deal of information and data on the overall operation of the markets, it is an important instrument for the promotion of commercial activity. The running of stalls and establishments is by public tender. In this case, candidates must comply with a series of requisites published in the respective regulations. The documentation required is specific in function of each commercial sector.

In this context, Dolac Market, the most important market in the region, stands out. Its construction was agreed in 1911, but it was not until 1925 that the municipal authorities approved the project. At present, its



importance is explained by its size and symbolic value along with a strategic location in the historical and touristic centre of the city. For this reason, Dolac is a reference both for residents of the city and tourists.



Map 12.

Zagreb administrative division and main municipal markets.

2

COMPARATIVE ANALYSIS OF THE MARKETS

MANAGEMENT AND HUMAN RESOURCES

Management Model

We have identified three types of municipal market network management model: public, private and mixed. Public management corresponds to a direct management of the facilities by the municipal public authority; mixed management involves the joint participation of a private company or a traders' association through an agreement with the local public authority; and the public model is where markets are directly managed through private initiative (Table 1).

	Public Model	Privat Model	Mixed Model	Own body
Barcelona	✓	–	–	✓
Beirut	–	✓	–	–
Cairo	✓	–	–	–
Castellón	–	–	✓	–
Fes	✓	–	–	–
Genoa	✓	–	–	–
Istanbul	–	✓	✓	–
Marseilles	✓	–	–	–
Ljubljana	✓	✓	–	✓
Turin	✓	–	✓	✓
Valencia	✓	–	✓	✓
Zagreb	✓	–	–	✓

Table 1. Types of management model in the cities of the study.

Barcelona

The markets of Barcelona are managed by a Council body, the Institut de Mercats Municipals de Barcelona (IMMB), which through the market manager controls, among others, administrative, functional and commercial aspects. The market management mission is to guarantee all the duties and rights of the traders defined in the regulations in force; take care of the organisation and cleaning of the market; cooperate with the competent service to control the monitoring and application of the applicable public health regulations; take care of the buildings, facilities and sales outlets to keep them in the conditions defined by the regulations; and deal with consumer requests and complaints. Despite being a public model, it has aspects that bring it close to the mixed model. Thus, traders' associations have a key role, even specified in the bylaws, both in terms of the operation (cleaning, security…) and the invigoration of the markets and, above all, the adoption of strategic decisions through their representation on the Governing Council of the Institut de Mercats.

Beirut

The two markets in Beirut have special characteristics in their management, which is private in both cases:

- In Souk el Tayeb the management is the responsibility of six workers and its promoter, Kamal Mouzawak, who selects the producers who wish to form part of the market based on product quality and traceability. There is no type of management or control by the public authorities of the products sold. Managers constantly promote local products and direct sales between producers and consumers. This is done through the holding of producers' festivals in different villages of the country or educational activities aimed at children.
- The other experience is Beirut Earth Market, promoted by the ROSS Program (reconstruction, work, services and development) of the Italian Ministry of Foreign Affairs. The project is co-funded by the regional authority of Tuscany and is carried out through UCODEP in collaboration with Slow Food Beirut and the Slow Food Foundation for Biodiversity. The data collected does not make reference to the management model, which would be considered as private.

Cairo

In Cairo there are no bylaws or regulations in terms of the management of the municipal markets but recently the City Council created a new body, Architecture and Heritage, whose mission is to guarantee the preservation

of the historical heritage of the city, including markets and public areas. This body has two officers, a director and an architect. Rather than shaping a new system of management and promotion of markets (health regulations, commercial promotion or market management), the body aims to recover the historical heritage. In the near future, another objective will be the control of prices and quality.

Castellón
In Castellón, since 1989 the global management of municipal markets has been the responsibility of the Traders' Association, while the City Council is responsible for the maintenance of buildings, to which it allocates around 35,000 euros a year. The Traders' Association has just one employee, the market manager. The Council has not yet approved its specific bylaw for the operation of municipal markets and, for this reason, it operates through a regulation that partially covers and resolves this.

Fes
Although the souk is publically managed, we have not found detailed information on the forms of management of souks or the role of public authorities in this field. The fact that there are craft guilds suggests the existence of traders' associations structured by type of selling. Neither have we been able to find reliable information during the fieldwork on the management of the central municipal market, the only municipal covered market.

Genoa
The management of the markets in Genoa is public. The Council is responsible for granting the licences to traders (it rents the public space and the facilities) and the infrastructures.

Istanbul
In the case of Istanbul there are two models:

- Street markets (*pazar*), whose management is considered shared by the district councils and the chambers of commerce.
  An association, created in 1965, brings together the traders, watches over their interests, ensures compliance with the rules and maintains contact with the Council and, if necessary, gives traders legal support. The Council of each district grants the licence to be able to sell in the market and set up a stall, but the trader must be a member of the association, otherwise he would not obtain a license.
- The Spice Market is jointly managed by a traders' association which, through a manager, manages the security and the common maintenance of the services, and the City Council, which is responsible for the infrastructure. It should be noted that the establishments are owned by a foundation and that this cedes the market management to the traders' association, which also controls the shops around the market, as legally they form part of it.

Ljubljana
After several reorganisation processes, in 2007 the Javno podjetje Ljubljanska parkirišča in tržnice, d.o.o., a public company that manages the network of municipal markets and the public car park areas, began to carry out its function. The body is responsible for the management, maintenance and cleaning of all the markets included in the municipal network. Moreover, it is responsible for renting the facilities located outside Central Market and the storage of the

merchandise used in the respective commercial activities.

It manages five markets (Tržnica Center [Central Market], Moste, Žale, Bežigrad and Koseze) and its headquarters are in a building close to Central Market, which emphasises the importance of this facility in comparison to the other markets in the city. The 20 civil servants of this body are direct employees of the Council and hold positions in fields such as management, administration, maintenance, cleaning, security, and so on.

Based on the observation of different aspects, such as hygiene, conservation of the building, infrastructures, general state of the stalls, the degree of conservation of the empty stalls, the range and quality of the products or the transport system, we can say that the management is quite positive.

Turin
The markets of Turin differ according to the management mode:

- Public: managed by the Council through a body of its own, the Settore Mercati della Città di Torino, in markets such as Porta Palazzo, II (Ittico) and San Paolo/Racconigi.
- Mixed: managed by cooperatives in the markets III (Abbigliamento), IV Alimentare (Tettoia dell'Orologio), V Alimentare di Porta Palazzo and Racconigi 51.

In terms of the public model, the Settore Mercati della Città di Torino controls the general operation of the network of public markets, together with Turin Council, which deals with aspects such as maintenance, cleaning and security. For instance, security is controlled by the police and the hygiene inspection by the Azienda Sanitaria Locale di Torino 1. In terms of the mixed management model, the Council has granted management cooperatives the right to use the area of some markets of the municipal network for a period of 99 years. The cooperative manages the market, deals with the advertising and

communications and is in contact with the Council through its own council and a president based on an agreement approved in 2010. The costs of maintenance (ordinary and extraordinary) for cleaning and security and the costs of electricity and water consumption are paid by the management cooperative. The Council has specific responsibilities in the operation of the markets, such as their regulation (drafting and application of regulations) and safety.

Valencia
According to the regulations in force, the management of the markets is carried out through two modes:

- By the municipal authority, through the Department of Employment and Promotion of Entrepreneurial Projects, Trade and Supplies at Valencia City Council.
- In a mixed mode, which is the most common, with management assumed by the Traders' Association. This model is regulated through a self-management agreement between the association and the Council. The costs of conservation, repair, security and maintenance of the interior of the building are the responsibility of the license holder, as are the costs of water, electricity, cleaning and everything necessary for the general operation of the facility. Moreover, the Council assumes the costs derived from the public works of conservation of the building.

Zagreb
In Zagreb the model is public; the management of the network of the 23 markets is carried out by a department of the Council called Zagrebaãki holding. The body develops a highly professionalised management model and with a high level of control and capacity for action in the markets.

Trading Access and Cost for Traders

In this field, we must distinguish between the cities of EU member countries, with a tendency to a uniformity of the legal framework, and cities which do not belong to the EU, with more variation.

EU cities follow a shared legal framework in terms of the harmonisation and definition of the requisites necessary for the acquisition of establishments in food markets but, at the same time, they have specific regulations, as the municipal authorities are responsible for undertaking the legal procedures to allocate the vacant market stalls. The bylaws demand that through the process of acquisitions of commercial establishments in markets the objectives of advertising and concurrence required in any public procedure are respected. The bylaws of each city establish the tenders, use fees, deposit guarantees and the participation of the Council in transfer and equivalence taxes.

In general, in these cities trading access is through *inter vivos* or *mortis causa* transfers. These operations can only be done after the authorisation of the competent authority and are usually directly managed by the competent public authority.

Several EU cities limit the number of stalls which sellers in one market can own, with the objective of balancing the economic vitality of the businesses.

To physically remodel a stall – change the structural elements, installations and equipment – it is usually necessary to request a work permit from the competent technical services. Despite this tendency to uniformity, we have observed a series of issues specific to each city, in relation to trading access procedures, remodelling and maintenance of the commercial establishments in the markets. These include the cost of the stalls, the periodicity of the payment of the fee or rent of the stalls (daily, monthly or annually) and the level of participation of traders in the management of the markets.

Barcelona
The monthly cost of the stalls varies between 4 and 6 euros per square metre following two parameters: the market (divided into three categories) and the product sold (meat and fish stalls are more expensive than vegetable stalls).

Sellers are obliged to be members of the market Traders' Association and must financially contribute. The Association is also responsible for the cleaning, security and remodelling, conservation and maintenance.

Beirut
In Souk el Tayeb, the promoter of the market, Kamal Mouzawak, selects the producers based only on the product quality and traceability.

Castellón
In Central Market, the Traders' Association is responsible for the marketing of the spaces available and advises the Council, which

manages the dossier on their allocation. The members pay a fee that covers the costs of the market and the Council does not directly charge the traders any rent. The Council receives 15% of transfers of businesses, which can also be rented.

Istanbul
The open-air and travelling markets depend on independent associations, which charge 50 euros per year to each trader, along with a payment for each day of activity, and are responsible for paying the fees to the district councils. The traders of the Spice Market (private management) must pay a monthly rent to the foundation. They can transfer the establishments provided the foundation authorises it and agrees with the activity to be undertaken.

Ljubljana
The traders of the municipal markets must pay a fee to the Council. The price and periodicity of the payment vary according to a series of parameters: the location of stalls, type of stall, commercial sector, use of own warehouses…

Marseilles
To carry out the activity in the markets of Marseilles traders must submit an application and receive the corresponding license issued by the Council. They also have to pay a fee and the late or non-payment can result in the withdrawal of the right to use the spaces.

Turin
In the cases of publically managed markets, trading access is through a public call for a licence for a period of 10 years. The transfer of a business is *inter vivos* or *mortis causa*. Renewal of the stalls is also for a period of 10 years.

The traders of these markets have a low or medium level of involvement and participation in their management. In each market, an association is founded, to which the owners of the stalls are not obliged to belong. The members meet periodically with the Council and agree to cooperate in the improvement of the facility.

In the cases of mixed management, the call for awarding of licenses is managed by the cooperative and announced by the Council, which uses its own channel of promotion. The acquisition of a stall obligatorily involves the duty to become a member of the cooperative. The rights of use and the renewals of the stalls have a length determined by the municipal regulations.

The traders have a high level of involvement and participation in their management. The cooperatives manage the advertising and communications and cooperate with the Council in the improvement of the general operation of the markets.

The rent of a stall or establishment varies according to each market.

Valencia

The traders of the markets of Valencia pay a fee to the Traders' Association to cover the management costs of the facility.

The allocation of the stalls is by tender, regulated by the Council and for a maximum period of 20 years. During the prevailing period of the license it is possible to make transfers, which can be *inter vivos* or *mortis causa*.

Human Aspects

Market Workers

Within a market there is a high number of workers mainly devoted to its operation. The system is complex and, in many cases – because of the different situations of each country – it is difficult to classify the typology of workers involved.

Nevertheless, it is possible to extract some significant conclusions and data:

- In the largest markets the number of wage earners exceeds that of stall owners. For instance, in Istanbul – despite not having exact data – the market network comprises around 30,000 sellers, who in their turn have an average of four workers.
- In the markets of Barcelona there is an average of two workers per establishment, although it varies in function of the size of the market (Table 2).

Market	Owner	Wage earners	Total of workers
Abaceria Central	124	200	324
La Boqueria	274	900	1,174
Concepció	65	45	110
Sants	50	67	117

Table 2. Total number of workers, owners and wage earners in some Barcelona markets.

- In Central Market in Castellón there are more wage earners (91) than stall owners (79).
- In Turin the number of stall owners does not correspond to that of stalls, probably because the same trader can have more than one stall. The number of wage earners is higher than that of owners and, in some cases, such as in Il Ittico, the proportion is 3 to 1 (Table 3).

Market	Owners	Wage earners	Total of workers
Racconigi 51	23	60	83
II (Ittico)	15	45	60
IV (Tettoia dell'Orologio)	85	135	220
V Alimentare	41	56	97

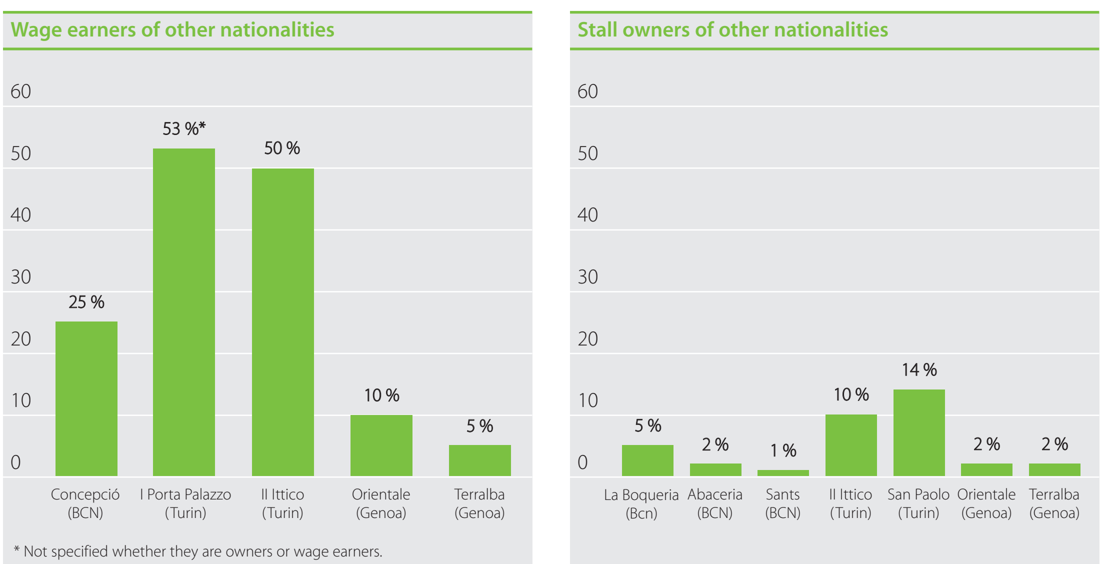
Table 3. Total number of workers, owners and wage earners in some Turin markets.

- The traders of the markets of Fes are divided into three groups: permanent, sellers without a permanent stall and street vendors. The first group forms part of a local guild and must respect its internal regulations; sellers without a permanent stall that move around the souk can be local and from other places, who sell the product they produce or that they have bought from far away and can work for themselves or for someone else; street vendors represent a class with fewer resources and offer customer loyalty services, such as home selling of basic food and cleaning products. The Moroccan Ministry of Trade and Industry, in collaboration with the Council, has promoted a pilot action to help street vendors to settle permanently in the souk so that they can work in better conditions.

Presence of Traders of other Nationalities
In this field we focus on markets in European cities, where the presence of foreign traders is common, which is important for two reasons:

- Facilitates their integration.
- Enables immigrants to have relatively easy access to the labour market, with low investment.

As can be seen in Graph 1, the presence of people of other nationalities is especially notable in the cases of wage earners.



Graph 1. Percentage of workers from other nationalities in some European markets.

INFRASTRUCTURE AND LOGISTICS

Types of Markets

There are three types of markets in the Mediterranean: covered, open-air and mixed.

- Covered markets. Held within a building or under cover, they are permanent and, therefore, daily. Almost all the markets in Barcelona fall into this category, as do II Ittico, III Abbigliamento, IV and V Alimentare di Porta Palazzo and Racconigi 51, in Turin; Orientale, Scio and Terralba, in Genoa; Central in Castellón; Bab-el-Louk in Cairo, and the Central Market in Fes.
- Open-air markets. Held in the open air, in squares or streets, in public or private spaces, with moveable infrastructures and with variable frequency (usually weekly). It is the most common type throughout the Mediterranean. This is the case of almost all markets in Istanbul (344 out of 358); I Alimentare di Porta Palazzo and San Paolo, in Turin, and Souk el Tayeb in Beirut.
- Mixed markets. A covered market with an area of stalls in the open air, usually held daily. This is the case of La Boqueria in Barcelona, the markets Central in Ljubljana, Dolac in Zagreb and Galgata in Istanbul as well as the most typical markets in Arab cities, such as the souks and medinas.

State of the Buildings

Most covered markets in the Mediterranean area began as open-air markets but from the 19th century – once established – they were gradually covered to improve hygiene conditions. In some cases, the councils used pre-existing structures, which were not originally designed for a market, such as the Orientale Market in Genoa, which is in the cloister of a monastery close to the initial location.

The construction of buildings to be used as markets goes back to the second half of the 19th century, when the process of modernisation of markets began, which would lead to the current concept of a covered market. The passing of time and new needs have made it necessary to remodel many buildings.

During the last 10 years, many European markets have experienced an almost complete remodelling and others are still in this process.

Remodelling of markets is clearly seen in Barcelona, Valencia, Ljubljana, Zagreb and other cities that in recent years have restored buildings, such as El Grao, in Castellón (2010), III Abbigliamento, in Turin (2010), and Besiktas, in Istanbul (2009). In contrast, in Genoa, although there are projects to restore the Orientale Market, the last remodelling goes back to 1986 (Scio Market). Along with the remodelling of the structure, many markets have needed small structural and infrastructural adaptations, such as the markets of Abaceria Central in Barcelona or Central in Castelló. Some markets have not received attention for years and the structures are pending remodelling: the most serious case is that of Cairo, where the two markets analysed have shown clear problems.

The size of covered markets varies greatly, as can be seen in Table 4. There are large markets, such as Santa Caterina in Barcelona, and very small markets, such as Besiktas, in Istanbul.

Market	Total area	Commercial area	Service area
Santa Caterina (BCN)	12,541 m^2	–	–
La Boqueria (BCN)	7,200 m^2	6,400 m^2	800 m^2
Abaceria Central (BCN)	–	–	200 m^2
Concepció (BCN)	–	–	6,650 m^2
Sants (BCN)	–	3,450 m^2	–
Central (Fes)	2,000 m^2	–	–
El Grao (Castellón)	870 m^2	–	–
Central (Castellón)	2,850 m^2	1,980 m^2	870 m^2
Besiktas (Istanbul)	320 m^2	–	–
III Abbigliamento (Turin)	–	3,240 m^2	–
II Ittico (Turin)	–	850 m^2	–
Terralba (Genoa)	–	648 m^2	–
Orientale (Genoa)	–	1,980 m^2	–

Table 4. Commercial and service area of some markets.

Moreover, there is a difference between the commercial and service areas. The service floors are normally used as a storage and loading/unloading area and, when they are not part of the sales floor, they are underground and linked with lifts and service lifts. A particular case is the building of III Abbigliamento in Turin, which has five floors linked with lifts and escalators: two commercial floors, another with a restaurant and two underground floors.

Facilities

The facilities can be divided according to the type of market:

- Permanent facilities of covered markets, which come to form part of the structure of the building. The basic facilities are warehouse and cold storage rooms, which can either be on the underground floor or at street level. In many markets they are shared facilities – Barcelona, Castellón, Turin, Genoa and Valencia –, but there are also markets where each stall has its own storage space (Central markets in Ljubljana and Cairo) or fridge (Dolac Market in Zagreb).
- Open-air facilities. They are more developed and organised in mixed markets than open-air. One example of this is the outside stalls in Dolac Market in Zagreb: the market network management puts up and takes down the stalls every day – which are protected against the rain and sun – and takes care of the cleaning once the open-air market closes. Another example is the open-air market I of Porta Palazzo, in Turin: in this case, the stalls are fixed metallic structures and are not taken down after activity; cleaning is the responsibility of the pertinent municipal body.

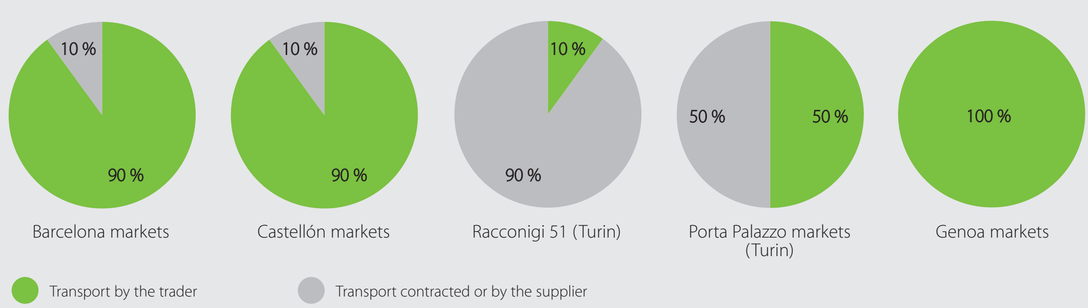
Supply of Products: Opening Times and Transport

Opening Times

Despite the different food practices and the gastronomy of each country, we can identify three main sectors of fresh products common to all the cities studied:

- Fresh fish and seafood. The supply takes place late at night and in the early morning. An exception is Sants Market in Barcelona, where it can be in the afternoon.
- Meat. The supply usually takes place in the morning. In some Turin markets, this can be until 3.30 pm.

Transport of products to the markets



Graph 2: Examples of variability in terms of transport of products.

- Fruit and vegetables. They have more varied times. In Genoa, supplies are usually before 8.30 am; in Turin, from 3.30 am to 10 am; in Barcelona, in the afternoon; Istanbul Central Market, which supplies all traders in the city, sells between 12 midnight and 8 am.

Central Market in Castellón sells between 6 am and 8 am, without any distinction between sectors.

Product Transport

In the fruit and vegetable and fresh fish sectors, traders use their own vehicles to transport the product from the supply places to the market stalls. Given that markets do not have a transport service, sellers who do not have their own vehicle contract a transport service. In the case of the meat sector, suppliers usually deliver the products directly to the stalls or the market storehouses.

The data on those in charge of transporting the product varies greatly depending on the commercial range of the market and the city (Graph 2).

In Dolac Market in Zagreb, the storage capacity is quite limited, and therefore fish is bought daily. Transport is by individual vehicle.

Cars do not have access to the Fes medina, which means that carts and donkeys are the most efficient mode of transport. The small quantities of each product displayed on the stalls indicate that the capacity of transport is very limited and that delivery is made more than once a day.

Establishments

In general, we have seen a high level of occupation and good conditions in the market establishments (Table 5).

Market	Operative	Inoperative	Total stalls or establishments
Abaceria Central (BCN)	122	66	188
La Boqueria (BCN)	282	0	282
Santa Caterina (BCN)	70	0	70
Concepció (BCN)	60	0	60
Sants (BCN)	62	0	62
Central (Valencia)	311	6	317
Central (Castellón)	79	10	89
Porta Palazzo (Turin)	792	61	853
San Paolo (Turin)	136	41	177

Table 5. Number of operative or inoperative establishments.

Thus, in Barcelona, with the exception of Abaceria Central Market, at present all the establishments are operative. Their condition has been very positively assessed: the level of hygiene, the internal structure and the facilities required by each commercial sector follow the parameters established by the regulation in force. In this respect, we should note the fundamental role that the fee and control system determined by the municipal regulations seem to have.

The size of the markets in Piazza della Repubblica/Porta Palazzo in Turin is the most striking of all markets analysed. They have 853 establishments in use including the covered markets (II Ittico, IV Tettoia dell'Orologio and V Alimentare) and the open-air market called I Alimentare.

Out of the three markets analysed in Genoa, in the Scio market all 51 stalls sell food products. Orientale has a total of 126 stalls and Terralba, 68.

Dolac Market (Zagreb) has in the covered part more than thirty businesses in the dairy products sector, around 80 in the multiproduct area and around 20 in that of fish. In the open-air part, which is the fruit and vegetable market, there are 229 stalls arranged lineally in the square.

On the ground floor of the building, the arcade of the Central Market in Ljubljana has two aisles with eight stalls each. The lower floor houses the fish market, a sector that has lost importance in recent years. All the current eight fish stalls have been assessed very positively, with special emphasis on the hygiene and order both of the shared areas and the establishments.

Sales Flows

Some markets have been examined at busier times and we were able to calculate the volume of customers, whether on a daily, monthly or annual basis. We have identified elements common to many markets:

- The busiest days are Friday and Saturday. The concentration of buyers towards the weekend can be due to several reasons: more relaxed shopping without the pressure of work, adaptation of the trading hours (in the afternoons), new shopping habits in other commercial outlets (supermarkets) …
- Tourism is a key element in some markets. In the case of Istanbul, there are some markets where only tourists shop, such as the Spice Market; Turks usually only buy in street markets, closer to their tradition and aimed at a real and daily consumption of fresh food.

In Barcelona, we see that most of the markets analysed oscillate between 100,000 and 150,000 visitors per month, buyers or otherwise, with the notable exception of La Boqueria, which receives around 800,000 people each month.

The markets of Turin receive between 30,000 and 60,000 visits per month, with a peak in IV Alimentare Market (Tettoia dell'Orologio) in Porta Palazzo, of 10,000 visitors on Saturday or around public holidays. Saturday is the day with the greatest influx (10 am to 12 noon).

The city of Valencia, similarly to Turin, has around 15,000 visits on Saturday, but locals usually go to the market before 1 pm.

Central Market in Castellón has an average of 2,500 visitors a day, from 10.30 am to 12.30 pm, on Tuesday, Friday and Saturday; this data is interesting because it illustrates the weekly frequency of shopping in the market.

Dolac Market in Zagreb receives around 400,000 people per month, mainly in the latter part of the week. Although in the open-air part of the market there is generally more movement than in the covered part, it should be noted that there is a large flow of consumers and of effective sales in all sectors of the market.

TRANSPORT AND ACCESSIBILITY

Location of Markets

At first it was decided to classify the markets as «centre» and «periphery», depending on their geographical location. The aim was, firstly, to identify whether the urban situation of the market could be a determining factor in the flow of sales and visitors, and, secondly, if there were urban planning models for decentralising these facilities in the urban space, distributing them in different areas of the city.

However, the analysis of questionnaires has shown that there is a tendency to opt for «centre» as the location area, although geographically this does not correspond to the city centre itself. The reasons may be that areas that are considered as «centre» are those where there is a concentration of urban population or which are a historical or identity reference in towns or even, depending on the convenience of public and private transport connections.

In this regard, several markets have been considered as «city centre», even though they are physically located in other districts of the town (Table 6).

Accessibility and External Services in the Market

Another aspect that was analysed in the markets of the cities was public transport connections and ease of access with private transport (Table 7). The markets of Barcelona, Turin and Ljubljana analysed offer more facilities in this regard.

	Markets analysed	Stops Metro	Stops Bus	Stops Train	Bicycle parking	Car parking
Barcelona	5	5	5	2	4	4
Turin	7	2	7	0	5	7
Genoa	3	0	3	1	0	3
Ljubljana	2	0	2	2	2	2
Zàgreb	1	0	1	0	1	1
Fes	2	0	0	0	2	2
Valencia	1	0	1	0	1	1
Castellón	1	0	1	0	1	1

Table 7. Access to markets.

In Barcelona, a 2009 study found that 85.8% of customers went to the markets on foot and that, for more than half of these customers, the journey from home to market was 5 to 10 minutes. Of the remainder, 7.7% used their car and 5.4% took public transport.

	Neighbourhood or district	Location
Abaceria Central (Barcelona)	Gràcia	Centre
La Boqueria (Barcelona)	Ciutat Vella	Centre
Concepció (Barcelona)	Eixample	Centre
Sants (Barcelona)	Sants	Centre
Santa Caterina (Barcelona)	Ciutat Vella	Centre
San Paolo (Turin)	Circoscrizione III	Centre
Racconigi 51 (Turin)	Circoscrizione III	Centre
Porta Palazzo (Turin)	Circoscrizione VII	Centre
Scio (Genoa)	Centro Est	Centre
Terralba (Genoa)	Bassa Val Bisagno	Centre
Orientale (Genoa)	Centro Est	Centre
Central (Ljubljana)	Center	Centre
BTC City (Ljubljana)	Jarše	Periphery

	Neighbourhood or district	Location
Dolac (Zàgreb)	Gornji Grad-Medveščak	Centre
Fez el-Bali Souk	Medina	Centre
Central (Valencia)	Ciutat Vella	Centre
Central (Castellón)	Centre Ciutat	Centre
Bab-el-louk (Cairo)	Downtown	Centre
Attaba (Cairo)	Downtown	Centre
Suleiman Gohar (Cairo)	Dokki	Centre
Besiktas (Istanbul)	Besiktas	Centre
Spice Market (Istanbul)	Fatih	Centre
Fatih Galata (Istanbul)	Galatasarai	Centre
Beirut Earth Market (Beirut)	Ras Beyrouth	Centre
Souk el Tayeb (Beirut)	Port	Periphery

Table 6. Location of the markets.

The vast majority of customers access the markets of Barcelona on foot, something that could be extrapolated to the other markets analyzed.

In Fes, although there is no system of structured parking in the immediate environment of the souk or municipal market, there are parking areas for cars, motorbikes and bicycles.

The markets of Istanbul are tailored to local residents and, therefore, are usually accessed on foot. There is no public transport system covering the whole city; only a few tram and bus lines in some cases, with stops near the markets, and a network of car parks. However, the city's traffic problems hinder and discourage the use of road transport.

It is worth introducing an aspect that relates the concepts of proximity and centrality in the case of Barcelona, although the question could also be applied to the other cities analysed, at least in the European Union. In a survey conducted in 2009, 59.93% of consumers said that the main reason for buying fresh products at the market was the quality. When asked "why do you not usually buy from the market?» the common answer from 36.7% of respondents was «because it's far from home.»

Access to Buildings

Identifying the type of access available enables us to assess each market's ability to organise the flow of its users. Common indicators were defined and allowed a comparison between different markets:

- Number and type of doors.
- Availability of lifts.
- Adaptation to the needs of people with reduced mobility.

Barcelona

In terms of doors, while La Boqueria Market has none (it is a covered market with open sides), the other markets analysed have automatic doors: Santa Caterina and La Concepció have 9; Abaceria Central, 6; and Sants, 4.

With regard to lifts, La Concepció has 4, La Boqueria, 3, and Santa Caterina, 2. Sants and Abaceria Central have none.

All these markets have been adapted for people with reduced mobility, mainly with the creation of access at street level and modifications in the toilets.

Beirut

In the case of Beirut, the two markets, Souk el Tayeb and Beirut Earth Market, are open-air and there is no impediment to access as it is at street level.

Cairo
Bab-el-Louka Market has five entrances, plus access from the rear warehouses and all are at street level.

Castellón
Central Market in Castellón has 15 doors (automatic or manual, iron or wood). It has four lifts. Access is adapted for people with reduced mobility.

Genoa
In terms of access, Orientale Market has 4 doors (automatic or manual, iron/metallic) and Terralba Market has 6 (manual, iron/metallic). There is no data for Scio Market.

Regarding adaptation for people with reduced mobility, the Orientale Market building is partially adapted, as in the lower part of the market there are no stairs. Terralba Market has access at street level and, therefore, can be considered adapted and, in Scio Market, there are signs indicating access without stairs from one of the sides.

Istanbul
The Spice Market is adapted for people with reduced mobility.

In the permanent covered markets (because of the space gained in the street for displaying products) and street markets (which are located in certain streets and certain places), there are no apparent impediments in access for consumers beyond the architectural barriers that may exist in the urban area of the city.

Ljubljana
The entrance and exit doors in the arcade and gallery of Ljubljana Central Market are manual and are made of a mixture of iron and glass.

Access is at street level. In the case of the fish market, located in an underground area, access is via stairs or lift.

Turin
In terms of doors and security, II Ittico has 8 manual doors (iron/metallic); III Abbigliamento has a door for customers and 6 security exits (automatic or manual and iron/metallic or glass), IV Alimentare (Tettoia dell'Orologio) has 16 doors (automatic or manual and iron/metallic or glass), V Alimentare di Porta Palazzo has 13 doors (iron/metallic, wood and glass), and Racconigi 51 has 4 (automatic or manual and iron/metallic or glass).

The latter market, Racconigi 51, also has three lifts.

Regarding access for people with reduced mobility, the markets analyzed have been adapted following all the rules defined in the regulations in force. III Abbigliamento has two lifts to access the first floor and Racconigi 51 has three. For its part, V Alimentare di Porta Palazzo has ramp access to the side entrances.

Valencia
Valencia Central Market has 8 doors (automatic and iron/metallic) and five lifts. Access is adapted for people with reduced mobility, with ramp access to markets and public toilets.

Zagreb
The fruit and vegetables area of Dolac Market is located in a square, at street level, and therefore there are no staircases. To access the dairy and multiproduct section on the lower floor, there are external and internal staircases.

Ribarnica, the fish market, is in the square where the fruit and vegetables market is located. This building has three entrances, with wooden and glass doors.

PRODUCTS

Number of Establishments According to Commercial Sector

The degree of precision of the data collected during the research varies according to each city. In some cases, we have been able to obtain in detail the number of establishments and the commercial sector to which they belong, but it has not always been possible.

In Ljubljana, Fes, Cairo and Istanbul we have been unable to quantify the total number of establishments according to sector.

Barcelona

In the five Barcelona markets analysed we observe a dominance of the fruit and vegetable sector (Table 8). The next most important sectors are fresh fish and seafood and meat, followed by salted fish and preserves. It should be noted that in the tables, meat products have been divided into three sectors ("poultry, game and eggs", "meat and offal" and "charcuterie, dried meat and sausages") and as a whole they are the most dominant establishments in the markets.

There are other sectors present (pulses and cereals, groceries, bakeries, herbalist's shops…), albeit more limited. Moreover, Graph 3 features all Barcelona markets and reflects the following:

- There is a limited amount of products offered directly by the producers (peasants), which contrasts with what happened in previous decades, when they were much more present.

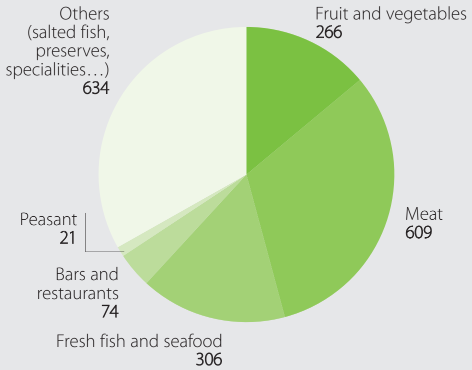
	Abaceria Central	La Boqueria	Sta. Caterina	Concepció	Sants
Fruit and vegetables	19	96	10	12	6
Fresh fish and seafood	16	45	13	5	8
Bakery	1	1	1	1	-
Poultry, game and eggs	10	22	6	6	4
Poultry, game and eggs / meat	-	-	-	-	3
Charcuterie, dried meat and sausages	14	20	9	9	9
Meat and offal	14	35	13	10	6
Pulses and cereals	5	1	2	2	1
Salted fish and preserves	6	9	4	3	5
Groceries	4	2	1	3	1
Bars and restaurants	3	10	3	3	1
Frozen food	-	-	1	2	-
Herbalist's and dietetics (spices)	-	1	1	-	1
Convenience food	3	5	-	-	1
Flowers and plants	-	16	-	2	-
Non-food	27	19	5	2	16

Table 8. Number of establishments according to commercial sector in Barcelona markets.

1
2

- An outstanding range of restaurants, mainly in the markets considered central in the city.
- There are more meat stalls (without the aforementioned distinction) than fruit and vegetable stalls, probably due to the enormous increase of establishments selling fruit and vegetables in the city streets.

Type of establishment



Graph 3. Distribution of establishments according to commercial sector in Barcelona markets.

Beirut

The establishments of artisans and fruit and vegetables are the most common in the street markets of Beirut (Table 9): in Souk el Tayeb most establishments sell fruit and vegetables, while in Beirut Earth Market artisans are the best represented sector.

These markets are quite recent and generally the producers market their products themselves. There is great interest in traders who sell there guaranteeing that products are organic.

	Souk el Tayeb	Beirut Earth Market
Artisan	83	4
Fruit and vegetables	121	3
Bread and pastries	4	1
Confectionary	11	1
Non-food	8	-

Table 9. Number of establishments (it is not fixed) according to commercial sector in Beirut markets.

Castellón

Central Market in Castellón is notable for the 26 establishments – of a total of 75 – specialised in the commercial sector of fresh fish and seafood, something that can be considered exceptional for a market and city of this size, given both the quantity and the wide assortment and quality of the products available.

There are also many fruit and vegetable, meat and offal stalls (Table 10).

Genoa

In the three markets analysed, the fruit and vegetable sector dominates over the other sectors (Table 11) and in the markets of Scio and Terralba it represents more than half of the total of establishments operating there.

The fresh fish and seafood sector is also present in all markets, albeit much less so than that of fruit and vegetables.

Except in Orientale Market, where it is the second most represented sector, there are few establishments specialised in meat. Traditionally, in Italy markets are seen as places for the sale of fruit and vegetables, which

explains why the meat establishments, although present, are more common outside the markets.

Some curious data concerns the number of bakeries in Orientale Market, which contrasts with the complete lack of these kinds of establishments in the other two markets.

The establishments selling pulses and cereals are included in those selling fruit and vegetables.

	Castellón Central Market
Fruit and vegetables	14
Fresh fish and seafood	26
Bakery	3
Poultry, game and eggs	2
Charcuterie, dried meat and sausages	3
Meat and offal	13
Pulses and cereals	1
Salted fish and preserves	2
Groceries	1
Bars and restaurants	1
Frozen food	3
Herbalist's and dietetics (spices)	2
Convenience food	3
Non-food	1

Table 10. Number of establishments according to commercial sector in Central Market (Castellón).

	Scio	Orientale	Terralba
Fruit and vegetables	35	49	40
Fresh fish and seafood	4	8	3
Bakery	-	18	-
Poultry, game and eggs	3	-	-
Meat and offal	-	22	8
Groceries	6	-	9
Bars and restaurants	1	1	1
Frozen food	-	2	1
Herbalist's and dietetics (spices)	-	2	-
Flowers and plants	-	4	1
Non-food	-	18	5

Table 11. Number of establishments according to commercial sector in Genoa markets.

Turin

In the seven Turin markets analysed, we find major differences in terms of the predominance of commercial sectors (Table 12). Nevertheless, there is a strong presence of meat establishments, similar to the markets in Barcelona, where this same dynamic is seen.

In San Paolo Market there is a predominance of fruit and vegetable establishments, while the second type of establishment corresponds to the non-food sector. Something similar occurs at Porta Palazzo Market, but in this case with a notable presence of non-food establishments.

In contrast, in the markets of Racconigi 51, IV (Tettoia dell'Orologio) and V Alimentare there is a predominance of establishments dedicated to the meat sector, while the non-food sector is almost anecdotal.

II Ittico Market specialises in the fish and seafood sector.

Moreover, unique complementary data has been collected in the markets of San Paolo and Porta Palazzo, which refers to the establishments of local producers and the *battitori* (vendors of household and kitchen goods that offer demonstrations). In San Paolo there are 8 establishments of local producers and 10 of *battitori*, and in Porta Palazzo, 94 and 23, respectively.

	San Paolo/ Racconigi	Racconigi 51	Porta Palazzo	II Ittico	III Abbigliamento	IV (Tettoia dell'Orologio)	V Alimentare
Fruit and vegetables	100	1	276	-	1	1	-
Fresh fish and seafood	4	1	-	15	-	-	-
Bakery	-	4	-	-	-	7	6
Poultry, game and eggs	-	2	-	-	-	20	1
Poultry, game and eggs / meat	25	-	-	-	-	-	-
Charcuterie, dried meat and sausages	-	2	-	-	-	8	11
Meat and offal	-	11	-	-	-	32	20
Pulses and cereals	-	-	-	-	-	-	-
Salted fish and preserves	-	-	-	-	-	-	1
Groceries	-	1	-	-	-	10	1
Bars and restaurants	-	-	-	1	-	3	3
Frozen food	-	-	-	-	-	-	-
Herbalist's and dietetics (spices)	-	-	-	-	-	-	-
Convenience food	-	1	-	-	-	-	-
Flowers and plants	3	-	6	-	-	1	-
Non-food	70	3	348	-	34	3	2

Table 12. Number of establishments according to commercial sector in Turin markets.

Valencia
In Central Market in Valencia the fruit and vegetable establishments are more numerous, but if we count together all those dedicated to the sale of meat products, they are almost equal. There is also a notable presence of fresh fish and seafood establishments as well as salted fish and preserves (Table 13).

Some significant data concerns the great quantity of establishments dedicated to the sale of pulses and cereals, 20, the highest number of this kind of establishment in the markets analysed, to the point that it almost doubles the total in the five markets analysed in Barcelona.

Zagreb
Dolac Market has three different areas: the outside part dedicated to the sale of fruit and vegetables; an inside part dedicated to the sale of fish; and the rest of the covered market dedicated mainly to the sale of meat and dairy products and multi-products. There are also flower and clothing markets, but we have not been able to obtain more information about the number of establishments according to commercial sector.

	Valencia Central Market
Fruit and vegetables	83
Fresh fish and seafood	58
Bakery	10
Poultry, game and eggs	20
Charcuterie, dried meat and sausages	7
Meat and offal	53
Pulses and cereals	20
Salted fish and preserves	12
Groceries	-
Bars and restaurants	4
Frozen food	1
Herbalist's and dietetics (spices)	5
Convenience food	4
Flowers and plants	1
Non-food	26

Table 13. Number of establishments according to commercial sector in Central Market (Valencia).

Market Specialisation
In this section, we will not detail the total of specialised markets in the cities analysed or in the Mediterranean, but the data collected will serve to provide a representative sample of the kind of specialisations that can be found in the territory as a whole.

Before exploring city by city, we should note the different trends of the products sold according to market type:

- In the case of open-air markets, it is most common to find stalls for clothing, shoes and household products, such as in Istanbul. There are others, but they are specialised in fruit and vegetables, such as San Paolo Market in Turin.
- In mixed markets with the outside area dedicated to selling, the trend is towards specialisation in fruit and vegetables, although other sectors are also present.
- In the case of covered markets, we find more varieties of specialisation: meat products, fresh fish and seafood or fruit and vegetables.

Barcelona
The markets of Barcelona are not specialised. Nevertheless, in La Boqueria there are notably more fruit and vegetable stalls and in those of Sants and Santa Caterina there are more establishments selling fresh fish and seafood. Moreover, if we group together establishments dedicated to some kind of meat product, it would have the most establishments of all markets. The conclusion, therefore, is that it cannot be considered specialised.

Beirut
In Beirut there is also no specialisation in the markets or souks related with commercial sectors.

Souk el Tayeb and Beirut Earth Market are characterised by traders also being producers and the products are, to some extent, organic; in this respect, these two categories could function as elements of specialisation.

Cairo
We have seen that the markets of Attaba and Bab-el-Louk respond to a degree of specialisation linked to the commercial meat sector, to the point that residents of the city refer to Bab-el-Louk Market as the "meat market".

Currently, many traders dedicated to the sale of meat in this market have also become wholesale traders and import meat from the United States and Brazil.

Castellón
In Central Market in Castellón we have seen a very significant presence of establishments of fresh fish and seafood, with a range distinguished by its volume, quality and variety, which makes it a specialised market.

Fes
No level of specialisation or predominance of any commercial sector was found in the municipal market or in the souk.

In Fes-el-Bali souk the level of specialisation depends directly on the professional guilds grouped in different streets. The groupings of vendors determine the level of specialisation of the market zone. An exception is the fruit and vegetable stalls, which do not form part of any determined zone.

Genoa
The fruit and vegetable sector dominates with more establishments, something which exemplifies the specific significance of this sector in Italian municipal markets.

Istanbul
The Spice Market can be considered a highly specialised market. It is mostly dedicated to the sale of spices, although nuts and dried fruits and confectionary can also be found.

In the permanent covered markets (open-air commercial centres) we can find a great variety of products, whether from the fruit and vegetable, meat or fish sectors. Moreover, although the people are not great consumers, there are many small fish markets – with under 15 stalls, such as those of Besiktas and Galata – specialised in this product.

In the case of street markets, no level of specialisation was observed. Their model reproduces the dynamic of most street markets found anywhere: a part dedicated to food; another to household goods, clothes and accessories; and a third dedicated to flowers. It is most usual to find many fruit and vegetable stalls, as in the markets of Kadiköy and Tarlabasi.

Ljubljana
In Central Market in Ljubljana we must distinguish between the area of the covered market and the outside area, two very different realities.

In the outside part we see a predominance of the fruit and vegetable sector, which reflects the general trend in the street or open-air markets in the cities studied as a whole.

In contrast, in the covered market we have seen a high presence of dairy products, above all fresh cheeses, a very common product in the country.

Despite these trends, it cannot be considered a specialised market.

Turin
In the city of Turin almost all markets analysed have some level of specialisation: Il Ittico is the most specialised, in this case in the fish sector; III dell'Abbigliamento Market specialises in non-food products dedicated to household maintenance and goods; and Porta Palazzo Market, albeit not as clear as in the other cases, has many fruit and vegetable stalls.

The other markets ? San Paolo, Racconigi 51, IV Tettoia dell'Orologio and V Alimentare ? are considered specialised in food, but without reference to any specific sector. Identifying the food category as a specialisation suggests that in the markets of Turin, and in Italian markets in general, non-food stalls are very common.

Valencia
In Central Market the fruit and vegetable sector predominates, but the number of establishments dedicated to selling meat products and fish and seafood is also notable.

Zagreb
As in the case of Central Market in Ljubljana, Dolac Market in Zagreb has two realities: one outside, with a predominant presence of fruit and vegetables, and another inside, with the predominance of dairy products, very typical of the consumption habits of the local population.

Product Origen

The analysis has focused on identifying the origin of the product in the widest sense – if the product was national or foreign –, without specifying the exact area of origin.

The cities with most products of foreign origin in their markets are Barcelona, Turin, Genoa, Castellón and Valencia.

In most markets in these cities the presence of foreign products does not exceed 30% of the total products sold, thus maintaining a considerable presence of national products. However, there are cases, such as Santa Caterina Market in Barcelona or Il Ittico Market in Turin, where the range of foreign products is on a par with national products.

In contrast, in Zagreb, Ljubljana, Cairo, Istanbul, Beirut and Fes it has been seen that almost all products sold are from the same country. In the case of Istanbul, fruit and

vegetables all come from the south of the city and country, where most of the cultivation areas of Turkey are concentrated; the fish sold in the markets of the city is caught in the Bosporus and the Marmara Sea.

Seasonal and Organic Products

Seasonal Products

All markets in the cities analysed have a great presence of seasonal products. However, this must be qualified as, although it is true that all markets have been found to have seasonal products, they do not usually exceed the level of out of season products.

There are two aspects that influence the kind of product that can be found in the markets (and in general in the commercial centres): the arrival of foreign products thanks to improvements in transport and the capacity of modern agriculture to produce foods out of their natural season. In the cities analysed, there is an inversely proportional relation between these two aspects and the seasonal products.

We can conclude that the greater presence of seasonal products results more from the limitations of the production model than from an ideological desire to preserve the seasonality of the food habits of the population.

Current lifestyles and consumption habits, although they do not hinder the presence of seasonal products in the market, have led to a situation where there is greater presence of out of season products or, in any case, of products that can be found all year round.

One of the conclusions extracted from the 3rd·Congress of Municipal Markets held in Barcelona in 2009 was that they are considered local markets because they sell the seasonal product.

Organic Products

By establishments, we must distinguish between those that specialise in the sale of organic products and those that sell them as an additional product.

In terms of markets, there is no case where all products are organic, except some experiences led by the association Slow Food. The markets most identified with these products are those of Beirut – Souk el Tayeb and Beirut Earth Market – where the products are sold by the peasants or producers themselves and, although not strictly organic, the criteria for selecting the producers and products sold in the markets takes into account the practices that respect the environment and the minimum use of chemical substances in production processes.

In terms of the cities analysed, most have these kinds of products (or, if not, promote them as such). In Fes, Cairo and Istanbul no kind or organic trade has been seen, which does not mean that there are no products that can be considered organic.

Types of Supply

We have established five possible supply types: large-scale distribution, small-scale distribution, local distribution, own production and artisanal production.

Large-scale distribution has a fundamental role. In most cases we have seen that the cities have large logistics centres, the wholesale markets, which supply the products to the different commercial establishments operating in the city, such as the retail markets, supermarkets and grocery stores, albeit to a lesser extent. These large logistics centres oriented to distribution of food products can also distribute beyond the limits of the city itself and supply large population areas.

Most common in the distribution of food products is the existence of a large logistics centre, a model seen in Barcelona, Turin, Genoa, Valencia, Castellón, Ljubljana, Zagreb and Istanbul.

Other models we can find are:

- Cities with two distribution centres.
- Cities or markets where each food sector (fish, meat or fruit and vegetables) operate separately.
- Cities without any wholesale distribution centre and that use that of another nearby city.

Moreover, when identifying the kind of supply available, the study has taken into account three large sectors: fruit and vegetables, meat, and fish and seafood.

Barcelona
The most characteristic aspects of the type of supply in Barcelona are (Table 14):

- Most products we can find in the markets come mainly from large-scale distribution (Mercabarna). The exception is the meat sector, in which the small and medium sized producers often distribute directly.
- The only products that come from own production, in a very low quantity, are fruit and vegetables.

Markets	Sectors	Large-scale distribution	Small-scale distribution	Local distribution	Own distribution	Artisanal
Abaceria Central	Fruit and vegetables	80	-	10	10	-
	Fish and seafood	95	-	5	-	-
	Meat products	50	30	-	-	20
La Boqueria	Fruit and vegetables	90	-	10	-	-
	Fish and seafood	90	-	10	-	-
	Meat products	90	-	-	-	10
Sta. Caterina	Fruit and vegetables	95	-	-	5	-
	Fish and seafood	90	-	10	-	-
	Meat products	80	20	-	-	-
Concepció	Fruit and vegetables	90	-	10	10	-
	Fish and seafood	95	-	5	-	-
	Meat products	50	50	-	-	-
Sants	Fruit and vegetables	8	-	10	10	-
	Fish and seafood	95	-	5	-	-
	Meat products	50	30	-	-	20

Table 14. Supply of Barcelona market, in percentages.

- The meat sector is the only one that supplies itself with artisanal products, but never from local distribution.
- In no case do products from the fruit and vegetable and fish sectors come from small-scale distribution.

Beirut
The fact that the markets observed use producers from the country suggests that 100% of the distribution is local.

Castellón
The city is supplied by different centres, according to sector:

- For fish, there is El Grao Market in Castellón, managed by the Sant Pere Fishermen's Brotherhood. Moreover, there are other fish markets in different places along the coast of the province that supply the retail traders.
- For meat products, there are private industrial abattoirs and wholesale meat product companies, which ensure the supply to the retail companies located in the city.
- For the fruit and vegetable sector, there are numerous wholesale companies supplied by farmers in the area or by Mercavalencia, which supply the products to the central supply markets and retail companies.

Fes
There is a large-scale distribution platform but its location and how it works are unknown. The fruit and vegetables imported arrive in the municipal market from the wholesale market and meat from the abattoirs. In the medina souk, the product supply is diverse. Many traders offer products from their agricultural production.

Istanbul
The supply is characterised by the territorial division established by the Bosporus:

- The western or European part has the Ismeyder logistics centre, with 571 members or traders and is divided into two centres: one exclusively dedicated to fruit and vegetables and another to packaged products.
- The eastern or Asian part has another wholesale centre, with 523 traders. The professionalization of Ismeyder is notable, which has allowed a spectacular growth in distribution of recent years: 2.5 million tons in 2008, 4 million tons in 2009 and 6.5 million tons (estimated) in 2010.

Among the outstanding innovations adopted by Ismeyder to become more competitive are:

- Substitution of wooden packaging with plastic or cardboard.
- Introduction of credit card payment for the traders.

Turin
The most characteristic aspects of the type of supply in Turin are (Table 15):

- Most products come from large- and small-scale distribution.
- Meat products are of local origin in most cases.
- The only sector where there are producers that directly sell their own products is the fruit and vegetable sector.

Valencia
Data on Central Market in Valencia refers to the fruit and vegetable and fresh fish and seafood sectors.

Supply in both sectors is of two types: large-scale distribution (80%) and local distribution (20%).

Zagreb
Supply of Dolac Market is through a big wholesale central market located in the eastern part of the city, especially for fruit and vegetables, but it also offers meat, fish and frozen products. It opens from Monday to Friday, has over 160 clients and sells around 100,000 tons of products per year.

Complementarily to the wholesale products, Dolac Market buys fish that comes from the Adriatic Sea. As the capacity for storing fish in the market is very limited, the product is bought on a daily basis.

Meat products are acquired directly from abattoirs.

Markets	Sectors	Large-scale distribution	Small-scale distribution	Local distribution	Own distribution	Artisanal
San Paolo /Racconigi	Fruit and vegetables	97	-	-	3	-
	Fish and seafood	100	-	-	-	-
	Meat products	100	-	-	-	-
Racconigi 51	Fruit and vegetables	100	-	-	-	-
	Fish and seafood	100	-	-	-	-
	Meat products	30	-	70	-	-
Porta Palazzo	Fruit and vegetables	80	-	-	20	-
	Fish and seafood	-	-	-	-	-
	Meat products	-	-	-	-	-
II (Ittico)	Fruit and vegetables	-	-	-	-	-
	Fish and seafood	80	20	-	-	-
	Meat products	-	-	-	-	-
IV (Tettoia dell'Orologio)	Fruit and vegetables	90	10	-	-	-
	Fish and seafood	-	-	-	-	-
	Meat products	-	30	70	-	-
V Alimentare	Fruit and vegetables	-	-	-	-	-
	Fish and seafood	-	-	-	-	-
	Meat products	-	50	50	-	-

Table 15. Supply of Turin markets, in percentages.

CUSTOMER SERVICES

Opening times

There are two main aspects:

- Heterogeneity of opening times according to local characteristics (culture, behaviour, habits…).
- Tendency to extend opening times, traditionally in the morning, to afternoons to adapt to consumer demands.

The markets that open in the afternoon also vary greatly: some are continuously open while others close at lunch time and some open every afternoon while others only on some afternoons, as shown by Table 16.

In markets that sell inside and outside the building, for example, Dolac Market in Zagreb, there is a difference in opening hours between the services. Moreover, normally in these cases there is greater flexibility in opening times for traders in open-air markets.

In the case of private markets, the opening times are usually longer (morning and afternoon, continuous).

In some cities, especially those that are not members of the European Union, there are more irregular opening times, resulting from a less strict control policy.

Closing day in most cases is Sunday, and Friday in Arab countries.

Complementary Services

In this section, we compare and analyse the existence in the markets of services such as toilets, information points, Internet connection or home delivery, among others, as can be seen in Table 17.

In Fes and Cairo home selling is not regulated by the market municipal network, but depends exclusively on each business in particular and in both cases is quite common. In Fes, transport is usually by bikes, carts pulled by the seller, vans or animals (donkeys) and even on foot. Home selling is for regular customers and takes place early in the morning, just before the housewife goes out. This type of service saves time at the souk, and results in a form of customer loyalty. In fact, home selling is frequent in the Arab world.

In Zagreb buying with a credit card in the covered market stalls is quite common.

With the exception of the markets of Barcelona, Ljubljana and Valencia, there is a notable lack of customer services or information points.

Morning	Morning and afternoon	Continuous morning and afternoon on some days	Morning and afternoon, closed at lunch time every day	Morning and afternoon, closed at lunch time on some days	Different opening times depending on the day
Dolac Market, Zagreb	La Boqueria Market, Barcelona	Santa Caterina Market	Abaceria Central, Barcelona	Orientale Market, Genoa	Scio Market, Genoa
Central Market, Castellón	La Concepció Market, Barcelona	Sants Market, Barcelona		Terralba Market, Genoa	Racconigi 51, Turin
Mercat Central, Valencia	Trznica Center, Ljubljana				
Besiktas Market, Istanbul	Spice Market, Istanbul				
Souk el Tayeb, Beirut					
Beirut Earth Market					

Table 16. Examples of the variety of opening times.

Moreover, we noted the low number of supermarkets inside.

The exception is Barcelona, where supermarkets have become quite common in recent years in most remodelling and modernising developments in the markets: there are 19 markets with a supermarket, with a total commercial area of over 12,000 m^2. For instance, Santa Caterina Market has had a supermarket inside since 2005; it has a commercial area of 419 m^2 and sells fresh and packaged products but does not sell loose products. In the case of La Concepció Market the supermarket opened in 1998; it has a commercial area of 1,099 m^2 and does not sell fresh, packaged or loose products.

In Ljubljana, within the BTC City commercial area, there are large supermarkets such as Lidl and Spar. Moreover, there is another supermarket (Eurospin) which shares space in the same building with the food market.

In Turin, Racconigi 51 Market houses a Carrefour Express supermarket which does not sell fresh products.

Connection with the Commercial Area

All markets studied are located in areas with significant commercial activity. This characteristic means that, on many occasions, the market

(market building) becomes an essential part of the immediate commercial area so that the boundaries are difficult to establish precisely.

The market's capacity to attract consumers, as seen in many cases, is the main element for the commercial activity developed by the establishments in its most immediate surroundings. For instance, we have noted that municipal markets in Barcelona are also an important instrument of cohesion and

	Toilets	Adapted toilets	Information point	Cash machine	Home delivery	Internet access	Suggestion box	Complaint form	Pàgina web
Barcelona	✓	✓	✓	–	✓	✓	✓	✓	✓
Cairo	–	–	–	–	✓	–	–	–	–
Castellón	✓	✓	–	–	–	–	✓	✓	–
Fes	–	–	–	–	✓	–	–	–	-
Genoa	✓	–	–	✓	–	–	–	–	–
Istanbul	✓	–	–	–	–	–	–	–	–
Ljubljana	✓	✓	✓	✓	–	–	✓	✓	✓
Turin	✓	✓	–	✓	✓	✓	–	–	✓
Valencia	✓	✓	✓	–	✓	✓	✓	✓	✓
Zagreb	✓	–	–	✓	–	–	–	–	✓

Table 17. Minimum services available in a city market.

connection with their commercial surroundings. We have seen, in all the markets analysed, an effective invigoration of the adjacent commercial surroundings. According to municipal data, 40% of customers who shop in the markets also buy in the surrounding establishments.

The commercial activity of the markets is directly linked with their surroundings and forms an essential part of their identity.

The typology of establishments surrounding the markets varies according to the reality and context of the territories analysed. Nevertheless, we can generally identify:

- A tendency to a concentration of other food and leisure businesses (bars, restaurants). There is a wide range of small restaurants, most of which buy their products from the market stalls.
- A notable presence of shops selling household goods.

In Barcelona, the trade around the municipal markets examined is formed by local independent shops offering food products complementary to those sold in the market (fruit and vegetable, meat…) and non-food products, as well as restaurants. In some cases, there are supermarkets in the immediate surroundings. In the cases of Abaceria Central, Santa Caterina Market, La Concepció and Sants Market, there are mainly shops (food and non-food), services (restaurants, hair salons, etc.), household goods stores, convenience stores and specialised outlets. In the case of Sants Market, there are some supermarkets.

La Boqueria is a special case. The strategic location of the market, the high level of attraction of tourists and its position of reference as a municipal market in the city gives it a dynamic that contrasts with its immediate surroundings. Hence, the commercial establishments surrounding this market are mainly restaurants, bars and souvenir shops.

In Turin, the type of commerce in the most immediate surroundings of the market is formed by a significant number of local shops (ethnic businesses and arts-and-crafts), along with local leisure establishments (restaurants and bars).

In Istanbul we see that the degree of connection between markets and their commercial surroundings depends on the type of market and the area of the city where they are located. The Spice Market, for instance, is in the centre of the city and is a strategic point for attracting tourism. The building houses the spice shops while food products are sold outside. In the surrounding stalls, customers can find everything, including food products, souvenir shops and kitchen utensils. The range of products is gradually increasing with the presence of shops. There are many establishments directly or indirectly linked to the food sector.

SAFETY AND HYGIENE

Cleaning Service

Within this section the following aspects should be considered:

- Who is responsible for cleaning.
- Frequency of cleaning.
- Resources available.
- Existence of applicable regulations.

In terms of responsibility, there is a basic distinction:

- When activity is undertaken outside, such as in Dolac Market in Zagreb and Central Market in Ljubljana, it is the Council's responsibility.

In most cases, markets share a space with other kinds of activity, which makes it necessary to cover two aspects in the cleaning service: putting up/taking down and storage of stalls; and cleaning the area. In most cities, we have observed optimal cleaning.

- When activity is undertaken inside a building, responsibility can belong to the body managing the facility (Barcelona), the traders' associations (Turin) or be shared, as in the Spice Market in Istanbul, where the traders' association is responsible for cleaning the toilets and the Council takes care of the other shared facilities.

In these cases, there are two spheres of action: the shared areas of the market (passages, toilets and warehouses) and the traders' establishments. Not all areas can be cleaned with the same frequency.

In all the markets analysed, daily cleaning is undertaken to maintain the facilities, whether shared or individual, in good condition, an essential task given the amount of waste generated by commercial activity.

Although cleaning of the market is undertaken daily, the frequency of cleaning is not the same in all markets of the cities examined.

The resources available to the cleaning services vary according to the city and the resources of the market. On the one hand, the cleaning staff can be personnel contracted by the market itself or the public authority or subcontracted. On the other, the tools and machinery used are in accordance with whether the area is inside or outside or the type of ground (cleaning the asphalted ground of La Boqueria in Barcelona is not the same as cleaning the tiled ground of Central Market in Ljubljana).

Hygiene and Maintenance

This indicator has been measured taking into account the level of hygiene and maintenance of shared areas of the markets and establishments, and the fact that each commercial sector must have its parameters. For example, in the case of fish, the constant contact with water and handling of the product cause and accelerate the deterioration of the machinery; meanwhile, more control of cleaning is needed in the fish area than in the fruit and vegetables sector.

Most of the markets examined maintain a level of hygiene that guarantees the safety of their products and consumers. This is particularly seen in the markets of the cities in the EU, such as Barcelona, Turin, Genoa, Valencia, Castellón and Ljubljana, and Zagreb. This maintenance of hygiene occurs both in the shared facilities of the markets and in the traders' establishments and in all the commercial sectors operating in the market. Among the reasons that explain this greater level of hygiene in EU cities we find the existence of a legal framework and regulations for applying the parameters and the presence of infrastructure necessary for handling and conserving the product, such as cold storage rooms and warehouses.

In the other cities analysed, the situation varies greatly and in some cases basic shortcomings for guaranteeing food safety have been detected. It is important to note, however, that given the technical difficulties for guaranteeing hygiene, there are practices that make it possible to minimise the risks, such as in the fish markets of Istanbul, where they use ice and water to keep the fish fresh.

We have observed that the level of hygiene and maintenance is directly related with the structural situation of markets and the city as a whole.

In terms of the general infrastructures, the aspects that affect the level of hygiene are: the drainage system, the channelling of waste and the institutional investments for remodelling the facilities. A clear example is the case of Barcelona, where the markets with the best evaluated level of hygiene are those that have been remodelled.

Waste Processing

Good waste management is an issue that goes beyond the competence of markets. There can be access to containers for separating the different types of waste, but the lack of adequate infrastructures for later recycling and their management can make the action of separating them completely insignificant.

Waste management is an aspect that needs a high level of awareness from the authorities and citizens to be effective.

The cities in countries that form part of the EU, such as Barcelona, Turin, Genoa, Valencia, Castellón and Ljubljana, are governed by European regulations on waste processing. Other cities, with the exception of Zagreb, do not seem to carry out any kind of waste selection or to have any kind of regulation related with this issue.

Details of some cases:

- In 1997, the markets of Barcelona (with a significant volume of waste due to a range of products centred on fresh food) adopted a model of waste separation in two large groups: organic material (food waste) and non-organic. Since then, the percentage of recycled waste has maintained an upward trend: from 20% in 2002 to more than 40% today.

To encourage recycling, the Council has promoted complementary initiatives, such as specific regulations, an awareness-raising plan for traders and a logistical space structuring plan. The different markets in the municipal network have also implemented different initiatives to invigorate the culture of recycling and sustainability among consumers, resulting in some publicity campaigns, centralised collection of batteries and campaigns for collection of used clothing.

- The markets of Turin also carry out some kind of waste processing, but it varies in function of the market: V Alimentare separates glass, cardboard, non-organic and organic waste; IV Alimentare and Racconigi 51 separate cardboard, non-organic and organic waste; and the other markets separate non-organic and organic waste.
- Central Market in Valencia separates cardboard and organic material.
- Orientale Market in Genoa separates plastic and cardboard.
- On a smaller scale, Souk el Tayeb in Beirut also strictly controls the separation of waste. The activity of this market is recent (it started in 2009) and from the outset they have been very aware of sustainability criteria as an essential need.

Product Traceability

This aspect is related with the need to protect the consumer and minimise food risks derived from the mobility and handling of products.

The cities that form part of the EU are subject to Regulation (EC) 178/2002, which regulates, among other issues, product traceability. The regulation, which has been complemented by later directives, makes it obligatory to guarantee the traceability of all stages of production, processing and distribution of foods and animal feed; to identify all people and companies that supply products, and adequately label (detailing the exact nature and characteristics of the product and ensuring absolute clarity for consumers).

In all markets in cities that form part of the EU there is unequal observance of the regulations concerning traceability and labelling.

A highly valued Italian initiative is the document *Vademecum in materia di etichettatura e presentazione dei prodotti agroalimentari* (2008), which explains the content of the regulations concerning the commercialisation of food products, with examples and descriptions, and which cooperates on the dissemination of and access to information for the general public. The document was prepared by the Genoa Chamber of Commerce, the Italian Chamber of Commerce and the Conzorcio per la Innovazione Tecnologica (DINTEC).

Notable among the cities that do not form part of the EU, in terms of control and labelling, is the fish area of Dolac Market in Zagreb. It has a high level of traceability control, as shown by the labels that carry information about the date of the fish, category and weight, among other details. Another area with very good information is that of cheese, which indicates type of milk used in the production and the origin of the product. Other areas of the market do not seem to be as demanding.

In cities without regulations in force and with weak control and monitoring, traders and consumers use practices based on popular knowledge to guarantee and ensure the good condition of the product. This is the case of the fish markets of Besiktas and Galata, in Istanbul, which with a minimal infrastructure try to keep the fish in the best conditions possible, or Suleiman Gohar Market in Cairo.

Another example to consider is the souk of Fes, where traceability is a concept not yet regulated.

We have not detected institutional systems for defining product traceability, but in Morocco there is a concept of quality rooted in the territory and local agricultural production. Food is divided into *beldi* or *roumi*, terms with which sellers and clients refer to the origin and quality of food. The word *roumi*, which comes from *al-roum* (Byzantium), refers to what is Christian and comes from the West. In contrast, the word *beldi* means "from the country" and applies to what is exclusively local, indigenous and traditional, which denotes how far the difference is appreciated.

In general, we can highlight two aspects of markets in terms of traceability:

- They are perceived as a guarantee of quality and well-handled products.
- They are spaces of privilege for the dissemination of issues related with health and food.

The relation of trust established between traders and consumers and in the latter's perception of the institution of the market can be very important criteria in purchasing decisions.

MARKET PROMOTION AND COMMUNICATION

Promotion and communication are a fundamental aspect as they allow the expansion and consolidation of the commercial model in question.

We have seen that some cities carry out different initiatives to foster the commercial activity of their market network:

- Promotional campaigns.
- Digital strategies.
- Calendar of festival activities.
- Publications on food-related subjects.
- Invigoration actions as communication and information instruments.

Moreover, these initiatives are normally elements that attract public to markets and the loyalty of current customers. In this respect, a series of actions were identified that serve to disseminate specific information about food markets or of general interest, such as food, health and wellbeing, responsible consumption and so on.

The development of these initiatives greatly depends on the management model implemented by each town.

There are a great many market promotion and communication activities in the cases of cities that already have consolidated management models.

The strength of the system for managing the facilities of a city tends to have a positive influence on different aspects of their general operation, and the same happens in the case of markets.

The municipal or retail markets have a special capacity to disseminate information on food which can be of interest for the general public and their customers in particular. The function of the promotion of food knowledge, also essential in the learning process, can be expressed through a set of elements:

- Promotion of knowledge about the product.
- Promotion of healthy habits.
- Promotion of culinary practices.

Promotion is basically through two channels: first, the promotional and communication campaigns carried out by the market managers and, second, information that the traders give to their customers.

The strongpoint of the market management/traders binomial is the ability to set themselves up as prescribers of food habits and practices. The customised attention and service they can offer gives them the value of trust and identifies them as real specialists in the professional work they carry out. This ability to promote knowledge must be positively valued in relation to the loyalty of customers and the positive perception of and value attached to these kinds of establishments.

In this context, a series of communication actions stand out and serve as positive examples transferable to other realities (Table 18).

	Values
Product	Fresh Quality and variety Healthy
Professionals	Specialist Personal treatment Relational/social space
Spaces	With services Local-sustainable Modernised heritage
Territory	Social cohesion/integration element Economic motor Trade and social networks
Barcelona Model	Network of 40 facilities International reference

Table 18. Values promoted in the Barcelona advertising campaigns.

Advertising Campaigns

In Barcelona there is more than a decade's experience of advertising campaigns fostered by the IMMB in collaboration with the traders of all markets in the city. The channels used have been adjusted over time, along with the budgets: initially this involved a TV commercial, but recently campaigns have used cheaper and more local media. The content of the campaigns revolves around the values associated with markets.

In addition to the general campaigns, there are markets in Barcelona that generate their own campaigns within the local neighbourhood. This typically includes discounts over a few days, which can be linked to a loyalty card or a product range varying over time, and the Christmas campaigns with product draws and gifts.

Websites and Social Networks

There are frequently websites of the city's network market or specific markets. They are a fundamental tool of access to information about these facilities (Table 19).

Social networks are a channel (in constant evolution) of direct connection between trade, customers and citizens and the authority responsible. Some cities, such as Barcelona, have joined Facebook, Twitter, YouTube and Flickr, where they offer information about the activities linked to the markets and their products, special offers, issues of interest, recipes, tips, and so on.

The social networks, heavily used by youths, are a good system for attracting new consumers to markets.

Among the cities analysed we found websites and social networks in:

- Barcelona (www.bcn.cat/mercats). Website of the Institut Municipal de Mercats de Barcelona (IMMB). Information on each market and the overall management of the municipal network of markets (remodelling system, calendar of activities, publication of studies, regulations in force…). Moreover, several markets in the network have their own website.

Presence on the social networks:
Facebook: Mercats de Barcelona
Twitter: MercatsBCN
YouTube: Mercats de Barcelona
Flickr: Mercats de Barcelona

- Beirut *(*www.soukeltayeb.com). Specific website for this market. Precise information about the market, initiatives and concepts, agenda of activities, contact with the operators, contact with the producers/traders by commercial sector, pictures, opening times and location of the market and links to other pages with related subjects.
- Castellón (www.camaracastellon.com). General territorial information about fairs, markets…
- Genoa (www.mercatoorientale.org). Specific website for Orientale Market with information on access to the market, opening times, products, different recipes… and with the option of contacting the market operators.

- Ljubljana (www.lpt.si). Website with precise information about the working of each market, details of people responsible in each establishment, organised by food sector and contact with the owners, daily updating of the prices of each product in each of the food markets in the city by commercial sector, information on requisites and trading conditions and calendar of activities and events of the municipal network of markets.
- Marseilles (www.marseilleservices.fr). Website of general information on the town and specific information about the food markets (history, trading requisites, regulations in force, opening times, addresses…).
- Turin (www.comune.torino.it). City website with information about the markets and links to specific pages, with that of Il Ittico Market (www.comune.torino.it/mercati/ittico), with information on opening times and how to get there, health information, news…
- Valencia (www.mercadocentralvalencia.es). Specific website about this market. Opening times and location, contact with the operators, specific section for the traders' association, home delivery service and online shopping, information and promotion of visits to the market and news.
- Zagreb (www.trznice-zg.hr). Website with quality information on each market in the network. Data on trading requisites and renting spaces, market location maps, photos, information about seasonal products, services, frequent consumer questions, history of the markets, contact details…

Educational Programmes

This is a series of initiatives aimed at pupils in educational centres whose aim is to promote values and information about aspects of consumption, food and type of local commerce in the market. These programmes are considered tasks related with the social function carried out by these facilities.

Outstanding examples are the initiatives undertaken by Barcelona through the IMMB. The Institute carries out a series of training and information activities, aimed at children and youths, organised in the programme *Per mantenir l'equilibri, menjo de mercat!* (for a balanced diet, I buy at the market!). Moreover, during 2010, the IMMB participated in the creation of the museum Interactive Fish Centre (CIP), in Mercabarna.

The educational programme of Barcelona, a pilot project designed jointly by the IMMB and the Department of Trade at the Diputació de Barcelona, seeks to teach pupils from city schools, aged 6 to 16, the concept that markets have fundamental values as a space of social relations, with the presence of local, quality and healthy products and also as a space for promoting forms of responsible and sustainable consumption. Another objective of the project is to consolidate consumers of this commercial model in the future.

Similarly, in Beirut, Souk el Tayeb promotes a series of campaigns to strengthen trade in local production. One is the Souk@school, whose aim is to foster knowledge of healthy food habits while promoting farmers and products.

Festivals and Special Initiatives

Another important example of commercial promotion is the food fairs conceived as special visibility initiatives to draw attention to the benefits of shopping in markets. Usually held in the open air and in a central place, they combine leisure activities with trade, highlighting the value of products and the professionalism of sellers.

In this respect, we should note the four fairs organised between 2009 and 2011 in the framework of the MedEmporion project in the project's partner cities and which were discussed in the introductory part of this study.

Souk el Tayeb, in collaboration with the United Nations Development Programme, promotes the holding of festivals, entitled *Food and Feast*, with the aim of promoting the gastronomic traditions and specialities of the country. Each festival has a determined region as a reference.

Product Promotion

Activities of economic promotion and dissemination of products complement the direct commercial activity of the market and can attract new consumers.

The markets of Ljubljana, for example, generally aim to promote responsible consumption habits, local products, organic products and the transfer of food and health concepts.

Moreover, the public nature of these facilities determines the obligations of the managers. To this end, they organise a calendar of events in the municipal markets, initiatives very highly valued by visitors and retailers.

For example, the cheese festival, focused on local producers and held in September in Pogarãarjeve Market, draws special attention to the promotion of high quality products and their important contribution to the preservation and development of the Slovenian countryside.

In Beirut there are activities, for example exhibitions, to promote the food traditions of Lebanon, with tastings of Lebanese specialities, and rural producers. Moreover, in Souk el Tayeb there is the Tawlet restaurant, where every day a chef, or a producer, prepares typical dishes of their region. In this way, the market and restaurant are promoted along with Lebanese cuisine and producers.

There are also organised visits for getting to know agricultural production and the areas of production of the farmers that sell the products in the market. Thus, visitors who so desire have the opportunity, on Sunday, to visit farms, agricultural estates or restaurants around the country to see firsthand the work carried out and the products produced and later found in the market. These are activities for spending a day out.

This market also fosters the initiative called *Seeds for Peace*, a campaign aimed at supporting small producers, farmers and artisans who through their activities help preserve the traditions of the country, the local specialities and the natural life.

Another campaign is aimed at bringing consumers closer to rural areas to develop these territories and foster exchange between urban and rural zones. This involves activities in restaurants, workshops, courses and culinary demonstrations in the places of origin of the products found in the market.

Another Souk el Tayeb programme, the *Farmers Exchange Program*, encourages exchange of experiences between farmers and producers of Lebanon with farmers and producers from other countries. Under the Semsomiyat restaurants brand, Souk el Tayeb also promotes typical Lebanese products and dishes.

Tourism through Markets

Markets are usually areas visited by tourists who wish to observe the customs, the system of relations, the products of the country and their preparation. With this in mind, there are strategies developed to promote the tourism role of markets.

The Turin pilot action, in the framework of the MedEmporion project, consists of the creation of a tourist itinerary in the area of Porta Palazzo for the promotion of wine and food products of the territory. The project consists of the inclusion of the market on a tourism route through the creation of a direct connection between the commercial activity of the market and the cultural and socioeconomic aspects that link it with the territory.

In Istanbul, there is a private initiative, Bazaarturkey, which offers tourists guided tours through the city's markets, the so-called Open Air Market-Bazaar Tour.

In Barcelona, La Boqueria and other markets are fundamental references in the tourist guides of the city and, in the case of La Boqueria, there has been much debate about the evolution of the stalls to appeal more to tourist consumption, despite the fact that this evolution is absolutely anecdotal, as the market continues to be for the citizens of the neighbourhood and the city.

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