

A close-up photograph of three young women smiling and eating watermelon. The woman on the left has dark hair and is wearing black sunglasses. The woman in the middle has red hair and is also smiling broadly. The woman on the right has blonde hair and is wearing dark sunglasses. They are all holding large slices of watermelon. The background shows a white canopy structure, possibly at an outdoor event.

# Study Trips Report

GROUP 1.

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Stop 1:  
Tzevelekos  
Greenhouse





## FACTS

- Organic farm of 4.5 hectares
- Producing 3-4 tons a year: tomatoes, peppers, watermelons, zucchini, etc.
- Employment: 6 persons would be needed, he only employs 3 (very hard physical work)





## FACTS

- Use of organic fertilizers (manure from cow and chicken)
- Selling products at organic open markets and organic shops
- Products are of high nutritional value and tasty, but not visually perfect

# ISSUES

- Problems with resilience of the products
  - Very good local varieties, but not very resilient (the more resilient, the less tastier is the product – to eat or to play basketball?)
- Consumer education:
  - conventional farms have bigger and better looking products: “The consumer only cares for the tomato to be red”





# Issues

- Limited market for organic products
  - Awareness raising is not enough, leading to a limited market
- Issue with workforce
  - Immigrants from Pakistan, Somalia, etc. Different mentalities, conflicts
- Financial viability
  - EU is trying to encourage organic products, but it is not fair, when the farmers don't have the market



Stop 2:  
EF ZIN  
ORGANIC  
FARM





# FACTS

- Organic farm of 2.5 hectares, started in 2020
- Sustainable farming methods – agroforestry, regenerative, biodynamic
- Techniques: soil cover (white), companion species, trees offering shades to crops, alley cropping
- Employment: 2 persons, additional seasonal workforce when necessary





# FACTS

- Direct connection with consumers through website and social media (Viber group)
- Home delivery once a week
- Only seasonal products
- Products are of high nutritional value and tasty, but not visually perfect





# ISSUES

- Not yet economically viable – more financial input than output, Spyros has another full-time job as an agronomist
- Dependence on proximity to an urban centre (Athens), i.e. to consumers
- Climate change → changing conditions every year (drought, excessive rainfall, high temperatures in winter and summer, etc.)





# ISSUES

- Identifying his customers' profile, building trust with the consumers.
- Lack of time in relation to the other fulltime job, difficulty of managing both.
- Planning regulations in the area do not allow building. Not possible to create permanent facilities for visitors (schools, professionals, etc.) like toilets, conference facilities, etc.





# Stop 3: DAFNI DAIRY PRODUCTS







# FACTS

- Created in the 70's, second generation.
- Traditional dairy products from fresh local sheep and goat milk (yoghurt, ice cream, kefir, rice pudding, cream pudding, etc.)
- Demetris has studied biotechnology and biological applications, targeting his studies to applications in the food sector.



# FACTS

- Production site in Nea Makri, shops in Nea Makri and Pallini (Eastern Attica)
- Supplies shops in the Attica region and islands of the Aegean
- Modern production machinery



# ISSUES

- Fresh sheep and goat milk are sensitive products with a short life span → short supply chain necessary, BUT limits the selling range (only ice-cream can reach further locations)
- Dependence on local sheep and goat farms (long tradition in the area, but urbanization is threatening the welfare of farms)





# ISSUES

- Customers's pool for such traditional products is there, but limited – however, dietary trends (healthy diets) can be supporting (kefir trend)
- Limited flexibility to follow new dietary trends and needs (vegetarian, vegan, no sugar, etc.)





# SUGGESTIONS

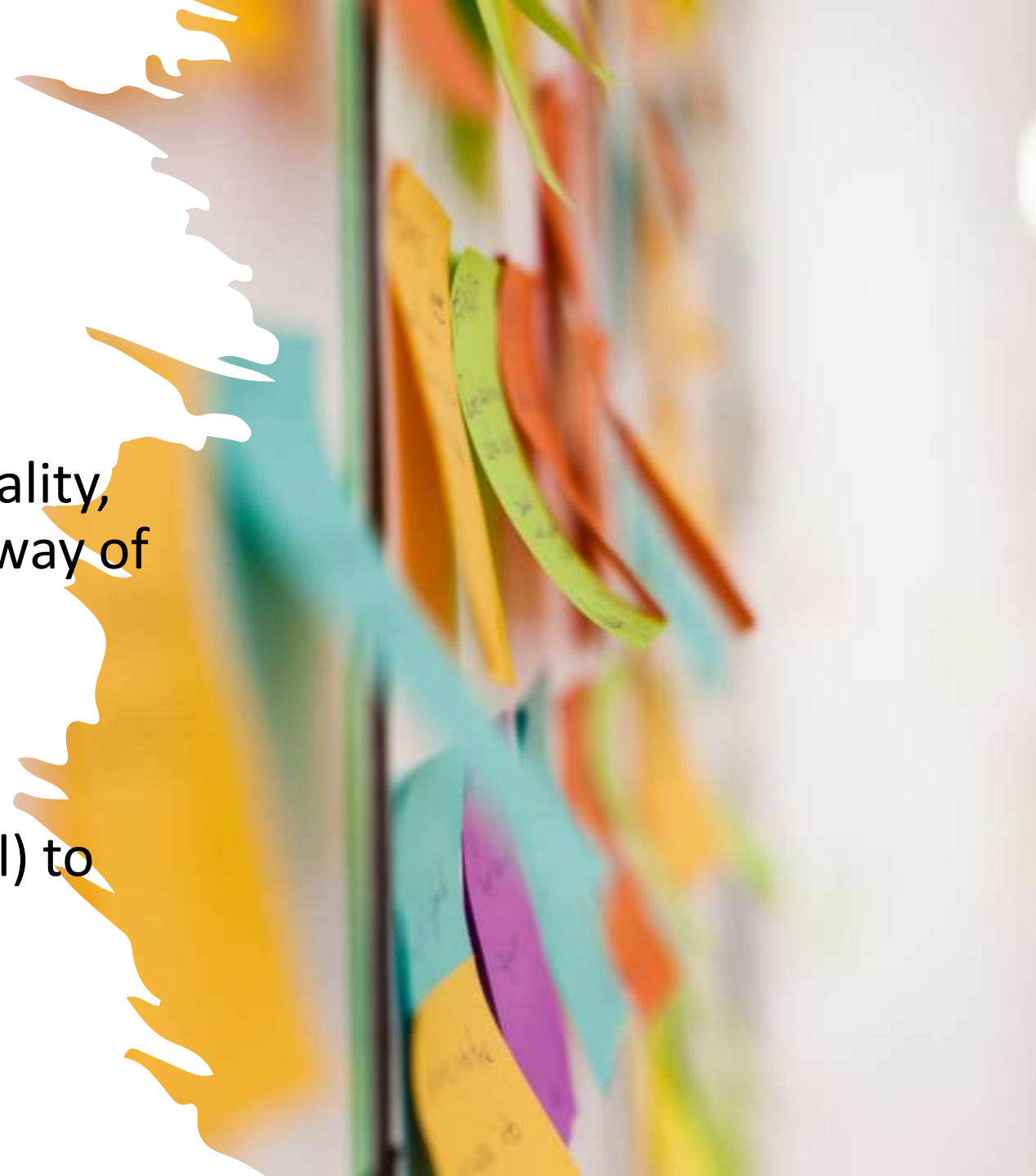
- Networking between the Organic Farms to promote the market for organic products in competitive prices.
- Consumers education is key:
  - Schools, visitors organised trips to organic farms to learn about the value of organic production (environment, taste).
  - The importance of short food supply chains – prefer local
  - The nutritional and health benefits of consuming organic produce.





# SUGGESTIONS

- Farmers' education on sustainable farming practices, special focus on dealing with the climate change reality, and marketing their products and way of farming.
- Financial motives for organic/sustainable farming.
- Policy framework (central and local) to promote organic products to consumers.





# SUGGESTIONS

- Adaptation to new food trends, flexibility, being able to combine tradition with innovation.
- Openness to new knowledge and possibilities, being alert and experimenting with new solutions (e.g. ways to mitigate the effects of climate change)
- Enhance digital presence and e-commerce.





# SUGGESTIONS

- Diversification of products, e.g. develop meal plans and recipes, added-value products (jams, pickles, sundried products etc.)
- Create Community Supported Agriculture schemes and foster partnerships with local schools, restaurants, businesses etc.
- Develop collaboration with research and academic institutions.

