



## Case Study

### Company

Yard sale – Predaj z dvora

### Contact Person

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### Company Name

Ekotrend Slovakia



The main mission of the website [www.predajzdvora.sk](http://www.predajzdvora.sk) is to create an information space for local/small food producers and consumers interested in home, farm, traditional products sold from the yard. We are convinced that selling from the yard and direct contact of the consumer with the producer - farmer is the basis of sustainable agriculture not only in Slovakia.





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## HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



The company Ekotrend, through the activity Sale from the yard, offers a strategy how not to succumb to the current corporate business food system and gradually overcome it and move towards food, agricultural, pastoral and fishing systems controlled by local producers.

It prioritizes food sovereignty, local and national economies and markets and empowers small farmers and family farms, local fishers and pastoralists, and food production, distribution and consumption based on environmental, social and economic sustainability.

## WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES



Resources for the development of the activity are paid primarily from the membership fee and commercial activities within the framework of which Ekotrend offers the following services:

- preparation of all necessary documents for you "tailored" according to the standard and principles of correct hygienic practice for yard sales established in the approved code based on a personal visit to you
- permission to use the YARD SALE logo
- consulting for yard sales throughout the year.

## WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



EKOTREND - the union of ecological agriculture is a non-governmental, non-profit organization with nationwide scope, which unites 141 members - growers, processors, producers, experts and those interested in ecological agriculture and sustainable living.

The organization was established at the beginning of 1997 by dividing the eight-year-old Naturalis union into two independent organizations:

- EKOTREND - an association focused on consulting activities in the field of ecological production, processing and sales
- NATURALIS - an association with control and certification activities in the field of organic agriculture
- Ekotrend Slovakia - Union

