



Activating agricultural and tourism specializations through Center of Taste

## Module 6

### Sales from the Yard (farm)



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## 6. Sales from the Yard (Farm)

### 6.1. Importance of sales from the yard, regional products

Recent years have shown that the seemingly **unshakable position of globalization in world trade is being undermined**. The problems that lead to the rise in prices of virtually everything are related to intercontinental transport, the war in Ukraine, rising energy prices, disproportionate plundering of natural resources, and were also catalyzed by a viral pandemic. What seemed stable and unchanging until recently is now variable and often uncertain. Not only European but also other countries are beginning to **support domestic producers**, who have often been on the margins of interest because, **paradoxically, it was cheaper to import the commodity from the other side of the world**.

Less support for global

X

More focus on regional





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Marketing and promotional campaigns, largely supported by public authorities, are beginning to reorient consumers towards **regional products**. This is reflected in particular in the **promotion of the brands** which the producer can obtain for his goods under certain, predetermined conditions. The trend is reflected not only in individual countries, but also at the level of the European Union. The purpose of these measures is

**support**  
**short food supply chains**  
**and circular economics**



EU-funded projects to promote regional products in the regions





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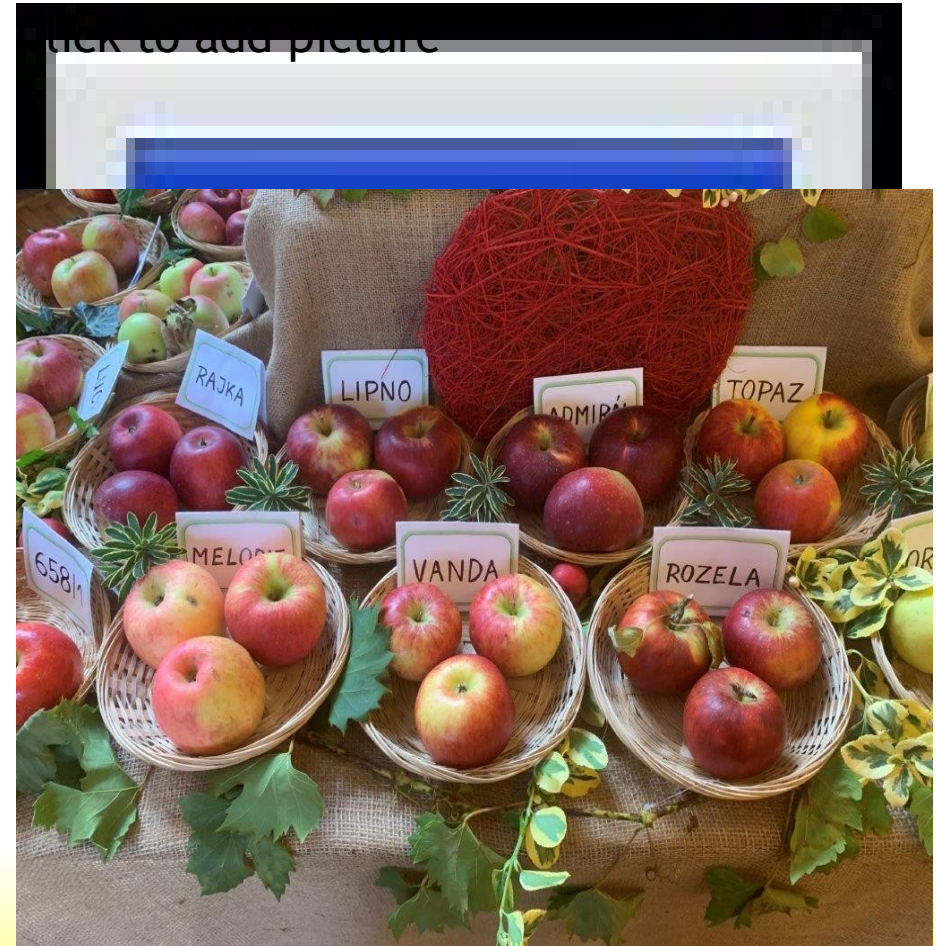


Short food supply chains (SFSC) can be defined as alternative sales methods that **reduce the distance from the field to the table** and bring **producers closer to consumers**. At the same time, the importance of the local community is growing.

These forms include:

- farmers' markets and marketplaces,
- box sales,
- direct sale from the yard / farm, etc.

These forms of supplier-customer relationships have positive **environmental, economic, social, health and well-being impacts** and contribute to the **sustainability of these systems**.



Each country has specific varieties of fruit (Gardening Exhibition - Czech Republic)



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Sales from the yard can be explained as:

- **direct delivery of small quantities of products at the place of production**
- **sales in markets and marketplaces**
- **delivery to a local retail store** that supplies products to the final consumer (a local retail store is considered to be a store with an appropriate range of animal products, which is from municipalities with a similar retail store, closest to the breeder's farm).



Sale from the yard - herbal soaps (Zahrada U malíře - Czech Republic)



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## Specific conditions for sale from the yard

The sale of food from the court is governed by **national law** and, beyond the common core of food hygiene, can be affected by a number of standards from a wide variety of sectors. As resources for individual national regulations highlight rules of a different nature in this context, some of these country-specific rules are highlighted.



Sale from the yard - apricot processing





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Member county	Definition of "local" retail outlets, for the purposes of the exemption for sale from the yard	Some atypical rules regarding sales from the yard
Czech Republic	whole Czech Republic	
Slovakia	whole Slovakia	
Germany	100 km radius for hunted animals, otherwise without restriction	Exceptions to the ban on opening shops on Sundays and public holidays depend on national regulations
Austria	no restriction	In-house sales of products are limited to the listed commodities
Poland	Voivodships of origin and neighboring voivodships	Special income tax scheme for direct sales of food products
France	80 km radius	
Hungary	Region of origin or 40 km radius	The institute of so-called "village tables for guests" allowing to sell in the exemption regime, a certain proportion of non-own products
Italy (Friuli-Venezia Giulia)	Provinces of origin and neighboring provinces	The commencement of activities is subject to the prior approval of the establishment with regard to hygiene standards

Comparative Study of the Parliamentary Institute No. 5.395 lists some atypical rules in selected states of the European Union regarding the sale from the yard



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In most countries, sales from the yard utilize  
**exemptions from the EU Food Hygiene Regulation**

The manufacturer is responsible for the **safety and quality** of  
the food placed on the market and its **proper labeling**.



- Even smaller orchards are making progress in growing technologies  
(Česká republika)



Vending machine on the farm - sale of dairy products 24 hours a day, 7  
days a week (Dairy farm Boubín, Česká republika)





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Sales from the yard - small garden can provide a varied year-round offer of vegetables and herbs (Zahrada U malíře - ČR)



Snacks on the farm from seasonal ingredients (SRN)





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Social enterprises often use yard sales in their own shops and raise local community awareness of the scope of their, often occupational therapy activities (Domov sv. Anežky, Týn nad Vltavou, ČR)