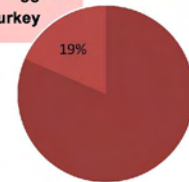
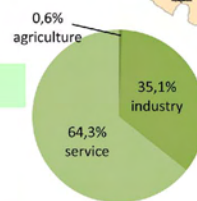
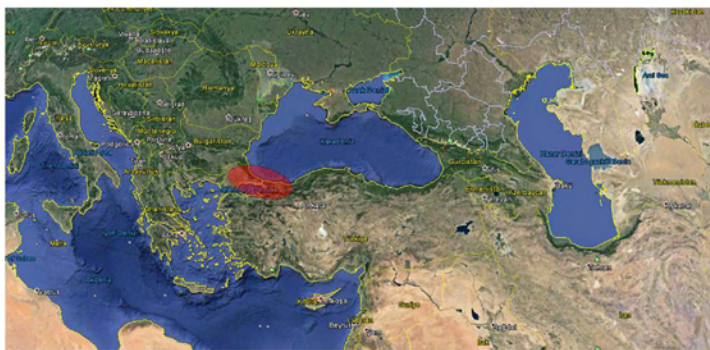


PROMOTING PERI-URBAN AGRICULTURE AND ENTREPRENEURSHIP IN ISTANBUL

*This poster is prepared from I.T.U. Regional Planning MSc Program Studio2 studies



AGRICULTURE IN ISTANBUL

Total cultivated agricultural area: 682 km2
 The main products are wheat, barley, watermelon and tomato.



PROBLEM!

Depending upon urban growth, agricultural areas in Istanbul are under threat which causes decline in accessing to safe, healthy and cheap food. At the same time these areas are becoming economically unsustainable



Proposal for

Promoting Peri-urban Agriculture and Entrepreneurship

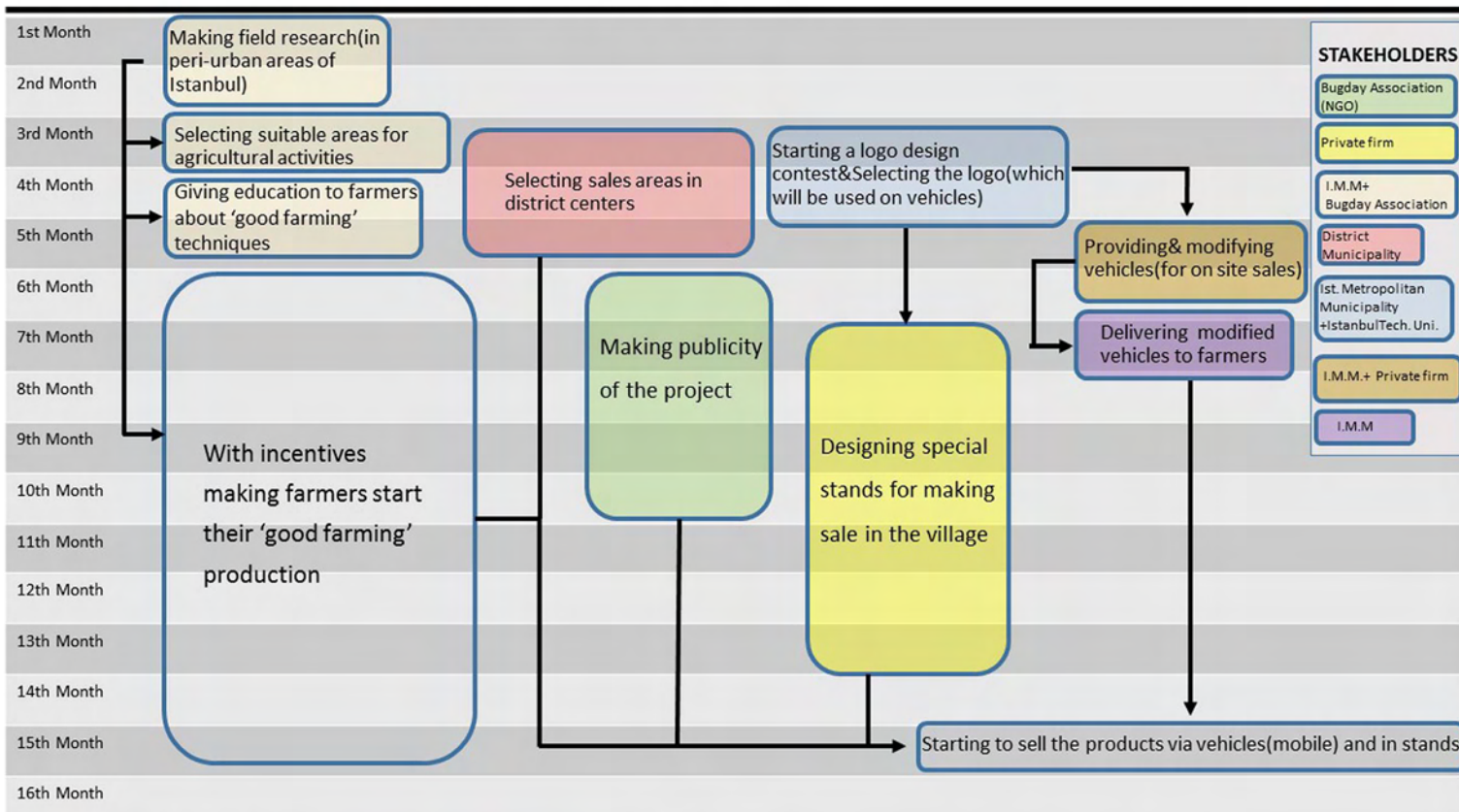
BACKGROUND

In new economic environment where locality gains importance, the development starts from local/individual. As a result, the public takes part as a catalyst. Peri-urban areas of Istanbul which are characterised as rural areas should be developed in order to maintain the presence of these areas economically. If farmers could sell their products directly, their economic income would increase.

GOALS OF THE PROJECT

- 1 Increasing the number of farmers in peri-urban Istanbul
- 2 Providing alternative way for marketing in order to reduce transportation costs so the farmers would sell their products directly. Both farmers would gain more and consumers would buy for less
- 3 Improving the competitiveness of farmers and increasing economic value of production
- 4 Improving the effectiveness of agricultural lands

PROJECT PROPOSAL-ACTIONS



EXPECTED RESULTS

- 1 With the help of the project new economical activities would be created for the families living in peri-urban areas of Istanbul
- 2 the opportunity to reach safe and cheap food would increase
- 3 the relationship between rural-urban would strengthen
- 4 with becoming economically active places these natural areas would be protected

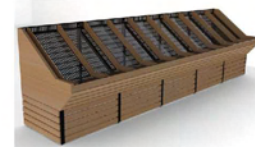
*BUDGET ITEMS

- *Possible fund-raising project: World Bank's project: Access to Finance for SMEs (SME III)
- Human Resources (incentive for the project coordinator)
 - Travel (round trip)
 - Vehicle Covering
 - Stand Production
 - Education To Farmers
 - Publicity
 - Logo Contest Prize

FROM LOCAL



ON-SITE SALES



MOBILE SALES



WORLD EXAMPLES



INDICATORS

- the change in income level of the families who participated in this project
- the consumer profile (came from which part of the city to buy the products + how is his/her income level?)
- the opinions of other farmers in the project area whether they would like to participate in such projects or not