



**ÇAMELİ LOCAL ACTION GROUP  
SEPTEMBER 2021**

## KITCHEN WORKSHOP IN ÇAMELİ

### A MULTI PARTNERED PROJECT

Çameli Local Action Group (Denizli) has implemented a multi-stage project aiming at increasing the added value of local products under the theme of "Developing value-added products".

Çameli is a district where walnut, bean, tomato, pepper and apple production is very common. However, these agricultural products have not provided sufficient added value until today. Çameli Local Action Group (ÇAMYEG) and Çameli Producing Women's Association (ÇAMKAD) came together for the Kitchen Workshop project, which aims to increase their added value by processing them with different methods and turning them into compost and similar products.

### PROJECT INFO:

#### **BUDGET:**

**Çameli Kitchen Workshop:** 45.000 TRY

**Sales Office:** 30.000 TRY

**Web Site:** 10.000 TRY

#### **PROJECT PARTNERS:**

Çameli Municipality,

Çameli District Governorate,

Çameli Producing Women Association

Çameli Agricultural Producers Union of Fruit Products

Çameli Chamber of Agriculture

Çameli District Directorate of Agriculture and Forestry

#### **PROJECT SUBJECT:**

Support for machinery-equipment, trainings, web site building

#### **MORE INFO:**

<https://camkad.com/>

## MODERN COLLECTIVE WORK: LEADER

ÇAMKAD was established in 2015 with the aim of researching, supporting, promoting and marketing the handicrafts that are sinking into oblivion in Çameli. For these purposes, Çameli Municipality has allocated a building of its own to (ÇAMKAD) and the first step towards the establishment of ÇAMKAD Kitchen Workshop has been taken. As ÇAMKAD does not have the budget to purchase the necessary machinery and equipment, of course, all the problems with the building allocation were not solved at once. At this stage, LEADER support and ÇAMYEG stepped in and provided the necessary machinery-equipment support for the project. ÇAMYEG, which purchased the machinery equipment that the member women will process and produce agricultural products with the support of LEADER, made a protocol with Çameli Municipality and Producer Union and allocated these equipment to the use of the Kitchen Workshop. Equipment such as deep freezer, industrial stove, kitchen counters and shelves are among the items purchased within the scope of the project.

In this way, it has become possible for women to make products that they cannot make with the facilities at home, completely free of charge in this workshop. Now, women in Çameli can wash and dry their products in the large washing and drying areas in the workshop, and they can be stored for a long time by cooking them on industrial stoves or by shocking them in the deep freezer.



## FROM PRODUCTION TO CONSUMPTION

The activities within the scope of the kitchen workshop project did not end here. Based on the idea that correct and proper production techniques are as important as machinery-equipment for quality production, ÇAMYEG organized a series of trainings for producer women. In this context, technical trainings were organized primarily on issues such as fruit and vegetable drying, aimed at adding value to agricultural products. The trainings, which were carried out by the trainers of Çameli Public Education Center over the recipes developed by the leading chefs of the district, aimed at the professionalization of women producers. After the trainings, a sales office and a website called <https://camkad.com/> were built for the sale and marketing of the products produced in the workshop, again with the support of ÇAMYEG.





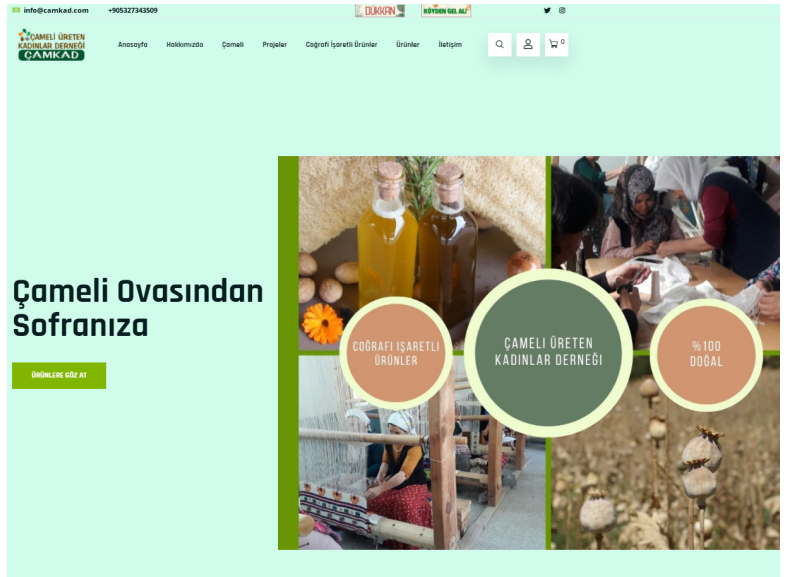
In this context, a sales office was first built together with the Çameli Producing Women's Association. The sales office has been allocated free of charge by Çameli Municipality. However, due to the insufficient budget of ÇAMKAD association, it was not possible to bring the sales office to the desired level in terms of visuality and presentation. At this point, a project to modernize the sales office was implemented with the support of LEADER, and the necessary equipment was provided. In this context, deep freezers, refrigerators, wall units and wooden sales stands needed by the sales office were purchased and allocated to ÇAMKAD.



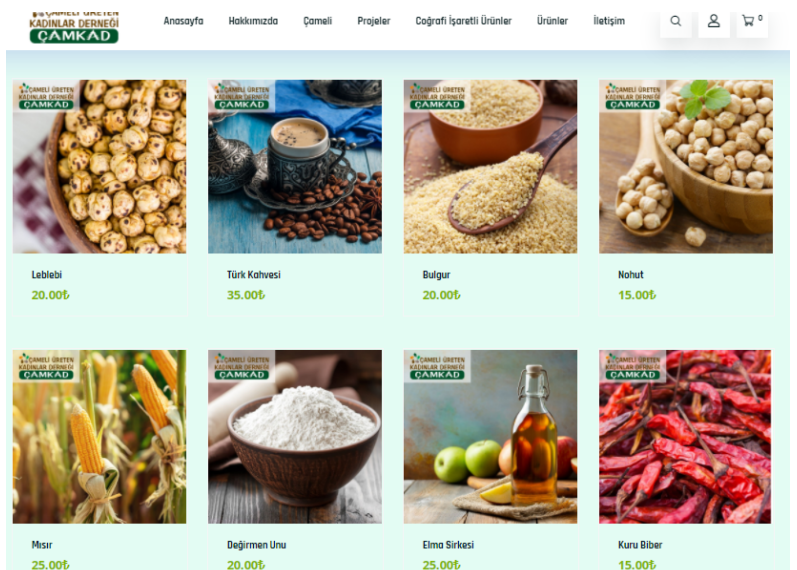
Finally, a web site (<https://camkad.com>) was established on sales and marketing, and a sales portal was created where women who are members of ÇAMKAD can sell their products all over Turkey.

*The aim is to bring the producer and the final consumer together.*

On the e-sales site, besides the products produced in the workshop, other local products such as roasted chickpeas, eggs, walnuts, tarhana, village cheese are also allowed to be sold. As the products are sent directly to the consumer's address, there is also the option of "Get from the Village". With this application, customers can purchase products under the category of village products on the site with the "Come, Buy and Pay from the Village" option. Payment is made when the consumer arrives to receive the product.



ÇAMYEG aim to advance women's entrepreneurship in the region with projects that will enable women to produce at higher standards and in a wider variety. The first step they plan to take in this direction is to develop projects that will support women to establish their own personal workshops.



<https://camyeg.org.tr/>