



ÇAL LOCAL ACTION PRODUCT DECEMBER 2021

ÇAL LOCAL PRODUCTS ARE OPENING TO THE WORLD

Traditions dating back to ancient times

Çal KAYEG Local Action Group (Denizli) implemented the local products e-commerce site project under the priority of "Developing value-added products".

Çal has been so famous for its vineyards, grapes and wines since ancient times that it is rumored that Dionysus, the god of grapes and wine, lived here. The vintage festivities, which take place every year with ceremonies and concerts, are a centuries-old tradition in the district. Thanks to its fertile lands, Çal has been a suitable region for growing many agricultural products throughout history. However, the region has not been able to take advantage of this potential until today.

PROJECT INFO

PROJECT PARTNERS:

S.S ÇAL WOMEN'S ENTERPRISE PRODUCTION AND
BUSINESS COOPERATIVE
ÇAL MUNICIPALITY

PROJECT SUBJECT:

SETTING UP E-COMMERCE WEBSITE

PROJECT BUDGET:

16.000 TRY



Women producers take action

The most important reason for this is that the wine grapes are sold directly to the wine producers by the producer. Since the grapes are sold to the producers without being processed by the producers, the added value created at this stage remains low. Therefore, since the activities of the producers cannot go beyond the limits of traditional agricultural activities, their income is limited in relation to this.

Çal KAYEG included a dozen activities in its local development strategy in order to change this situation. First of all, various information meetings were held in order to convince women producers in the region that they could come together under the roof of a cooperative and process local products together and market them under a brand.

The aim of the cooperative was determined as to bring brand value to the medicinal and aromatic plants that are produced by women, especially Çal gara and sultaniye grapes, which have geographical indications, in addition to the diversity of agricultural products, and to market them by processing by women.

For these purposes, the idea of a website where cooperative members can sell their products over the internet was agreed upon. As the name of the website, the name 'cal garasi', whose geographical indication has been taken, was determined and an e-sales site was established with the name <https://www.calgarasi.com.tr/>. Operations such as the management of the website, sales and stock follow-up of the products are left to the responsibility of the Cooperative with a protocol.



Çal Garası Dükkanı





Siyah Kuru Üzüm 500 gr
₺25



Kekik 100 Gr
₺15



Lavanta Tozu 200 Gr
₺25



Lavanta Tozu 100 Gr
₺15



Lavanta Tozu 50 Gr.
₺10



Mısır 1000 Gr
DEVAMINI OKU

İNDİRİM



Badem 1000 Gr
₺160-₺150

İNDİRİM



Badem 500 Gr
₺80-₺75



Badem 250 Gr
₺40



Elma Sirkesi 500 Gr
₺20



Asma Yaprağı (Küçük)
₺15



Siyah Çekirdek 500 Gr.
₺20

The aim is to extend branding to the general public.

KAYEG and cooperative continue their multi-faceted activities to increase the awareness of the bull garasi brand and products by participating in fairs and promoting in regional festivals. In addition to these, Çal Municipality, which always supports Cooperative activities, has allocated a large area for the sale and display of Cooperative products in the district. Thus, the Cooperative found the opportunity to sell its products not only on the web but also in the physical environment.

LAG representatives state that their next goal is to provide branding to other local products by giving them an identity. Thus, it is aimed to ensure local development by reviving production as a result of delivering the products to large masses. The branding goal is not limited to products only, but also includes making the Çal region a regional brand as a whole. It is also among the planned objectives that these actions will increase employment in the region.



For more info:

<https://www.calgarasi.com.tr/>

TKDK