

Farmers' Markets in Africa – A Sustainable Opportunity

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Abstract

The traditional farmers' market has provided visitors with the opportunity to purchase fresh produce directly from the farmer. More recently, farmers' markets have become the focal point in many communities and offer a wide range of products and activities for visitors. However, it remains unclear how farmers' markets add to the tourism economy and what theories surround the rise in farmers' markets. This paper aims to present a comprehensive review of farmers' markets in Africa, focussing on the last decade. To accomplish the aim, this paper utilised document analysis. Therefore, previous studies on farmers' markets were analysed to obtain a better understanding of this phenomenon in Africa. The findings suggest that most African countries face various challenges that hinder the growth of farmers' markets. Nevertheless, farmers' markets present favourable opportunities for sustainable growth. Farmers' markets in Ghana, for example, are an established food source with multi-functionality being the driving force for growth. In Rwanda the purpose of farmers' markets was to sustainably develop high-end tourism products. Studies in South Africa on farmers' markets revealed that there was increasing need for consumers to experience local and sustainable offerings. This has led to significant growth of farmers' markets, specifically in South Africa.

Keywords: Farmers' markets; multi-functionality; authentic; sustainable development; agri-tourism

Introduction

Farmers' markets are known throughout the world by various names (Hu et al., 2021; Naicker & Rogerson, 2017). Sometimes, they are referred to as street markets or food markets. Farmers' markets have a set of notifiable characteristics that create distinction from the rest. Adanacioglu (2021) and Hu et al. (2021) suggest that farmers' markets are often situated within a local space either indoors or outdoors with producers of produce or crafts that sell directly to consumers. Emphasis is placed upon quality and freshness of produce and the direct interaction between the producer and consumer. Furthermore, farmers' markets offer viable alternative food networks for communities, while providing a space to gather and socialise (Adanacioglu, 2021; Russomanno & Jabson, 2021). Often operating once or twice a week with multiple stalls and stallholders managed by a market manager, farmers' markets have experienced impressive growth over the past ten years across the world.

Internationally, farmers' markets have proven useful as sustainable hubs for economic activity and creating a tourist attraction (Arabska, 2018; Naicker & Rogerson, 2017). Countries such as, the United States of America, Canada and Great Britain are well-known for established farmers' markets with one in almost every town offering locally made products. Farmers' markets have become the cultural hub for many towns through the provision of local foods, crafts and authentic experiences. As a result, the afore-mentioned countries have capitalised on

tourists that are seeking to experience more authentic offerings. According to Adanacioglu (2021) and Naicker and Rogerson (2017) food is essential for farmers' markets and identified as a cultural signifier for countries such as, Malaysia and Mexico. Even though these farmers' markets are less structured and informal, tourists continue to flock to the countries for the authentic experience. Currently, urban food markets dominate most African countries as the main supplier of food for communities with South Africa as an exception (Crush & Frayne, 2010). The United Nations Economic Commission of Africa (UNECA) (2021) indicates that the abundance of urban markets in Africa creates a burgeoning opportunity to establish more beneficial farmers' markets in the region. However, the economic contribution of farmers' markets within Africa remains unclear as well as what theories are suggested for the surge of growth. Hence, the main aim of this paper is to focus on the growth and development of farmers' markets in Africa, specifically South Africa.

This paper synthesises and identifies what is known about sustainable farmers' market growth internationally. In addition and more importantly, it focuses on the emergence and potential of farmers' markets in Africa as a sustainable opportunity. This opportunity needs to be collectively harnessed by local authorities, farmers, crafters, chefs and entrepreneurs, as it provides access to local markets for visitors and locals alike. It should also be emphasized that the phenomenon known as farmers' markets is a relatively new research niche area in Africa, that deserves further exploration. Currently, only a handful of studies focus on farmers' markets that make reference primarily to the agro-tourism potential. Limited research has been done on farmers' markets and the array of opportunities they bring about. Thus, this paper extends the existing literature by focussing on farmers' markets as a sustainable opportunity for Africa.

To achieve the aim, this paper set out to conduct a thorough literature review that investigated farmers' market growth internationally. The review highlighted development strategies and the success other countries attained by endorsing and supporting the growth of farmers' markets. The paper further identifies credible sources of farmers' market growth in Africa and South Africa, followed by a discussion with recommendations identified during the study.

Literature review

The literature review creates the essential background needed when conducting research (Snyder, 2019; Walter & Stouck, 2020). During the literature review previous studies were examined to delineate themes and patterns regarding a phenomenon. The systematic review process therefore created the base for conducting research and provided a comprehensive overview from various sources. Credibility is enhanced by the overview process attached to a study (Walter & Stouck, 2020). Hence, this paper generated a comprehensive qualitative document analysis. The analysis discussed documents regarding the growth of farmers' markets around the world and further focuses on Southern Africa while highlighting the germane theories pertinent to the rationale for the proliferation of farmers' markets.

International farmers' market growth

Farmers' markets around the world have experienced a surge in growth and participation (Naicker & Rogerson, 2017; World Farmers' Market Coalition, 2021). However, the advancement of farmers' market development differs from country to country as well as the causes of growth. Crush and Frayne (2010) suggest that the developed world has had more time to advance the development of farmers' markets, whereas the developing world is currently in the beginning phases. Therefore, it has become essential to investigate farmers' markets as a phenomena from various countries.

Farmers' markets in the United States of America (USA) have experienced growth proliferation throughout the country and received considerable attention from policy makers, academics and local communities (Schmit et al., 2019; Warsaw et al., 2021). The increase in support has resulted in greater benefits for farmers' market participants. Multiple initiatives and programs are active within the USA that aim to increase entrepreneurial participation and increase accessibility for consumers (Schmit et al., 2019). Consequently, there were 8761 registered farmers' markets in the USA by 2019. Furthermore, Naicker and Rogerson (2017) as well as Warsaw et al. (2021) indicated that farmers' markets in the USA have a greater beneficial impact on the local economy and farmers due to the localised nature of markets. The benefits of the revenue generated are more impactful as produce is grown and sold within the local community. Hence, the World Farmers' Market Coalition (WFMC) (2021) attributed the increase in patronage to the local benefits farmers' markets provide. Schmit et al. (2019) and Warsaw et al. (2021) attributed the growth to the increased need of consumers for authenticity along with a heightened demand for quality food using environmentally and socially conscious methods. In addition, Russomanno and Jabson (2021) suggest that the sense of community created by farmers' markets is an important factor in shopping behaviour and frequency. The sense of community can be achieved through complementary family friendly activities, cultural foods and stall vendors from various backgrounds.

Similar to the USA, Canada exhibited an increase in farmers' market participation with roughly 630 markets during 2014 (Dodds et al., 2013). This represents a sharp increase, considering registered farmer's markets have only been developing from the early 2000's. Radcliffe et al. (2021) emphasise that the growing demand for farmers' markets can be attributed to the changing preferences of consumers in Canada. The movement is driven by the perceived inefficiency of the current global food regime. To counteract the negative effect of overly complicated food supply chains, Canadian citizens have embraced farmers' markets. Furthermore, Dodds et al. (2013) and Radcliffe et al. (2021) proffer that farmers' markets add to the local food movement by providing economic, ecological and social sustainable offerings. Additionally, the rapport between the producer and the consumer is enhanced and the transaction can at best be described as 'personal'. Furthermore, the local food movement has resulted in increased attention of farmers' markets as tourist attractions.

For countries such as Mexico and Brazil, local foods are essential as a tourism offering. According to Bellante (2016) and Muñoz et al. (2021) food markets in South America have been commonplace until super-marketisation within the region, which resulted in a decline of urban food networks. During 2015 in Mexico, there were only 37 registered farmers' markets. However, farmers' markets have increased considerably in recent years (Muñoz et al., 2021). Bellante (2016) highlighted governmental initiatives to support small scale farmers and local food chains, with this shift being attributed to the negative effects of the global food regime (Muñoz et al., 2021). Consequently, there has been growing support for Alternative Food Networks from community members and policy makers to increase local benefits and minimise the adverse effects of commercialisation.

Brazil also had to contend with the negative effects that arose with the supermarket boom and the global food trail (Muñoz et al., 2021). The recent development of farmers' markets is positioned to support the local food movement. Furthermore, Schneider et al. (2016) analysed farmers' market development in Brazil and determined alternativeness and distinctiveness as the main factors for farmers' market appeal. As tourists are more concerned with authenticity, creating alternative and distinct experiences, farmers' markets are essential for countries that attempt to establish sustainable tourist attractions. For example, farmers markets in Australia and Malaysia have been able to derive various sustainable benefits from the operation.

Farmers' markets in Australia were a relatively insignificant phenomenon and only recently gained momentum. As was the case in other countries, farmers' markets declined due to super-marketisation (Woodburn, 2014). However, a renaissance of farmers' markets took place in the 2000's, as authorities began to acknowledge the potential of farmers' markets to serve the larger community. To facilitate the support of farmers' markets, multiple national associations have been established such as, The Australian Farmers Markets Association (AFMA) and the Victorian Farmers' Markets Association (VFMA) (WFMC, 2021). These organisations provide definitions, regulations and certification for established farmers' markets in the country. Accreditation has become pivotal for farmers' market development in Australia and they are held to a standard which increases quality and enhance benefits received and identity (Burns et al., 2018; WFMC, 2021). The country has about 160 registered farmers' markets with projections of continued growth.

Farmers' markets in Malaysia have developed along a different trajectory to other countries (Saili, 2011; Tey et al., 2017). Since the early 1980's when supermarkets were absorbing most of the world's food chains, Malaysia continued to support farmers' markets and urban food markets. Resultantly, farmers' markets have remained a common feature within the country and even created a sustainable tourism attraction. Nevertheless, Saili (2011) states that most urban markets are unregistered and unmanaged which hinders the benefits that participants can obtain. Registered farmers' markets are incorporated into the tourism agenda and receive additional support to ensure profitability. During 2017 there were 604 registered farmers' markets in the country with a projected annual growth of 20% (Tey et al., 2017). In Malaysia, farmers' markets continue to contend with the ongoing advances of supermarkets. Fortunately, consumers in Malaysia prefer farmers' markets not only for quality and freshness, but also tradition and cultural identity (Saili, 2011; Tey et al., 2017).

Great Britain has faced many food security challenges over the past decades (WFMC, 2021). The country has relied heavily on industrialised food systems to provide for the population, even if these systems create adverse effects environmentally and socially. It was only since the early 2000's that farmers' markets have emerged within the country when governments initiated a revitalisation strategy (Szmigin et al., 2015). The strategy was derived from the changing demand of consumers who seek a reversal to localisation. The strategies achieved various successes and farmers' markets have flourished in the country with 550 registered farmers' markets in 2015 (Qendro, 2015). Although, the proliferation of farmers' markets has created new challenges for development such as, competing for a share of the consumers, various added amenities and unique products, they continue to distinguish themselves as worthy ventures (Qendro, 2015). In addition, farmers' markets are increasingly perceived as luxury attractions for wealthier visitors rather than local communities (Szmigin et al., 2015). Furthermore, the desire for localised products continue to grow and present opportunities for sustainable tourism development with recent strategies focussing on inclusion at farmers' markets.

In Italy, buying local is engrained in the social fabric and psyche manifested through farmers' markets (Testa et al., 2019; WFMC, 2021). The last decade has seen the emergence of nearly 600 farmers' markets in the country, with this growth continuing to about roughly 1200 in 2021 (WFMC, 2021). Italy exemplifies the changing consumer culture with sustainability, culture and localisation seen as valuable expressions for consumers and an alternative shopping experience to tourists seeking alternative, or authentic locally produced products (WFMC, 2021). Furthermore, in Italy farmers' markets are seen as key spaces, where food and gastronomy are used to exemplify their culture. Moreover, the growth in farmers' markets have decreased the marginality of small farms and repositioned farmers into the food

supply chain (WFMC, 2021). Therefore, farmers' markets have positioned destinations as cultural gateways through gastronomy and achieved sustainable tourism development.

Farmers' markets and sustainability

Tourism development and tourism activities often create various effects on the economic, social and environmental culture of an area that can be both positive and negative (Mohan, 2021). Planned improperly, tourism development can eradicate resources and degrade the authenticity of an area. Hence, sustainability refers to managing resources that will meet social, economic needs while upholding the cultural and environmental integrity of an area (Elmo et al., 2020). Sustainability has become a topic of interest in the last decade with businesses and governments attempting to implement sustainable policies and practices to mitigate the negative effects caused by tourism, such as the growing food print of international flights.

To promote sustainability, viable practices must be implemented through innovation in the tourism industry (Elmo et al., 2020). Recent scholarship has expounded on the potential of farmers' markets in creating sustained benefits for the economy, social culture and environment. According to Warsaw et al. (2021) farmers' markets enable producers to significantly increase revenue due to shorter supply chains and selling directly to consumers. The economic sustainability created for producers by farmers' markets highlight the importance that markets can have for local economies. Furthermore, Ndlovu and Ojong (2018) emphasise the societal impact of farmers' markets, where the produce, crafts and foods available often represent the unique identity of the local community. Farmers' markets thus create spaces where the culture of a community can be authentically experienced by visitors, while simultaneously being preserved and promoted. In addition, there has been increased attention on the effects of the globalised food chain and the negative impacts associated with the movement of food (Radcliffe et al., 2021). Fortunately, farmers' markets are characterised by shorter movements of food and can offer affordable healthy produce sourced from local producers to locals and visitors. Properly managed farmers' markets can provide an alluring avenue to create sustainable development and might be useful in achieving the Sustainable Development Goals (SDGs) established in 2015.

The SDG number 17 as well as 169 targets that seek to transform the world according to the new universal agenda (United Nations World Tourism Organisation, 2015). The goals and targets are integrated and indivisible with the three dimensions of sustainability namely, economic, social and environmental. The establishment of the goals and targets represent the pledge countries have made to develop the future with sustainability in the forefront (Mohan, 2021). Even farmers' markets can be directly or indirectly linked to achieving the goals and established targets. For instance, Goal 8 (Decent work and economic growth) more specifically 8.3 aims to promote policies that support entrepreneurship as well as small and medium-sized enterprises (UNWTO, 2015). Hence, the prevalence of small and medium-sized enterprises and the strong connection with sustainability at farmers' markets create a link between the SDGs and developing farmers' markets. Further goals linked to farmers' markets include, Goal 12 (Ensure sustainable consumption and production patterns) and Goal 2 (End hunger) (UNWTO, 2015). Farmers' markets that are consciously promoted through policies and development strategies by governments have the potential to eliminate many of the woes faced by the developing world. Nevertheless, it remains unclear what the position of authorities are, *vis-à-vis*, farmers' markets in the economy of many developing countries.

Methodology

To obtain documents relevant to the research study, the authors conducted several data base searches using a combination of phrases and key words focusing on Africa: 'farmers' markets';

‘farmers’ markets and organic produce’; ‘farmers’ markets and gastronomic experiences’; ‘farmers’ markets and tourist activities’ and; ‘farmers’ markets as economic opportunities’. In this regard thirteen articles were accessed to focus specifically on Africa and farmers’ markets (refer to Table 1: Document selection, further below).

The methodology followed a conventional approach of conducting a document analysis. According to Armstrong (2021) and Vespestad and Clancy (2020) the conventional strategy of conducting a document analysis is derivative of text data that can be coded in categories of interest to the main topic. The texts were read and coded according to thematic categories of similarity. This method was deemed effective as themes could emerge directly from the text. Furthermore, Ahmed (2010) suggests a document analysis has three main phases namely, data reduction, data display and explanation. Data reduction involves reducing the initially found sources to documents that were deemed relevant to the topic and credible. Data display is the process of coding and textualizing themes identified in the selection phase (Matthew & Huberman, 1994), whereas explanation is the verifying stage that reports on the findings of the analysis in relation to the aim of the study. Hence, the first step in this study was to identify credible sources.

Table 1: Document selection

Authenticity	Credibility	Representativeness	Meaning
Nair, B.B. 2021.	<i>African Journal of Hospitality, Tourism and Leisure</i>	First Edition	Regional and South African farmers’ market development
UNECA. 2021	<i>African Union Commission</i>	Annual	African food systems, sustainable development trends
World Farmers’ Market Coalition. 2021	<i>Centro Studi Divulga</i>	First World Report	Farmers’ market development in Ghana
Moagi, J.T., Ivanovic, M. & Adinolfi, M.C. 2021	<i>African Journal of Hospitality, Tourism and Leisure</i>	10 th Volume, First edition	Challenges of street vendors at attractions in South Africa
Crook, N.C. 2020	<i>International Studies Research Lab</i>	First Edition	Farmers; market trends and growth in Ghana
Eshun, G. & Mensah, K. 2020	<i>African Journal of Hospitality, Tourism and Leisure</i>	9 th Volume, 3 rd Edition	Stakeholder engagement in Agro-tourism development in Ghana
Odunga, P.O., Geoffrey, M. & Mark, Y. 2019	<i>Journal of Tourism and Management Research</i>	4 th Volume, 3 rd Edition	Development strategies in Rwanda and food tourism trends
Ndlovu, J. & Ojong, V.B. 2018	<i>African Journal of Hospitality, Tourism and Leisure</i>	7 th Volume, 1 st Edition	Food tourism as cross-cultural engagement and tourism development
Naicker, S. & Rogerson, J.M. 2017	<i>African Journal of Hospitality, Tourism and Leisure</i>	6 th Volume, 3 rd Edition	South African farmers’ market growth trends
Biesenbach, R. 2015	<i>Vega</i>	First Edition	South African farmers’ market growth and theories for growth
Mohammed, A. 2014	<i>European Scientific Journal</i>	10 th Volume, 7 th Edition	Tourism development pathways in Ghana
Crush, J. & Frayne, B. 2010	<i>African Food Security Urban Network</i>	3 rd Volume	Overview of African food trends, challenges, and opportunities
Mnguni, K.I. 2010	University of South Africa	<i>Masters’ thesis</i>	Agri-tourism developments, connecting sectors with farmers’ markets

Adapted from: Ahmed (2010); Armstrong (2021); Morgan (2022)

According to Armstrong (2021) and Bowen (2009) document analysis remains an iterative process, whereby secondary data is examined through skimming, reading and interpretation. Documents are first skimmed to evaluate importance, then read to examine pertinent information and lastly interpreted. In addition, documents are available in various formats such as, online journals, books or annual reports. Ahmed (2010) and Morgan (2022) posit that, there

are four factors to consider when selecting documents namely, authenticity, credibility, representativeness and meaning. To ensure authenticity; authorship, date, and location of the publication can be sufficient. Credibility is derived through identification of the researchers, while representativeness is created through the typicality of a document (Morgan, 2022). The meaning and authenticity of a document can be confirmed by considering the literal context of the study. Through consideration of the afore-mentioned factors, this paper ensured reliable sources were used for the study. In addition, Ahmed (2010) affirmed that document research can be completed in any method that remains systematic and structured. As such, the following table was constructed to ensure credibility in the sources used.

Table 1 assists in verifying the credibility of the sources employed in this paper. Through the systematic selection of sources, the document analysis can provide viable and credible answers to the research objectives. The documents were examined and read to delineate common themes that emerged from the text. The next phase involved data display through the presentation of codes given to themes of similarities found in the texts. Table 2 presents the codes that were assigned to the themes identified.

Table 2: Common themes identified

Codes	Themes
1	Farmers' markets as food tourism nodes
2	Farmers' markets as an alternative food network
3	Farmers' markets as a diversification tool
4	Farmers' markets as a sustainable development strategy

Source: Researchers' own construction

The table above presents the codes given to the themes that were identified during the examination of documents. The following section provides the explanation phase of the study where the themes are discussed.

Findings and discussion

Farmers' markets as food tourism nodes

If appropriately managed food tourism can be used as a tourist attraction. Food tourism is viewed as a diversification tool for many countries that can enhance tourism commodities, as well as the gastronomical experience. Cultures and traditions often find representation through the foods of local communities. Therefore, food tourism has received increased attention as a strategy for economic development and preserving cultural heritage.

Africa possesses the potential for food tourism as the continent is home to diverse cultures and traditions that are embodied through ethnic foods. Recently, the region has attempted to diversify tourism offerings and increase tourism activities to combat some of the challenges the continent faces. The strategies aim to promote sustainable tourism activities that can directly benefit small farmers and communities. Accordingly, food is an integral component of farmers' markets and emphasises the provision of local foods. Tourists can experience authentic connections with the consumption of local foods at a destination. Thus, farmers' markets can establish a cultural identity within a region through the availability of local produce or ready-to-eat foods, while providing farmers and communities substantial benefits of participation and subsequent exposure. Therefore, food tourism moves beyond tourism itself and plays an active role in rural development, employment and environmental responsibility. Farmers' markets have achieved some success of establishing food tourism nodes on the continent with South Africa at the forefront (Biesenbach, 2015; Crook, 2020; Naicker & Rogerson, 2017; Nair, 2021; Ndlovu & Ojong, 2018).

Farmers' markets as an alternative food network

Due to the globalised food regime, consumers are increasingly shifting towards Alternative Food Networks (AFN). The negative effects associated with conventional food retailers has shifted consumers to seek more sustainable purchasing options and authentic experience provided by farmers' markets. In Africa, urban food markets are still the preferred option when purchasing food and remains a vital source of employment. In some cases, purchasing from local producers at farmers' markets are linked to traditions of the community even with conventional supermarkets available. However, informal food markets are often less remunerative for vendors and face numerous challenges such as, sanitation, infrastructure and accessibility. In addition, large agribusinesses are continually advancing on the continent in order to gain ground, which threatens the livelihoods of urban food vendors. As the continent is experiencing rapid growth in urbanisation, the need to establish additional food supply chains is significant. Hence, a common theme of development is with the establishment of farmer's market organisations and policy formations that would protect and promote urban food markets. Farmers' markets therefore provide community members with the option to purchase more locally grown products and reduce the over reliance of imported foods that constitute 40% of African imports (UNECA, 2021). Farmers' markets in South Africa, for instance have increased significantly and is increasingly viewed as a source of quality produce (Biesenbach, 2015; Crush & Frayne, 2010; Moagi et al., 2021; Naicker & Rogerson, 2017; UNECA, 2021; WFMC, 2021).

Farmers' markets as a diversification tool

The primary sector for most African countries remains agriculture and mining. However, due to the consistent challenges of unfavourable trades and depreciating currency values, many countries within Africa are promoting strategies that would diversify these sectors. In addition, the pandemic caused by the SARS-COVID-19 virus exacerbated the challenges faced by the continent and simultaneously increased the attention towards diversification strategies. The aim of the strategies is to develop Africa with agriculture as a key tool. Due to the challenges that stakeholders in the agricultural sector face, the most prevalent strategy is through tourism development. Emphasis is given to sustainable economic development that would benefit small farmers. The strategies often amalgamate agriculture and tourism to establish agri-tourism attractions.

Agri-tourism in Africa has immense potential for development as the continent possesses a wide variety of wildlife, natural scenery and small farms. Also, agri-tourism can be a source of rural development by contributing to local economies and providing non-economic benefits such as creating awareness and the preservation of culture. A favourable activity of agri-tourism development is farmers' markets. Hence, farmers' markets in the region have remained relevant as spaces of income opportunities for farmers and economic sustainability. Furthermore, farmers' markets have been the centre of efforts to address food insecurity in the region through increasing accessibility and affordability of locally produced foods. Furthermore, farmers can increase revenue and the agricultural sector can become increasingly multi-functional and less dependent on conventional and unreliable supply chains (Eshun & Mensah, 2020; Mohammed, 2014; Odunga et al., 2019; UNECA, 2021; WFMC, 2021).

Farmers' markets as a sustainable development strategy

Farmers' markets can create sustained benefits through proper management. The benefits they provide coincide with the three pillars of sustainability namely, economic, social and environmental. In addition, farmers markets provide benefits to both the consumer and the

producer resulting in a larger multiplier effect than conventional retailing. Economically, farmers' markets can provide affordable and quality produce for consumers, while remaining remunerative for vendors. Socially, farmers' markets create spaces for communities to gather and promote culture, while allowing producers to interact directly with customers. Furthermore, these markets are characterised by shorter supply chains which reduces environmental costs and give consumers the opportunity to make conscientious purchases that enhances affordability.

The current development strategies implemented in Africa revolve around diversification, industrialisation and promoting tourism. Tourism is suspected to surpass agriculture and drive the service sector, supporting economic diversification and the sustainable development goals. Internationally, farmers' markets have proved to be effective at creating sustainable change. There is thus an untapped synergy between locally produced goods and sustainable tourism. Farmers' markets in Africa demonstrate vast potential as the continent is known for a predominant agricultural environment and strong cultural ties with food. It remains however, that robust development and capacity building are required to expand the effectiveness of farmers' markets on the continent. Hence, some African countries have endorsed the proliferation of farmers' markets in Ghana and South Africa. Ghana has made some advancement with policy frameworks and campaigns to increase the education and promotion of the potential farmers' markets possess. While farmers' markets in South Africa have been able to create sustained benefits through the creation of economic hubs and tourism attractions for the country (Eshun & Mensah, 2020; Mnguni, 2010; Naicker & Rogerson, 2017; Nair, 2021; Ndlovu & Ojong, 2018; UNECA, 2021).

Conclusion

Firstly, this paper applied a document analysis to systematically review sources. Secondly, it generated a literature review to provide the necessary information needed to fulfil the aim of the research endeavour. Information was gathered from authentic documents regarding international farmers' markets. The study conducted a conventional document analysis with three phases, namely, data reduction, data display and explanation. Documents were selected based on meaning and credibility. Common trends were identified and coded, followed by an explanation of the causes and similarities found.

Based on the study conducted, several recommendations can be derived from the findings. Firstly, local authorities, or municipalities and specifically the directorates of local economic development and tourism boards, should consider eliminating the silo approach in promoting local economic development. The development of farmers' markets offer the opportunity to bring together tourism, agriculture and local economic development. Secondly, Farmers' markets offer the opportunity for local authorities to promote sustainable development and linking the initiative to some of the United Nations Sustainable Development Goals (SDGs), such as addressing food insecurity, reducing poverty and promoting small entrepreneurs. Thirdly, Africa is home to a diverse range of informal food markets that currently dominate the market share in many African countries. Even though these markets are popular, the benefits towards the community and producers are limited. Therefore, developmental strategies should consider advancing informal markets towards regulated farmers' markets that could become more beneficial. Finally, national, provincial and local government in South Africa, need to formulate guidelines, or policy frameworks that local authorities could adopt in order to stimulate the development of farmers' markets. The guidelines, or policy frameworks need to remain cognisant of responsible tourism practices with the development and support of farmers' markets, as it could potentially contribute to better sustainable development at a local level. In this regard, local authorities will need to

identify relevant stakeholders, such as crafters, artists, musicians, and farmers who could potentially become part of the farmers' market development initiative.

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