



Research Article

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LOCAL AGRICULTURAL MARKETS FOR SUSTAINABLE RURAL DEVELOPMENT IN IRAN

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Abstract

Nowadays observe transition to local - based food production, distribution and marketing in order to ensure a more sustainable, healthy future of both the planet and humankind. Markets play an important role in rural development, income generation, food security, strengthening rural - market linkages and gender issues. Local markets have been available in some regions specially in northern regions of Iran and besides Caspian sea from centuries ago, that farmers supply their products directly to the local people. locations of doing this research are Rasht and Birjand cities in north and south east of Iran during 2015 - 2018. After a wide literature review, for gathering information utilized questionnaire as main instrument, plus of it used observations, pictures, documents, discussions and interviewing. Finally its showed that it must pay more attention by government and policy makers to real needs and tastes of majority of people during determining places and establishing these markets; providing mechanisms for more job - creating for unemployed youth in them; providing opportunities for women until they can work and compete with men in an equitable and justify conditions; providing insurance mechanisms for persons who work in them; providing monitoring and controlling mechanisms for persons who work; providing circumstances and conditions for confining people to the resources and capacities available at the specific time and place at a reasonable rate and price by these markets; enforcing inside the local markets, both hygiene rules and revenue collection activities; providing circumstances and conditions for a supportive policy, legal, institutional, macro - economic, favorable infrastructural and bureaucratic environment for success of these local markets, etc. In the whole, this study showed high potentials of local markets in order to obtaining sustainable rural development and improving human capabilities of local communities in Iran.

Keywords: Local markets, Agriculture, Rural, Sustainable, Development, Iran

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1. Introduction

The local markets have arguably been local food movements' most widespread and heavily promoted forums. These vehicles have benefits to farmers, sellers and consumers. Local markets have been available in

some regions especially in northern regions of Iran and besides Caspian Sea from centuries ago, that farmers supply their products directly to the local people. In recent years especially from two last decades, The Municipality Organizations in some populous cities and

urban regions have been established these markets that caused high rates of satisfaction among consumers and increasing revenues of producers, plus supplying organic and nutritive agricultural foods and products. These markets welcoming of people because of their lower prices and also higher quality, freshness, organically nature and safety of their agricultural and food commodities (Ahmadi Nejad Masouleh, 2005).

According to World Bank and UNDP, two thirds of the poor of the world live in rural areas of developing countries. They do not have access to sufficient nutrition, basic commodities, services, markets or information (Hayati et al., 2006). Iranian farmers often have limited market information and environmental knowhow, but also lack access to other vital services, inputs and facilities required to produce sustainably (Karamidehkordi, 2010). The valuation of the different components of income or consumption is done at market prices, which requires identification of the relevant markets and the imputation of money values for such items as are not valued through the market (Hayati et al., 2006). Markets need access to information about crops, its quality and quantity, easy access to farm, history of farm crops, crop transportation to markets costs, and customers' favors (Hosseini and Rezaei, 2013).

The existence of rural-urban reciprocal interactions and development of weekly markets along with regional development is a question that can be examined in various areas and regions of different countries. Scientists consider market structure to be a sociopolitical and cultural process where regulatory interventions of governments, the pricing system, communication with buyers, and market domination via direct control process lead to the regeneration of different structures in the course of time. The formation and development of weekly markets in connection with urban markets in localities and regions are affected by the multi-functions of flows and rural-urban economic linkages (Sabet and Azharianfar, 2017).

Sustainable development (SD) is a very popular, although vague and ambiguous concept, which has been adopted by many organizations, governments, and the industry as a basis for an integrative approach to economic policy in the coming decades. The best-known definition for sustainable development, is stating it as "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs, possible to achieve it for the global economy". However, an issue of importance from the operational point of view is how sustainable development as a composite policy goal is measured and implemented at all levels in practice (Kazana and Kazaklis, 2009).

In recent years, SD has also become a central topic in rural areas due to complex interactions between natural resources, agricultural production and local communities, and therefore policy makers have started

to plan and enhance these aspects within the rural development policies (Palmisano et al., 2016).

Capability approach is an economic theory to welfare economics, provides the theoretical underpinning of much discussion of human development. It is essentially individualistic. Development consists of the expansion of individuals' capabilities or freedoms. These are defined as what a person can be ('beings') or do ('doings'). The objective of development is then to expand the set of capabilities of each individual. The core focus of the capability approach is on what individuals are able to do (Stewart, 2013; Sen, 1999).

As explained in above and following texts, local markets can provide many requirements for achieving and improving SD and human capabilities especially in developing countries. Agricultural development is based on technological and organizational innovation that allows the development of new products and processes or new strategies on the farm (Rachida, 2017). Nowadays we see transitioning paradigm in agriculture and the shift from large-scale, conventional agricultural and other agribusiness practices to small-scale, local production of food. Transition to local-based food production in order to ensure a more sustainable, healthy future of both the planet and humankind (Raygor, 2016).

For hundreds of years, the agricultural sector has been connected with production of essential food crops, being the main source of livelihood for many people. The fundamental role of agriculture in economic development of many countries around the world has long been recognized. However, the relationship between undertaking multifunctional activities and farmers' perceptions of farming is to a great extent unknown. Farmers are human beings with very different preferences, attitudes, and interests. Farmers' attitudes are formed by factors reflecting their perceptions and beliefs towards agriculture. Sociological and economic research traditionally studied agriculture as a moneymaking activity and as a mean for farm households to improve their livelihoods. Despite the fact that such motivations remain important, several studies found that agricultural activity is also driven by non-commercial reasons, such as the maintenance of cultural patrimony, management of security threats, family considerations, and also residential and lifestyle preferences. In developing countries like Iran, where small-scale agriculture is widely implemented, there is great diversity in farmer-based products and availability of resources to implement the multiple functions of agriculture (Marzban et al., 2016).

The farmers' market has arguably been one of the local food movement's most widespread and heavily promoted forums. Much of the scholarship directed at this vehicle of the local food movement has focused on the benefits to farmers and shoppers. Proponents contend that the interactions and transactions that occur

at farmers' markets benefit farmers and market participants, but, just as important, have broader benefits for the neighborhoods in which they are located and for society in general. Additionally, advocates contend that individuals enjoy more environmentally friendly and healthier outcomes when participating in farmers' markets compared to the conventional food system (Schupp, 2016). In these regards, policy makers should equip innovative marketing, and promote training courses to improve farmers' skills in these markets (Palmisano et al., 2016).

In an increasingly globalized food economy, local agri-food initiatives are promoted as more sustainable alternatives, both for small-scale producers and ecologically conscious consumers. However, revitalizing local agri-food communities in rural agro-industrial regions is particularly challenging (Selfa and Qazi, 2005). The Australian Farmers' Market Association define a farmers' market as a 'predominantly fresh food market that operates regularly within a community, at a focal public location that provides a suitable environment for farmers and food producers to sell farm-origin and associated value-added processed food products directly to customers'. Use of the term 'value-added' implies that producers process goods in some way to increase the amount they can charge for them, for example making chutney, jam, pastries, bread, or jerky (Fielke and Bardsley, 2013).

Farmers' market don't available in Iran but local and daily markets have been available in some regions of the country specially in northern regions and besides Caspian sea, from centuries ago that farmers supplying their products directly to the local people (Please see figures 5-21). In recent years specially from two last decades, The Municipality Organizations in some populous cities and urban regions have been established local markets that welcoming by people on their arrival and caused high rates of increasing satisfaction of consumers and revenues for producers, because of their lower prices and also high quality, freshness, nutritive, organically and safety nature of their agricultural and food commodities and goods (Figure 1 and Figure 5).



Figure 1. Local market of Cheharshanbeh Bazaar (Wednesday market) in Birjand, centre of South

Khorasan province in south east of Iran (November 2, 2016).

Studies conducted in many countries including Iran and the areas around Tehran show that the rural - urban reciprocal interactions such as development of weekly markets can have both positive and negative consequences for population centers such as development of employment and also the marketing of agricultural and non-agricultural products in these markets are of great importance regarding regional sustainable development (Sabet and Azharianfar, 2017).

In figures 1, present situations of local market of Cheharshanbeh Bazaar (Wednesday market) (Without booths - solely in each Wednesday is holding- and at least 10,000 people shopping from this market) in Birjand city, that established jointly by farmers and people and with helps and monitoring of The Municipality Organization of Birjand city during 20 years ago and could absorb a lot of satisfaction from consumers because of its lower prices and high quality of fresh and organic fruits, vegetables etc.

This local market also could create a lot of job opportunities for youth, women, poor and unemployed people in the region of South Khorasan province by selling their agricultural products, handicrafts, traditional foods etc.

2. Material and Method

The present study has been done during 2015 – 2018 in local markets in Rasht and Birjand cities. But author also utilized from his previous observations and experiences during 2005 – 2018 (Figure 2).



Figure 2. Maps of locations of doing this research, Rasht city, centre of Guilan province in north of Iran and beside of Caspian sea (left map) & Birjand city, centre of South Khorasan province in east of Iran and beside borders of Afghanistan (right map - Coordinates: 32.8653°N 59.2164°E). (At maps scale of 1:1000000).

As showed in figure 2, Rasht and Birjand cities are in the two different region of Iran and thus we can generalize results of the study to all of the country approximately. For doing this research, author primarily did a wide literature review in related referee journals and researches in Iran and abroad in field of local markets. Main instrument for gathering information in this research was questionnaire and plus of it used observations, documents, discussions, interviewing, and pictures with producers, sellers and consumers, related

officers, specialists and professors. After these, a questionnaire designed based on the main aims and questions of research and these works. For achieving its validity, author include viewpoints of professors and agricultural specialists in Rasht and Birjand cities, and finally the ultimate questionnaire provided. For achieving reliability, 30 producers and consumers / sellers / booth standers of agricultural commodities in famous historical and traditional local market of fish and vegetables (fresh greens) in the Rasht city, centre of Guilan province in north of Iran randomly selected. After doing pilot study in this market, reliability of questionnaire achieved (Alfa Cronbach Coefficient that was estimated 95 percent for all of the parts of questionnaire). By using Robert V. Krejcie & Daryle W. Morgann Table, size of sample statistic for consumers of agricultural commodities in local markets in Birjand city was determined 380 (It must be noticed that population of Birjand city in 2016 was about 275000, that according to introductions of major responsible in Central Organization of Fruits and Vegetables / Fresh Greens in The Municipality Organization of Birjand at least 30 percent of them -92000- visiting and shopping from these local and daily markets).

Type of sampling for consumers of agricultural commodities in local markets in Birjand was simple random sampling. The main reason for selecting this method by the researcher was vast homogeneity in various aspects of race, social, economic and culture among these respondents. Type of sampling for producers / sellers / booth standers of agricultural commodities in local markets in Birjand city was census. After acquiring validity and reliability of the questionnaire and including some partial corrections, it was distributed among them in these markets and finally 495 of these questionnaires returned and were usable for data extraction in this research (Table 1).

This study has 14 hypotheses and researcher find correlation relationships among independent variables (age, education, economic situation, and years of working in these markets of consumers and sellers / booth standers of agricultural commodities). Dependent variables are role of local markets for increasing satisfaction of consumers, supplying organic agricultural commodities, increasing net incomes of sellers / booth standers of agricultural commodities in these markets, and their viewpoints about role of local markets for improving human capabilities of local communities and achieving sustainable development (SD) goals and criteria in rural regions in Birjand (Please see table 9).

Also author prioritizing viewpoints of consumers and sellers / booth standers of agricultural commodities in these issues.

2.1. Most Important Research on the Role of Local Markets

One of many problems faced in agricultural marketing in developing countries is the latent hostility to the private

sector and the lack of understanding of the role of the intermediary. For this reason “middleman” has become very much a pejorative word.

Farmers markets are an integral part of the urban/farm linkage and have continued to rise in popularity, mostly due to the growing consumer interest in obtaining fresh products directly from the farm. Farmers markets allow consumers to have access to locally grown, farm fresh produce, enables farmers the opportunity to develop a personal relationship with their customers, and cultivate consumer loyalty with the farmers who grows the produce. Direct marketing of farm products through farmers markets continues to be an important sales outlet for agricultural producers nationwide. For example, there were 8,669 farmers markets listed in USDA’s National Farmers Market Directory. This is a 2.3 percent increase from 2015 (United States Department of Agriculture, 2016).

Table 1. Name of local markets in Birjand, and number of their booths / stands*.

Name of local markets in Birjand	Number of its booths / stands
Local market of Aboozar Square	10
Local market of Pasdaran Street	40
Local market of Shahid Beheshti Street	32
Local market of Kargaran Street	4
Local market of Tohid Street	5
Local market of Parastar Street	12
Local market of Ghafari Street	(Without booths- each day of week is holding)
Local market of Cheharshanbeh Bazzar (Wednesday market)	(Without booths - solely in each Wednesday is holding- and at least 10,000 people shopping from this market on this day)
Local market of Khorashad village - 35 kms.distance to Birjand city (Friday market / Jomeh Bazar in persian)	Rural women (especially), men and children work each friday in this and selling their fruits, vegetables and handicrafts etc. in their booths / shops.

*Central Organization of Fruits and Vegetables / Fresh Greens, 2017.

In wealthy New World countries such as Australia and the USA, however, it seems that a move back to this method of sale is occurring in accordance with the third food regime which involves a stronger recognition of the social and environmental responsibilities embedded in food and its production and marketing (Fielke and Bardsley, 2013).

Farmers markets in the United States currently provide

farmers with the opportunity to directly interact with consumers when selling their products (Dollahite et al., 2005).

These local markets advocate of environmental sustainability and social justice increasingly pursue their goals through the promotion of so - called "green" products such as locally grown organic produce (Alkon, 2008).

Growing globalization has changed the relationship between the economic institution 'market' and its social contexts. Local alternatives have developed, as some would argue, as a response to this globalization trend. Thereby important dimensions of market interaction such as reliance on local experts, social interaction, and spatial/temporal feedback functions can be recovered (O'Hara and Stagl, 2001).

The USDA's Agricultural Marketing Service supports two forms of direct marketing, farmers markets and Farm to School programs. While selling to restaurants and institutions is only one form of direct marketing, including this approach in their marketing plan could provide farms with large, stable direct accounts. Farmers seeking large, stable, direct market accounts should avoid chain restaurants and instead target buyers for food - serving institutions and locally owned restaurants. Direct marketing will require increased effort for sales calls, distribution, and transportation for many small accounts rather than dumping truckloads at the nearby broker's warehouse. However, for farmers, the better prices should be worth it. Farmers markets and other direct economic institutions have received increasing attention as part of community economic development. Direct marketing requires farmers to diversify their skills and use of time (Starr et al., 2003).

The past decades have witnessed an incredible rise in the popularity of local and organic food and in direct marketing models such as farmers markets, u-picks, and community supported agriculture. This rise is supported by a literature and philosophy that envisions sustainable agriculture as a means to reconnect to local place and civic life. Market access for agricultural products often facilitates commercialization of production and adoption of commercial inputs like fertilizer, pesticides and the like. When farmers clearly perceive the future costs of current land degradation and when policy and institutional mechanisms support changes in behavior, improved market access can be the driving force for sustainable intensification of agriculture (Shiferaw et al., 2009).

Markets function according to a logic predicated on individual choice and the maximization of self - interest. Collective action, on the other hand, asks individuals to temporarily sacrifice their own needs for the good of the group (for example, a striking worker giving up wages so that everyone can receive better pay). While economic sociologists have certainly established that markets are embedded in social contexts and that those contexts can

be emotional and even moral (Alkon, 2008).

It has already been for decades though that a number of producers and consumers were searching for alternatives by maintaining or re-establishing local food markets because they were dissatisfied with the large scale, regionally concentrated food production, processing and distribution system. Food co-operatives, farmers' markets, community supported agriculture (CSA) groups among others were formed in order to provide consumers with organic and locally grown food. They aim to revitalize local food economies and to protect the environment. Many producers and consumers view local groups and initiatives as promising alternatives to an unsustainable globalizing agro-industrial food production system. Local food markets make an attempt to confine themselves to the resources and capacities available at the specific time and place at a reasonable rate (Stagl, 2002).

Sabet and Azharianfar (2017) in their study showed that population size and the convergent role of urban and rural vendors in connection with the development of transportation networks within an area affect the establishment and sustainability of rural and urban periodic markets and their regional development. Paying attention to the promotion of direct supply of rural agricultural and non - agricultural products in these markets is important in order to balance urban and rural development. They concluded that urban - rural reciprocal interactions have huge potentials to develop weekly markets and regional development in Iran (Sabet and Azharianfar, 2017).

Schupp (2016) showed that participation in the local food movement has grown dramatically in the United States, with the farmers' market being one of its most widespread and heavily promoted forums. One of the prime motivations leading to this growth is the movement's promise as an alternative to mass - marketed food capable of directly linking farmers and consumers while avoiding numerous pitfalls of the conventional food system. In this way, local food tactics such as direct to consumer have surpassed sales of one billion dollars a year, more than double the amount of the previous 10 years, making it one of the fastest growing food procurement methods in the United States. There have also been claims that this form of food purchasing treats participants more equitably and justly. The promise of benefits for farmers and consumers as well as society as a whole from farmers' market activity, coupled with the industry's rapid growth, raises several important questions, notably: where are these markets located at a national level, and who tends to have better access to them? He finally concluded that these markets would be located at a greater national level with very more welcoming by all of the people in the near future (Schupp, 2016).

Trauger, et al. (2010) refer to these new types of local food systems as "civic agriculture," or the process of

building local markets through direct sales to consumers-markets which are designed to promote community social and economic development in ways that commodity agriculture cannot. The kinds of enterprises that are most likely to promote social and economic development are those that connect producers and consumers through direct marketing or locality - based food processing and procurement. Examples include community gardens, farmer's markets, Community Supported Agriculture (CSA), box schemes, and pre - ordered and bulk meat purchases, among many other innovative marketing strategies. They concluded that these new types of local food systems will be developing many more in future (Trauger et al., 2010).

Bagdonis, et al. (2009) promote an understanding of civic agriculture that moves beyond its early focus on alternative market development to prioritize issues of identity, place and community purpose. They suggest that civic agriculture should enlarge its consideration of consumption from mere food purchasing by consumers to how the dietary choices of eaters link to nutritional outcomes with significant implications for human health. Which was initially seen as a way to identify local markets for small and medium scale local farmers, but has blossomed into an intervention for improved child nutrition and health (Bagdonis et al., 2009).

Raygor (2016) discussed in industrial agricultural system in the United States as well as pioneering views on the transition and emergence of a new way of farming for sustenance that focuses on small - scale farms and community - oriented food production. In today's agricultural system, there is no easy way for consumers to distinguish or interpret information about meat and produce with regards to the location grown, the farmer who produced it, the meaning of labels, and the process of production. There is a paradox of agriculture in which the romanticized images of farms and farmers do not correspond to the jaded reality of what the agricultural system of production has actually become: Toxic, inhumane, and non-sustainable. We must emphasize the important role consumers' play in the transition from industrial methods of agriculture to the emergent, more socially and ethically just methods of agriculture. When considering what food to purchase, there is a growing awareness among consumers in favor of sustainable modes of production, ethical animal husbandry, avoidable degradation of land and water, and the overall safety of food. A key component of the new, emerging agriculture is the ability to provide and verify information about farming and food to customers. It must emphasize on the importance of community - oriented food markets like Community Supported Agriculture (CSAs). In community - based markets assumes that all consumers will participate, have the means to do so, and not face gender or race - based inequalities. Farmers who work in the emerging market produce food for a clientele that believes good food is

worth the time required to seek it out and most are willing to pay a bit more to get a better product (Raygor, 2016).

Shiferaw et al., (2009) discussed that many smallholder farmers in vulnerable areas continue to face complex challenges in adoption and adaptation of resource management and conservation strategies. Improved market access that raises the returns to land and labor is often the driving force for adoption of new practices in agriculture. Market linkages, access to credit and availability of proper options for beneficial conservation are critical factors in stimulating livelihood and sustainability - enhancing investments. Access to markets (including output, credit, input markets), appropriate technologies, and the input and output prices define the production feasibility set and determine the livelihood and investment strategies. Access to markets and institutional arrangements (e.g., credit services and extension systems) create incentives to invest in options that expand future production and consumption possibilities (Shiferaw et al., 2009).

As Conner (2004) argued in recent years, we have witnessed the growth of organic and sustainable agriculture and other products that appeal to consumers' values. It is also not clear that consumers truly consider the full implications of their purchases when making decisions at the marketplace. Increasing numbers of consumers are purchasing products that are friendly to the environment, produced without animal testing; return fair wages to workers and producers, etc. Market access for local sustainable / organic food products must be ensured. Although demand for such goods has grown, these goods remain the purview of small niche markets. Focusing on the market for agricultural goods (and the choice between the paradigms of industrialized versus sustainable agriculture). In this regard, three major reasons (market failures, entry barriers, and biased policies) are difficult for consumers to express their values for a more sustainable system in this way, and why policy change is needed to create a fairer playing field (Conner, 2004).

Fielke and Bardsley (2013) discussed that overall responses supported literature highlighting the importance of farmers' markets to the producers who chose to exploit this marketing niche. Of most promise for long - term agricultural sustainability was evidence that certain groups of farmers were found to be realizing the potential of these and other alternative markets, in terms of their risk reducing capacity, and diversifying to include various conservation values into their agricultural enterprises. By surveying the stallholders at three farmers' markets in South Australia it was hoped that the implications of these alternative food networks could be recognized. The results correlated with a political ecological critique, as farmers recognized that farmers' markets were both a forum to enact their socio-ecological criticisms of productivist Australian

agriculture and a tool to incorporate values of environmental sustainability and equity into their agricultural practices and marketing. The processing and retail aspects of the food chain are also dominated by transnational or large national corporations, with the capacity to manipulate the market to maximize returns, often at the expense of the producer and / or consumer. Finally, it is argued that policies to improve access to farmers' markets and reduce the cost of participation would assist small-scale Australian agricultural producers to evolve smoothly into a multifunctional era (Fielke and Bardsley, 2013).

Islam and Grönlund (2007) discussed that farmers' participation in market and transport management is so poor that most of the time they are being forced to sell their products to local middlemen at dumped prices. Under these circumstances, experts opine that this deprivation on part of the growers may greatly be reduced if they would have been empowered with information. The timely and unbiased agricultural marketing information helps farmers to bargain with the middlemen for a fair price and gain profitable decisions in the short term with regard to what price to produce and what price to expect. Agricultural Market Information System intended to provide timely and accurate market information to farmers, wholesalers, and retailers, for the purpose of making actors more informed and markets more effective (Islam and Grönlund, 2007).

2.2. Civic Agriculture and Local Markets

Several scholars have claimed that small - scale agriculture in which farmers sell goods to the local market has the potential to strengthen social ties and a sense of community, a phenomenon referred to as "civic agriculture (Obach and Tobin, 2014).

Civic agriculture "exists between market and society" and is intended to re - embed social and economic activities in localities. Civic agriculture is characterized in the literature as complementary and embedded social and economic strategies that provide economic benefits to farmers at the same time that they ostensibly provide socio-environmental benefits to the community (Trauger et al., 2010).

The interconnection between the economic and social has been termed "embeddedness," and it is an idea that has been applied to various local food projects, including community-supported agriculture, which can be seen as attempts to create a richer alternative to the purely market - driven agricultural system. The connection between food, authenticity, and place can readily be discerned in tourism marketing as well (Schnell, 2013).

Lyson (2004) introduced the concept of "civic agriculture" to encompass a wide range of food and farming activities, all designed to encourage people to eat locally. These activities, which include farmers' markets, community - supported agriculture, community kitchens. They represent creative efforts by individuals

across the nation to reconnect with the local (in this case local food) and to re - embed themselves in community - based values and institutions (Delind and Bingen, 2008).

While farming was once carried out by mutually dependent small operators who primarily served the local community, agriculture has undergone an industrialization process that has fostered very different social and economic relations (Obach and Tobin, 2014).

What would it take to think about farmers - markets not just as places for market exchange and material transaction but as places for building community? (Delind and Bingen, 2008).

Re - embedding agro-food production in natural and social processes thus appears to require the creation of new consumer / producer links as well as alternative products (Raynolds, 2000).

It must point the importance of social and institutional factors like communication and trust in maintaining the long-term viability of markets. Social theory suggests that in situations of increasing distrust, alternative movements will emerge as consumers get organized to overcome their sense of unreliability and insecurity. Given the close connection between food systems and human well - being it is not surprising that alternative food systems have emerged in many complex, post-industrial societies. These alternatives generally seek to re-establish direct links between producers and consumers and to reestablish some control over a food system that has become distant and anonymous. Farmers' markets, food cooperatives, and other direct marketing schemes are part of this trend to regain a degree of reliability and trust. Local food market alternatives give growers a choice over what products to produce and what production methods to use; and they give consumers access to food they trust to be healthier and less harmful to their own bodies, their families and the environment (O'Hara and Stagl, 2001).

Stagl (2002) argued that there are special arrangements between consumers and producers in local markets. The consumers buy at the beginning of the growing season a share of the farm's harvest and receive in return every week one or two bags of fresh and organically produced fruits, herbs and vegetables of the specific local farm. These markets are characterized by face - to - face communication and risk sharing between consumers and producers, organic production techniques and local distribution of produce (Stagl, 2001).

2.3. Rural Women and Local Markets

Rural assembly markets are located in production areas and primarily serve as places where farmers can meet with traders to sell their products. These may be occasional (perhaps weekly) markets, such as haat bazaars in India and Nepal, or permanent (United States Department of Agriculture, 2016). Some of the strategies women farmers use to make a living from the farm have little to do with food or agricultural products, but all are a product of the process of providing a living for farmers

while meeting a social need in the community. Women - operated farms differ from men's in several important ways. Women tend to operate smaller farms; tend to be involved in livestock production; and are less likely to be the primary operator of farms that produce major commodities such as dairy, cotton, soybeans, and hogs. Some women farmers engage in a type of agriculture that is different from conventional and commodity farming, and women farmers' involvement with organic and local foods movements is well documented. When women disproportionately engage in alternative economic practices that emphasize community, family and innovative business models, it highlights the conventional association of masculinist economic

rationality with market and profit orientation. Women in sustainable agriculture are more likely to take on non-traditional productivist roles, with primary responsibilities for the work and decision making related to business development and management, resource allocation, production of crops and livestock, marketing of products, and development of new value-added businesses (Trauger et al., 2010).

In figure 3, present summarized findings from literature review on the role of local markets for improving human capabilities of local communities and regional sustainable development by rural - urban reciprocal interactions.

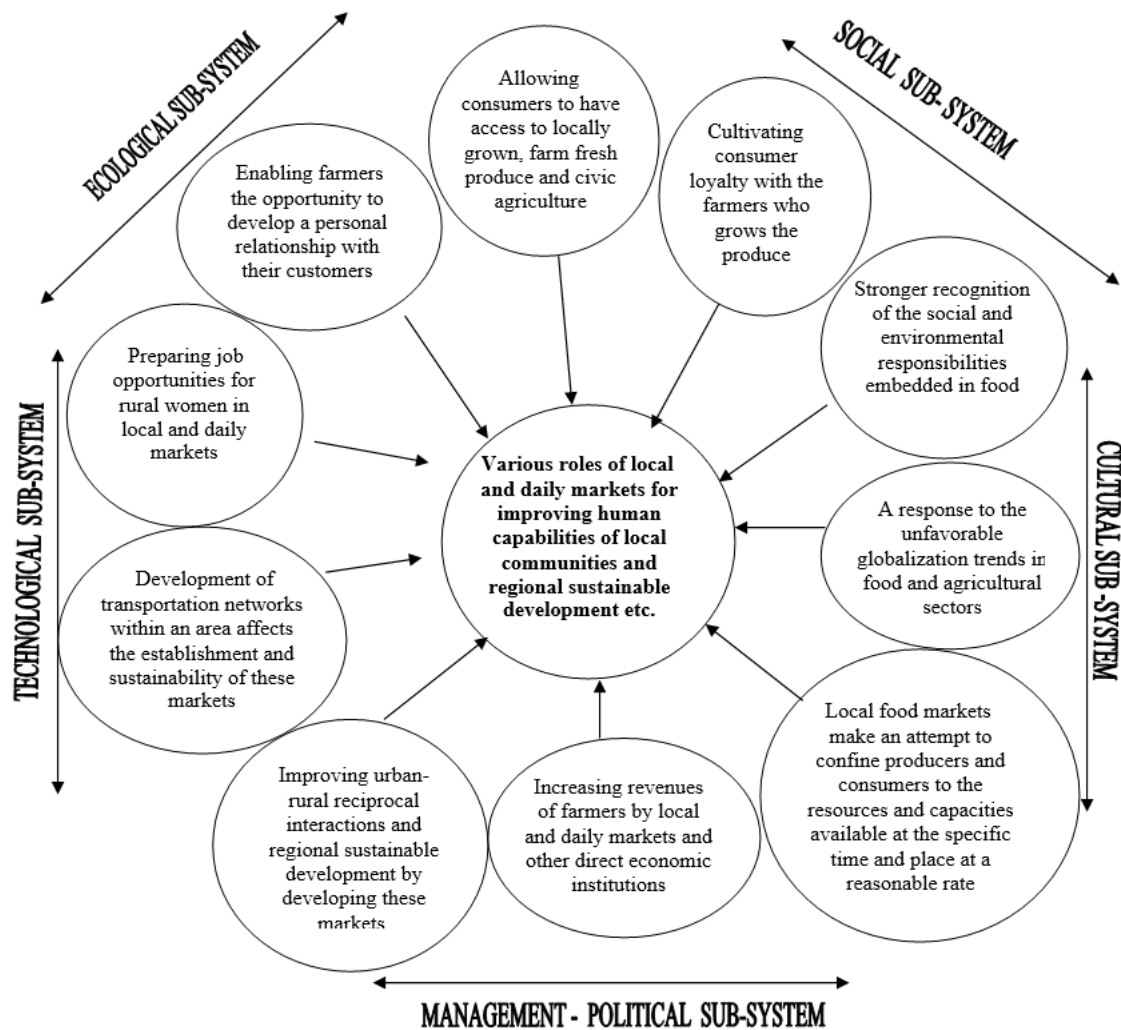


Figure 3. Acquired model from literature review on the role of local and daily markets for improving human capabilities of local communities and regional sustainable development by rural-urban reciprocal interactions (By researcher).

2.4. Benefits of Local Markets in Iran and Abroad

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Marketing systems are dynamic; they are competitive and involve continuous change and improvement. Businesses that have lower costs, are more efficient, and can deliver quality products, are

those that prosper. Marketing has to be customer - oriented and has to provide the farmer, transporter, trader, processor, etc. with a profit. Community Supported Agriculture, food hubs, on - farm markets and impact of these outlets on food access and local economic development, and help the public easily find sources of fresh, local food. "Food hubs", work to ramp

up the availability of local food in wholesale marketing channels by offering affordable aggregation, distribution and marketing services to small and mid-sized producers (United States Department of Agriculture, 2016).

Rasht city centre of Guilan Province in north of Iran and beside of Caspian sea, with a population of 714,546 people (according to the 2016 National Census) makes Rasht the most populous city in Northern Iran. As most of the industrial and commercial facilities of the province are centralized there is a major city in Guilan. In addition to a high concentration of private sector facilities, Rasht also serves as the centre for essential provincial public services and administrative branch offices. The size and strategic location of the city near the invaluable fertile plains of the North make Rasht one of the most important rural product trade centers in the region and country as well. Rasht's public outdoor market districts or bazaars have long functioned as the preferred centre of trade for the region. As the unique characteristic of a bazaar is the sale rural agriculture products, it has become the ideal locale for the purchase and sale of surplus products by villagers who reside in the city hinterlands (Statistical and Information Department of the Governorship of the Guilan province, 2016).

In figure 4, present field pictures from famous historical and traditional local market, of fish and vegetables (fresh greens) of Rasht, with more than 150 years old antiquity. In this famous traditionally market villagers, farmers and fishermen directly present their products to consumers and small stores and often their prices are lower and their products are fresher, safer, more organic and nutritive from other stores.



Figure 4. Famous historical and traditional local market of fish and vegetables (Fresh greens) of Rasht city, center of Guilan province in north of Iran and beside of Caspian sea with more than 150 years old antiquity (April 20, 2016).

Also in this, often observe organic farming and horticulture products that producing and supplying by farmers in their villages through traditional methods and without chemicals. Traditional cooked foods, pickles and

chutneys and marmalades etc. present in this famous place to consumers and tourists especially. This famous local market could create many job opportunities for local people by selling their agricultural products, traditional foods, handicrafts, etc. As show in figure 4, some historical and traditional local markets such as this, in addition to their defined commercial roles, could absorb a huge number of internal and foreign tourists and play their roles as important local touristy attractions.



Figure 5. Daily and local market of fruits and vegetables - Daily market of Ghafari St. of Birjand city, centre of South Khorasan province, Iran (November & January 2016 and 2017).

7. The daily travel of villagers to the local markets in Rasht city (A case study)

In findings of a research revealed that in addition to a shedding light on commuting trends, villagers travel to Rasht for accessing to markets; either for the sale of surplus crops to its urban markets or for the purchase basic products like food in grocery stores, accounted for a large portion of villager's daily journeys to the city. Also many farmers whose goods still ended up in Rasht after sale to urban intermediaries. Aside from needing access to the Rasht trade center for sale of rural products goods, the largest percentage villagers that travel out of economic necessity do so for access to grocery stores and markets that stock basic foods and goods completely absent from the small rural markets. A sizable 68.7% of villagers have to travel to Rasht at least three times a week for the purchase of everything from vegetables, beans, bread and dairy products to basic durable goods like clothing or shoes. Typically, rural markets are cramped and dark places that sell a limited variety of food that is low quality, or worse, out of date. Such decrepit facilities are no match for the high volume of quality goods that are offered at the reputable urban markets of Rasht. The phenomenon of daily travel for access to markets is also likely to intensify future out migration from the critical rice-producing district of Guilan as the inconvenience of constant travel to and from cities to buy food or earn agricultural income can eventually outweigh any benefits of maintaining residence in rural areas. In the "economic based travel" section of the research found a preference for selling

cultivated rice to the urban bazaars of Rasht rather than in outdoor rural markets or rice processing factories within the village. The preference for rural markets was also evident by the fact that rural residents sought daily food in the city for an alternative to dimly lit local stores with “outdated food (Ahmadi Nejad Masouleh, 2005).

2.5. Information Necessity for Farmers and Traders in Local Markets

Efficient market information can be shown to have positive benefits for farmers and traders. Up-to-date information on prices and other market factors enables farmers to negotiate with traders and facilitates spatial distribution of products from rural areas to towns and between markets. Most governments in developing countries have tried to provide market information services to farmers, but these have tended to experience problems of sustainability. Moreover, even when they function, the service provided is often insufficient to allow commercial decisions to be made because of time lags between data collection and dissemination. Modern communications technologies open up the possibility for market information services to improve information delivery through SMS on cell phones and the rapid growth of FM radio stations in many developing countries offers the possibility of more localized information services. In the longer run, the internet may become an effective way of delivering information to farmers. However, problems associated with the cost and accuracy of data collection still remain to be addressed. Even when they have access to market information, farmers often require assistance in interpreting that information. New marketing linkages between agribusiness, large retailers and farmers are gradually being developed, e.g. through contract farming, group marketing and other forms of collective action. Donors and NGOs are paying increasing attention to ways of promoting direct linkages between farmers and buyers within a value chain context. More attention is now being paid to the development of regional markets (e.g. East Africa) and to structured trading systems that should facilitate such developments. The growth of supermarkets, particularly in Latin America and East and South East Asia, is having a significant impact on marketing channels for horticultural, dairy and livestock products. Nevertheless, “spot” markets will continue to be important for many years, necessitating attention to infrastructure improvement such as for retail and wholesale markets (United States Department of Agriculture, 2016).

2.6. Marketing Training for Farmers

Farmers frequently consider marketing as being their major problem. However, while they are able to identify such problems as poor prices, lack of transport and high post-harvest losses, they are often poorly equipped to identify potential solutions. Successful marketing requires learning new skills, new techniques and new ways of obtaining information. Extension officers

working with ministries of agriculture or NGOs are often well-trained in horticultural production techniques but usually lack knowledge of marketing or post-harvest handling. Ways of helping them develop their knowledge of these areas, in order to be better able to advise farmers about market-oriented horticulture, need to be explored. While there is a range of generic guides and other training materials available from FAO and others, these should ideally be tailored to national circumstances to have maximum effect (United States Department of Agriculture, 2016). (Please see table 6).

3. Results

As showed in table 2, most of the respondents are male and this is maybe because of social-cultural conditions in this remote and deprived region (Birjand) that caused presence of men in the society are more possible and visible, and therefore more possibility for author accessing to them. This is also confirmed by (Sabet and Azharianfar, 2017; Trauger et al., 2010; Raygor, 2016).

Table 2. Gender of respondents*

Gender	Frequency
Male	319
Female	176
Total	495

*Producers and consumers / sellers / booth standers of agricultural commodities in these markets.

As showed in table 3, most of the respondents are consumers. This reasonable because of more frequency of consumers with compare to sellers in each markets. This is also confirmed by (Sabet and Azharianfar, 2017; Raygor, 2016).

Table 3. Type of respondents

Type of respondents	Frequency	Percent
Consumers	393	79.4
Producers / sellers / booth standers of agricultural commodities*	102*	20.6**
Total	495	100

* It is must be considered that the majority of sellers / booth standers in these markets also are producers of agricultural commodities or members of their families / first relatives doing this.

** Sampling type for sellers / booth standers in these markets in Birjand city was census that during three weeks this work by author presence has been done.

As showed in table 4, it see various categories of the community in these markets because of welcoming people to them for their lower prices and higher qualities. This is also confirmed by (Sabet and Azharianfar, 2017; Raygor, 2016; Trauger et al., 2010; Schupp, 2016).

In table 5, present viewpoints of the respondents about accessing to efficient market information. As showed in table 5 - major of producers & farmers / sellers / booth

standers evaluated accessing to efficient market information and role of government in this regard in these local markets relatively weak and un-sufficiently (near medium). This is maybe because of low level of literacy among them plus weak planning by related governmental organizations and lack of a holistic and systematic planning for agricultural development in Iran. These are also confirmed by (Schupp, 2016; Palmisano et al., 2016; Marzban et al., 2016; Islam and Grönlund, 2007; Shiferaw et al., 2009).

Table 4. Education degree of respondents*

Education degree of respondents	Frequency	Percent
Under diploma	144	29.1
Diploma	211	42.6
Senior diploma	50	10.1
B.A/B.C	56	11.3
M.A/M.C	25	5.1
Total	495	100

Table 5. Viewpoints of the respondents (102)* about accessing to efficient market information

Issues	Number of respondents	Mean (from 5)	Range (1-5)	Std. Deviation	No.
Access to efficient and up-to-date market information on prices and other market factors	102	2.49	3	0.84	1
Government has been tried for providing market information services to farmers	102	2.46	2	0.93	2
Modern communications technologies (such as internet) open up the possibility for market information services to improve information delivery	102	2.39	3	0.84	3

* Respondents including producers & farmers / sellers / booth standers of agricultural commodities in local and daily markets in Birjand city in 2016.

Table 6. Viewpoints of the respondents (102)* about accessing to efficient marketing training for farmers

Issues	Number of respondents	Mean (from 5)	Range (1-5)	Std. Deviation	No.
Access to efficient and up-to-date marketing training for farmers	102	2.67	3	0.75	1
Government has tried for providing efficient and up-to-date marketing training for farmers	102	2.58	3	0.73	2
Modern communications technologies (such as internet) open up the possibility for efficient and up-to-date marketing training for farmers	102	2.48	3	0.94	3

* Respondents including producers & farmers / sellers / booth standers of agricultural commodities in local markets in Birjand in 2016.

As showed in table 6 - major of respondents evaluated accessing to efficient marketing training for farmers and role of government in this regard in these local markets relatively weak and un-sufficiently (near medium). This is maybe because of weak planning by related governmental organizations and lack of a holistic and systematic planning for agricultural development and low level of awareness among officials about importance and necessitate of these marketing training for farmers in order to improving their works, jobs and well beings in Iran. These are also confirmed by (Islam and Grönlund, 2007; Shiferaw et al., 2009).

In table 7, viewpoints of the respondents about role of local and daily markets for supplying organic agricultural commodities and increasing satisfaction of consumers and producers have been presented. As showed in table 7- major of respondents evaluated various items in role of local and daily markets for supplying organic agricultural commodities, foods and goods and also increasing satisfaction of consumers and producers very high and valuable. These are also confirmed by (Schupp,

2016; Palmisano et al., 2016; Islam and Grönlund, 2007; Shiferaw et al., 2009).

In table 8, viewpoints of the respondents about role of local and daily markets for achieving sustainable development (SD) goals and criteria in the region have been presented. As showed in table 8, major of respondents evaluated various items in role of local markets for achieving sustainable development (SD) goals and criteria in the region very high and valuable. These are also confirmed by (Schupp, 2016; Palmisano et al., 2016; Shiferaw et al., 2009).

In table 9, presented a brief on Hypotheses of this study and final results of their tests. As showed in table 9, major Hypothesis of this research were confirmed and only between age of consumers and their viewpoints about role of local and daily markets for increasing their satisfaction in South Khorasan province, there wasn't meaningful correlation. This is maybe because of these markets are relatively new issues in lives of traditional city of Birjand and older people don't become accustomed to them yet.

Table 7. Viewpoints of the respondents (102)* about role of local markets for supplying organic agricultural commodities and increasing satisfaction of consumers and producers

Issues	Number of respondents	Mean (from 5)	Range (1-5)	Std. Deviation	No.
Local market give consumers access to food that they can trust to be healthier and less harmful to their own bodies, their families and the environment	495	4.82	3	0.84	1
Shortening destructive role of local middlemen at dumped prices from farmers in agricultural markets	495	4.81	2	0.93	2
Improving direct linkages among agricultural producers & consumers and reducing final prices of goods	495	4.78	3	0.94	3
Supplying more organic and fresh foods by them	495	4.76	3	0.93	4
They are best vehicles for confining people to the resources and capacities available at the specific time and place at a reasonable rate and price	495	4.72	3	0.88	5
This form of food purchasing treats participants more equitably and justly	495	4.68	3	0.75	6
People believe good food is worth the time required to seek it out in these markets	495	4.67	2	0.73	7
Most of people are willing to pay a bit more to get a better product in these markets	495	4.66	2	0.72	8
Small-scale agriculture in which farmers sell goods to the local markets has the potential to strengthen social ties and a sense of community	495	4.62	2	0.78	9
Local markets give farmers a choice over what products to produce and what production methods to use	495	4.61	3	0.93	10
There are special arrangements and deep trusts between consumers and producers in local markets	495	4.59	3	0.95	11
These markets are characterized by face-to-face communication and risk sharing among consumers and producers by organic production techniques	495	4.58	3	0.90	12
Efficient and up-to-date market information on prices and other market factors enables farmers to negotiate with traders and also better distribution of products	495	4.54	2	0.90	13
Successful local markets need new skills, new techniques and new ways for obtaining information	495	4.53	3	0.96	14

*Respondents including consumers & farmers / sellers / booth standers of agricultural commodities in local and daily markets in Birjand city in 2016.

Table 8. Viewpoints of the respondents (495)* about role of local markets for achieving Sustainable development (SD) goals and criteria in the region.

Issues	Number of respondents	Mean (from 5)	Range (1-5)	Std. Deviation	No.
Improving constructive rural - urban reciprocal interactions	495	4.82	3	0.84	1
Improving sustainable utilization and linkages among natural resources, agricultural production and local communities	495	4.81	2	0.93	2
Helping the shift from large-scale, conventional agricultural to small-scale, local production of food	495	4.78	3	0.94	3
Helping agricultural development in region level	495	4.76	3	0.93	4
Improving local food movement for benefitting to farmers and shoppers	495	4.72	3	0.88	5
Helping local-based food production in order to ensure a more sustainable, healthy system for citizens	495	4.68	3	0.75	6
Building local markets promote community, social and economic development / Civic Agriculture	495	4.67	2	0.73	7
They are best vehicles for confining people to the resources and capacities available at the specific time and place at a reasonable rate and price	495	4.67	2	0.73	7
Improving rural women ability for selling their foods and agricultural products and earn reasonable income	495	4.66	2	0.72	8
Improving a strong private sector backed up by appropriate policy and legislative frameworks and effective government support services through successful local markets	495	4.62	2	0.78	9
Improving provision market infrastructure, supply of market information, and agricultural extension services that able to advise farmers on marketing by related governmental organizations	495	4.61	3	0.93	10
Improving and develop rural-market linkages and gender issues beside local markets by related governmental organizations	495	4.59	3	0.95	11
Improving, design and develop markets that meet a community's social and economic needs and choose a suitable site for new local markets by related governmental organizations	495	4.58	3	0.90	12
Improving inside the local markets, both hygiene rules and revenue collection activities	495	4.54	2	0.90	13
Improving local markets successfully within a supportive policy, legal, institutional, macro-economic, favorable infrastructural and bureaucratic environment	495	4.53	3	0.96	14

* Respondents including consumers & farmers / sellers / booth standers of agricultural commodities in local and daily markets in Birjand city in 2016.

Table 9. Test results of Hypotheses

No.	Hypotheses	Results of Tests (P-values)
1	There is meaningful correlation between education (years of schooling) of consumers and their viewpoints about role of local and daily markets for increasing their satisfaction.	Confirming (H1)
2	There is meaningful correlation between age of consumers and their viewpoints about role of local and daily markets for increasing their satisfaction.	Not Confirming (H1) [Confirming (H0)**]
3	There is meaningful correlation between economic situation (wealth) of consumers and their viewpoints about role of local and daily markets for increasing their satisfaction.	Confirming (H1)
4	There is meaningful correlation between education (years of schooling) of consumers and their viewpoints about role of local and daily markets for supplying organic agricultural commodities.	Confirming (H1)
5	There is meaningful correlation between age of consumers and their viewpoints about role of local and daily markets for supplying organic agricultural commodities.	Confirming (H1)
6	There is meaningful correlation between economic situation (wealth) of consumers and their viewpoints about role of local and daily markets for supplying organic agricultural commodities.	Confirming (H1)
7	There is meaningful correlation between education (years of schooling) of sellers / booth standers of agricultural commodities and their viewpoints about role of local and daily markets for increasing their net incomes in Birjand.	Confirming (H1)
8	There is meaningful correlation between age of sellers / booth standers of agricultural commodities and their viewpoints about role of local and daily markets for increasing their net incomes.	Confirming (H1)
9	There is meaningful correlation between economic situation (wealth) of sellers / booth standers of agricultural commodities and their viewpoints about role of local and daily markets for increasing their net incomes.	Confirming (H1)
10	There is meaningful correlation between years of working in these markets of sellers / booth standers of agricultural commodities and their viewpoints about role of local and daily markets for increasing their net incomes.	Confirming (H1)
11	There is meaningful correlation between education (years of schooling) of consumers and their viewpoints about role of local and daily markets for achieving Sustainable Development (SD) goals and criteria in the region.	Confirming (H1)
12	There is meaningful correlation between education (years of schooling) of sellers / booth standers and their viewpoints about role of local and daily markets for achieving Sustainable Development (SD) goals and criteria in the region.	Confirming (H1)
13	There is meaningful correlation between age of sellers / booth standers and their viewpoints about role of local and daily markets for achieving Sustainable Development (SD) goals and criteria in the region.	Confirming (H1)
14	There is meaningful correlation between economic situation (wealth) of consumers and their viewpoints about role of local and daily markets for achieving Sustainable Development (SD) goals and criteria in the region.	Confirming (H1)

* The Alternative Hypothesis, ** The Null Hypothesis, *** Respondents including consumers & farmers / sellers / booth standers of agricultural commodities in markets in Birjand in 2016, **** The level of significance is .01

In Figure 6 present pictures from daily and local market of Cheharshanbeh Bazaar (Wednesday market) (Without booths - solely in Wednesday of each weeks is holding).



Figure 6. Local market of Cheharshanbeh Bazaar (Wednesday market) in Birjand. As showed in two above pictures, plus agricultural commodities other goods such as clothing, small furnitures etc. have been sold in this market.

This daily market of Cheharshanbeh Bazaar that at least 10,000 people shopping from this market in each wednesday, also could create a lot of job opportunities for local people (youth, women, poor and unemployed persons) by selling their agricultural products,

handicrafts, traditional foods etc.. These local markets could absorb a lot of satisfaction from consumers and welcoming people because of their lower prices and high quality of their commodities etc.. As showed in two above pictures plus agricultural commodities, other goods such as handicrafts, clothing, small furnitures etc. have been sold in this market.

4. Discussion

Iranian Agriculture has always been affected by international trends and variable commodity prices, especially the oil industry, and the risks due to market crises and environmental factors such as drought, pests and temperature extremes. Also its farming systems are limited by constraints such as water scarcity, drought, soil erosion, fertility decline, plant diseases and pests, natural disasters, variable temperatures, dispersed farm plots, unstable markets and arbitrary price policies, and lack of access to credit, innovations and inputs (Karamidehkordi, 2010).

Food systems provide a closer and more personal (physical) feedback mechanism than virtually any other sector of the economy given the close connection between food and human health and well-being. Food systems may, therefore, have a particularly important

role to play in providing viable examples for re-embedded and more sustainable market alternatives (O'Hara and Stagl, 2001).

Well-functioning marketing systems necessitate a strong private sector backed up by appropriate policy and legislative frameworks, favorable macro-economic, infrastructural and bureaucratic environment and effective government support services. Such services can include provision of market infrastructure, supply of market information, and agricultural extension services able to advise farmers on marketing. Training in marketing at all levels is also needed. Markets play an important role in rural development, income generation, food security, developing rural - market linkages and gender issues. Planners need to be aware of how to design markets that meet a community's social and economic needs and how to choose a suitable site for a new market. In developing countries, there remains considerable scope to improve agricultural marketing by constructing new retail markets, despite the growth of supermarkets, although municipalities often view markets as sources of revenue rather than infrastructure requiring development. Effective regulation of markets is essential. Inside the market, both hygiene rules and revenue collection activities have to be enforced. Poor support institutions, such as agricultural extension services, municipalities that operate markets inefficiently and export promotion bodies, can be particularly damaging. Poor roads increase the cost of doing business, reduce payments to farmers and increase prices to consumers (United States Department of Agriculture, 2016).

Many things in life are intrinsically worthwhile without being profitable or efficient. Just because "the market" determines some outcome does not mean we have to live with it. The outcomes of market economies are determined by a large number of institutions and arrangements that evolve without consideration of their broader effects on the system as a whole. A local sustainable food system whose primary purpose is to provide ourselves with healthy food, today and in the long run, may not meet the narrow our criteria (Conner, 2004).

Shifting distribution and processing back from large-scale global markets to regional markets, local communities and households also complements considerations of the physical/material and biological requirements of sustainable food production by its relational social and institutional requirements (Stagl, 2002).

With respect to findings of the research we can summarize them as following issues;

- The majority of producers & farmers / sellers / booth standers evaluated accessing to efficient market information and role of government in this regard in these markets relatively weak and un- sufficiently (near medium). This is maybe because of low level of literacy

among them plus weak planning by related governmental organizations and lack of a holistic and systematic planning for agricultural development in Iran. These are also confirmed by (Schupp, 2016; Palmisano et al., 2016; Marzban et al., 2016; Islam and Grönlund, 2007; Shiferaw et al., 2009).

- The majority of respondents evaluated accessing to efficient marketing training for farmers and role of government in this regard in these markets relatively weak and un-sufficiently (near medium). This is maybe because of weak planning by related governmental organizations and lack of a holistic and systematic planning for agricultural development and low level of awareness among officials about importance and necessitate of these marketing training for farmers in order to improving their works and well beings in Iran. These are also confirmed by (Islam and Grönlund, 2007; Shiferaw et al., 2009).

- The majority of respondents evaluated various items in role of local markets for supplying organic agricultural commodities, foods and other goods and also increasing satisfaction of consumers and producers very high and valuable. This is also confirmed by (Sabet & Azharianfar, 2017; Bagdonis et al., 2009; Schupp, 2016; Palmisano et al., 2016; Marzban et al., 2016; Islam and Grönlund, 2007; Shiferaw et al., 2009; Raygor, 2016).

- The majority of research Hypothesis were confirmed and only between age of villagers and their viewpoints about role of local markets for increasing their satisfaction in Birjand there was not meaningful correlation. This is maybe caused because of major favorable effects of local markets for increasing villagers income and satisfaction. This is also confirmed by Islam and Grönlund (2007).

With respect to above findings, following recommendations present for improving functions of local markets;

More pay attention by government and policy makers to: real needs and tastes of majority of people during determining place and establishing these local markets; providing mechanisms for more job-creating for unemployed youth in these markets; providing opportunities for women that they can work and compete with men in an equitable and justify conditions in these markets; providing insurance mechanisms for persons who work in these markets; providing monitoring and controlling mechanisms by The Municipality Organizations for persons who work in them; providing circumstances and conditions for confining people to the resources and capacities available at the specific time and place at a reasonable rate and price by these markets; providing circumstances and conditions for promoting community, social and economic development and strengthening social ties and a sense of community / civic agriculture, by these markets; providing circumstances and conditions for improving rural women ability for selling

their foods and agricultural products and earn reasonable income by these markets; providing circumstances and conditions for accessing to efficient and up-to-date market information on prices and other market factors that enables farmers to negotiate with traders and also better distribution of products by these markets; providing circumstances and conditions for accessing to and achieving new skills, new techniques and new ways of obtaining information by farmers and sellers for success of these markets; providing circumstances and conditions for establishing, strengthening and maintaining a strong private sector backed up by appropriate policy and legislative frameworks and effective government support services for success of these markets; providing and provision market infrastructure, supply of market information, and agricultural extension services able to advise farmers on marketing by government for success of these markets; developing rural-market linkages and gender issues beside local markets by government for success of these markets; designing markets that meet a community's social and economic needs and choose a suitable site for new local markets by government; enforcing inside the local markets, both hygiene rules and revenue collection activities by government; providing and provision circumstances and conditions for a supportive policy, legal, institutional, macro-economic, favorable infrastructural and bureaucratic environment for success of these markets.

In figure 7, present pictures from a peasantry and subsistence farming that belonging to an elderly man in a villages with 60 Km distance to Isfahan city and beside of Zayandehrood river, center of Iran. As observe in these pictures amount of agricultural productions of these poor farmers is very limited and thus these local markets are best vehicles for marketing their agricultural productions etc.



Figure 7. A peasantry and subsistence farming

In figure 8, present pictures from a peasantry and subsistence farming that belonging to two elderly man and woman in Tanak villages with 45 Km distance to Birjand city, east of Iran. Their main employment are rearing of birds (turkey and chicken) plus carpet weaving in their peasantry and traditional house (Please see figures 42 - 50).

As observe in these pictures amount of agricultural productions of these poor farmers is very limited and

thus these local markets are best vehicles for marketing their agricultural productions etc.



Figure 8. A peasantry and subsistence farming rearing of turkey and chicken.

In figure 9, present pictures from local market of Khorashad village, 35 Km distance to Birjand city, center of South Khorasan province, south east of Iran. Rural women (especially), men and children work in this local market. As show in these pictures, plus agricultural commodities (fruits, vegetables etc.) other goods such as clothing, handicrafts etc. have been sold in this market. This local market to be held every friday in this touristy village (Jomeh Bazar in persian). (Please see figures 51 - 84).



Figure 9. Rural women (especially), men and children work in this local market

In Figure 10, presented final and exigency acquired model on role of local markets for improving human capabilities of local communities, supplying organic agricultural commodities, increasing satisfaction of consumers and producers, creating job opportunities for youth, women, poor and unemployed people in the region and finally regional sustainable development by strengthening rural-urban reciprocal interactions.

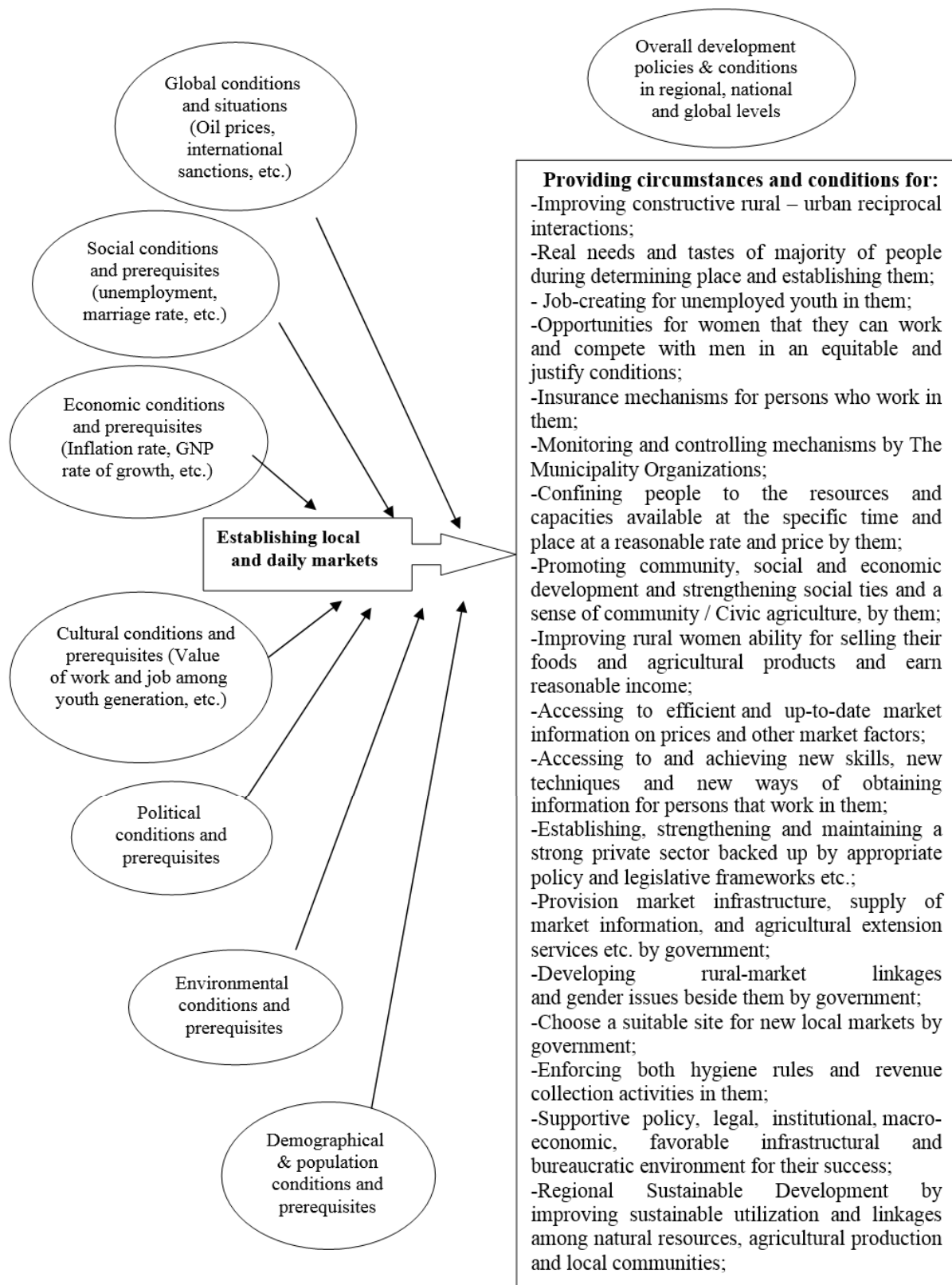


Figure 10. Final and exigency acquired model on the role of establishing local and daily markets for improving human capabilities of local communities, supplying organic agricultural commodities, increasing satisfaction of consumers and producers, creating job opportunities for youth, women, poor and unemployed people in the region and finally regional sustainable development by strengthening rural-urban reciprocal interactions (By researcher).

Conflict of interest

The author declare that there is no conflict of interest.

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