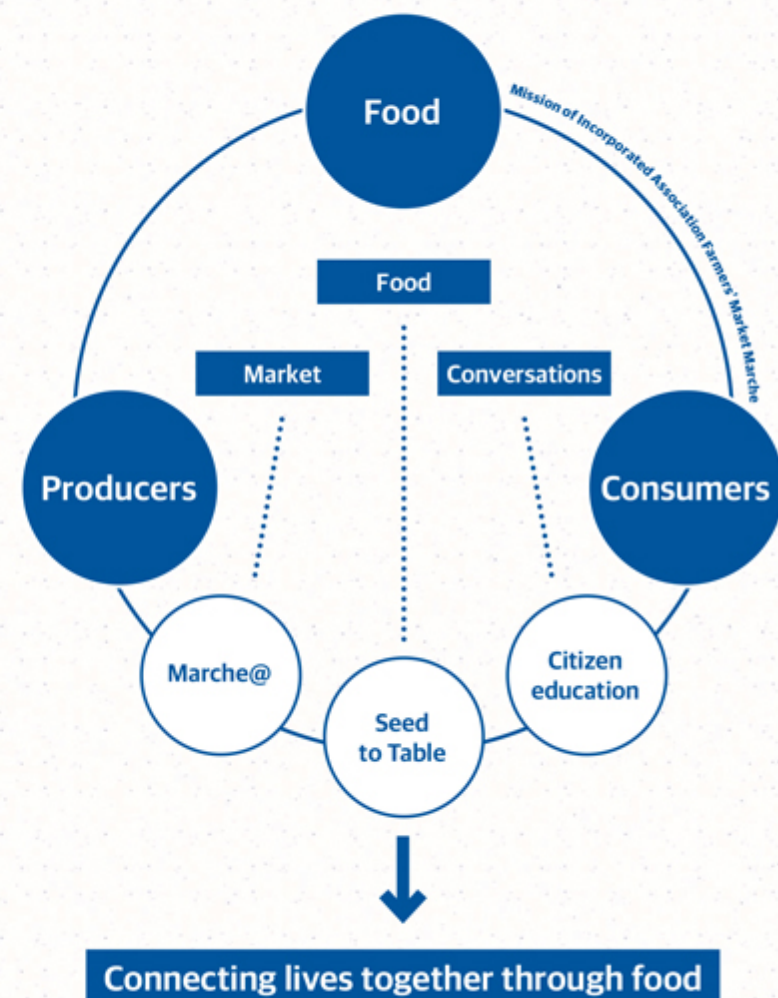


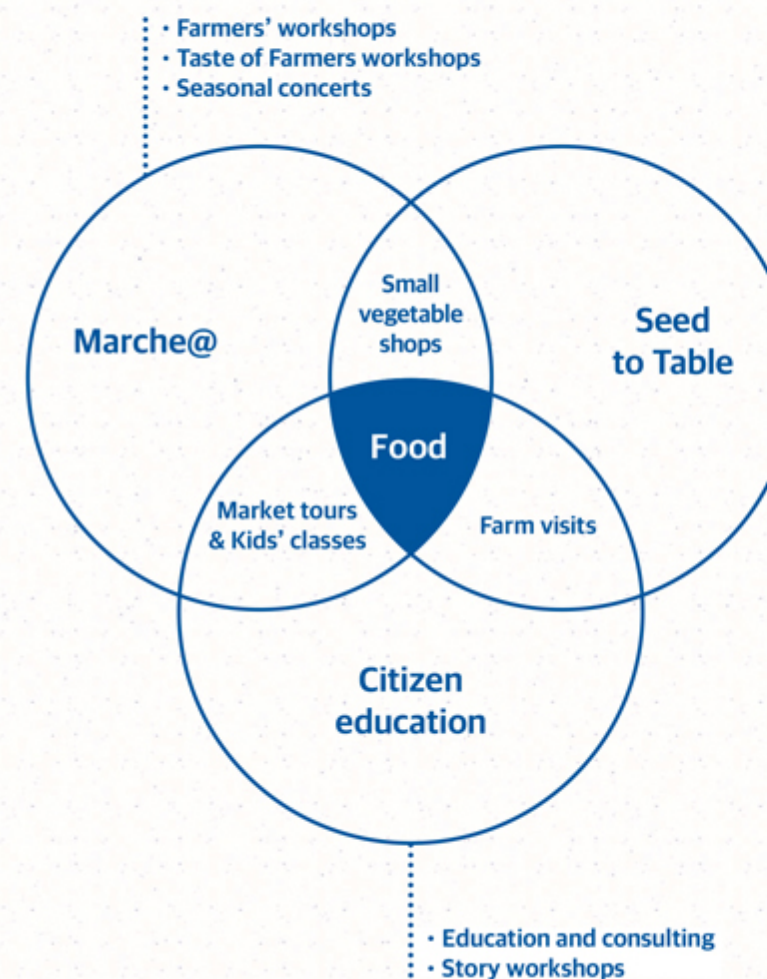
Farmers, cooks, foodmakers and artisans come together at the **Farmers' Market for Sharing Stories Marche@**



## Connecting lives together through food



## Key enterprises of Incorporated Association Farmers' Market Marche



## Led by market planning groups

### Marchefriends

Friends of Marche is the planning management group for Marche@, which also manages Incorporated Association Farmers' Market Marche. Aside from organizing the market, Friends of Marche also engages in various activities to link the market to everyday life, further pioneering the sustainability of the market through numerous enterprises related to its original purpose. As of 2019, it is comprised of five activists.

To enquire about various agriculture-related enterprises and projects, opening a market, consulting, and developing recipes through collaboration with local communities and cooks, please contact us at [contact@marcheat.net](mailto:contact@marcheat.net).

### Incorporated Association Farmers' Market Marche

Incorporated Association Farmers' Market Marche was founded in February 2017 as an organization dedicated to ensuring the sustainability of the Farmers' Market for Conversations, and operates numerous enterprises to further the self-reliance and values of Farmers' Market Marche@.

## For further information on Marche

**Website** [www.marcheat.net](http://www.marcheat.net)  
**Blog** [blog.naver.com/fmmarcheat](http://blog.naver.com/fmmarcheat)  
**Instagram** @marchefriends  
**Facebook** /marchewithseoul  
**Address** 87 Jeungsan-ro, Mapo-gu, Seoul (661 Seongsan-dong)  
**E-mail** [contact@marcheat.net](mailto:contact@marcheat.net)  
**Registration** Seoul Incorporated Association Registration No. 2017-49

## Connecting lives together through food

**Marche@** seeks to introduce food that values both nature and human life, while initiating conversations with a focus on the various relationships and structures that surround our food.

By building relationships, we change each other's lives and endeavor to consider the earth in our everyday lives, thereby allowing sustainable lives for both producers and consumers in a market where different cuisines meet different lives.

## A farmers' Market for Sharing Stories

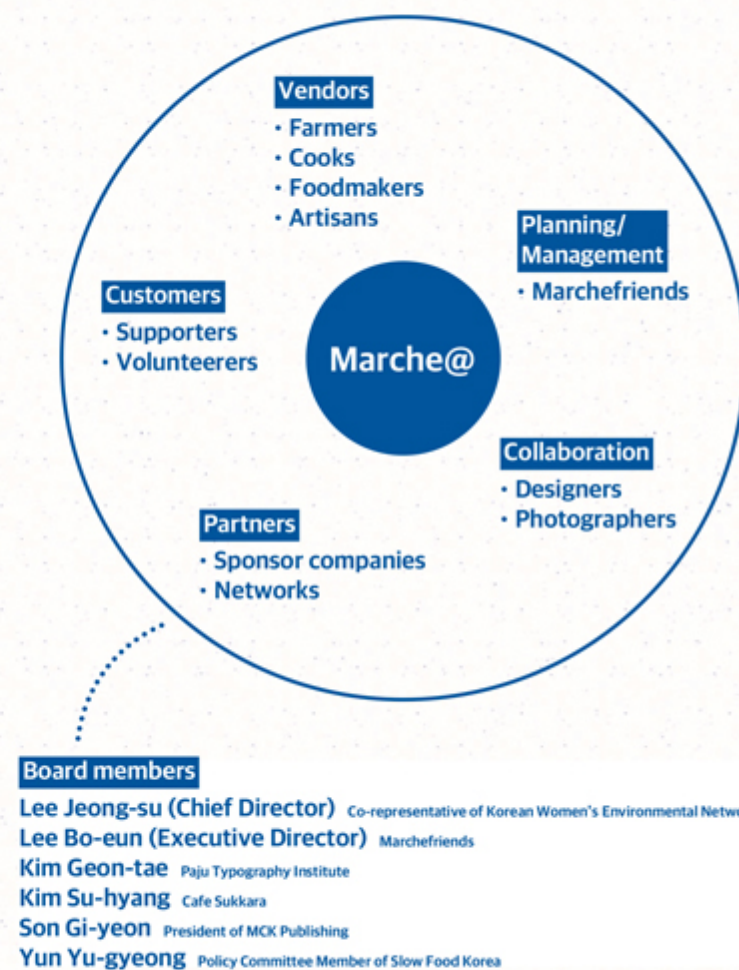
Here, producers meet and talk with their customers in person, and take responsibility for their produce. As producers and consumers talk and ask each other questions, they become better acquainted, engage in meaningful discussions, and create valuable relationships.

We designed various items of furniture to create a market for pleasant conversations, and aim to create a marketplace without any trash. To aid conversations, we post information on the producers online.

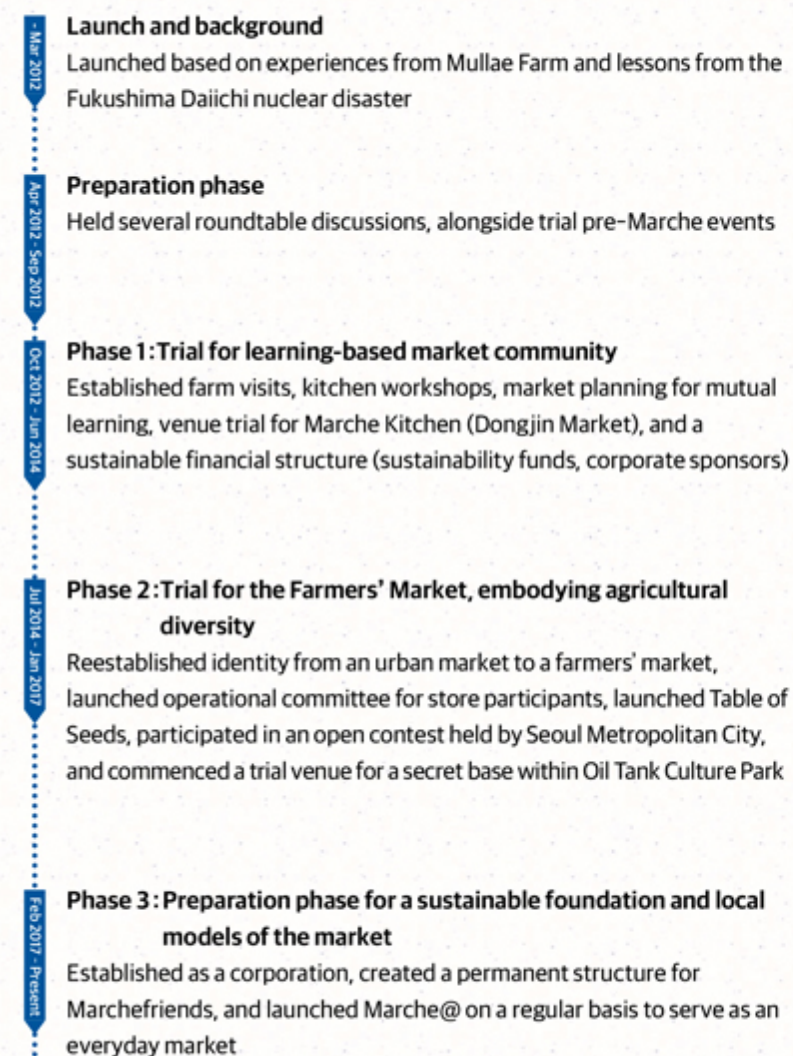
Even if products are sold out, producers will stay around to talk with customers.

Conversations shared between producers and customers will yield precious opportunities outside of the market, such as the 'Seed to Table' and the 'Farm Visit Program'.

## People who build the market



## From the beginning until today



## Building the market alongside citizens

Marche@ is being built in tandem with countless designers and artists.

The market also serves a venue for volunteer activities by citizens. Each market is operated by around 20 to 30 citizen volunteers who are recruited through an open call.

Each year, fans of Marche@ join the Supporters. The Supporters regularly participate in the market, leading volunteer activities as well as helping to improve the market by producing content and making various suggestions.

\*Supporters are recruited at the start of each year.

## Opening in various spaces across the city

### Marche + @

A portmanteau of the French word "marché" meaning "market" or "marketplace", and the preposition "at" (stylized as "@"), Marche@ refers to a market that can open anywhere in the city. It is pronounced as "marché at". Marche@ takes place in many different locations on both a regular and ad hoc basis, representing a new usage of the urban space where citizens can mingle and share new lifestyles within an open space.

### Farmers' Market

The Marche Farmers' Market began in October 2012, in Hyeohwa. Later, it also began to take place twice a month in locations such as Yangjae-dong, Myeong-dong, Oil Tank Culture Park, and Seongsu-dong. In 2019, we trial launched the Vegetable Market as a benchmark for a new market. At present, the Farmers' Market is being held once a month, on the second Sunday of each month, at Hyeohwa. Farmers' Market @ Hyeohwa has been held regularly at the same location for the longest among the Marche markets, attracting customers who are shopping for everyday essentials and youths who are enjoying this new marketplace culture.

### Farmers' Market @ Hyeohwa

**Date** Second Sunday of every month  
**Time** 11 a.m. to 4 p.m.  
**Address** Marronnier Park, 1 Daehak-ro 8-gil, Jongno-gu, Seoul

\* Each market holds special events, seasonal concerts, farmers' workshops, Taste of Farmers workshops, market tours, etc.

\* At present, as of June 2019, each Farmers' Market draws the participation of around 80 teams of producers on average, among which around 50 to 60 percent are farmers. The average number of visitors is around 9,500, resulting in total sales of around 50 million won.



## Opening in various spaces across the city

### Vegetable Market

The Marche Vegetable Market was launched in April 2019 in Hapjeong-dong and May 2019 in Seongsu-dong. Based on knowhow accrued over six years of the Marche Farmers' Market, we are experimenting with a smaller market that stands closer to scenes of everyday life. We also adopted an indoor space to overcome the limitations of outdoor markets such as the impact of rapid weather changes. It is a smaller market that takes place in the midst of the neighborhood, with the aim to allow leisurely and in-depth conversations with farmers and to restore the joy of hand-picking groceries and cooking for ourselves.

### Vegetable Market @ Seongsu

**Date** First Saturday of every month  
**Time** 11 a.m. to 3 p.m.  
**Address** Seongsu Yeonbang, 14 Seongsui-ro 14-gil, Seongdong-gu, Seoul

### Vegetable Market @ Hapjeong

**Date** Fourth Tuesday of every month  
**Time** 11 a.m. to 3 p.m.  
**Address** Mudaeryuk, 357-7, Hapjeong-dong, Mapo-gu, Seoul

\* At present, as of June 2019, each Vegetable Market draws the participation of around 20 teams of farmers on average, with one team of chefs specially invited for each market. The average number of visitors is around 900, resulting in total sales of around 10 million won.

\* Time and location may vary depending on the circumstances, so please refer to the website before you visit.

## Embodying the diversity of agriculture



### Agriculture

We are rethinking the concept of agriculture as the deep and enduring root of our livelihoods. Throughout history, we have cultivated over 5,000 varieties of beans and over 1,400 varieties of rice in Korea. This agricultural tradition has come to fruition in a diverse culinary culture after thousands of years.

Korea is a rich repository of agricultural and culinary diversity. With a focus on this diversity, we will continue to practice agriculture as a way of life.

A number of small things can unite to create great beauty. This beauty can lend its power to sustain the small things in return.

At Marche@, small-scale sustenance farmers such as city farmers and second-career farmers, as well as young farmers taking up household farms, sow their seeds while experimenting with various farming practices that are appropriate to the land, season and their local communities.

We are opening a market with the diverse farming methods and stories gathered from farmers themselves.

→ Seed Market, Grass Market, New Wheat Market, Farmhouse Honey, Local Market

Cooks collaborate and convey the robust and varied flavors of agriculture.

→ Farmhouse Coop Plate, Taste of Farmers workshops

## Bringing together farmers, cooks, foodmakers and artisans

All Vendors should participate in meetings for the smooth operation of the market and comply with the code of conduct for Vendors. For further information on the selection criteria and process for entrepreneur teams, please refer to [Homepage > Inquiries > Inquiries for new stores].



### Farmers

We prioritize farmers who grow their products in the suburbs of cities, using sustainable methods that place less stress on the environment. For local produce, we recruit small-scale producers who directly produce and sell primary agricultural goods.



### Cooks, Foodmakers

We engage with cooks who cook using primary agricultural goods. Our cooks and foodmakers focus on dishes made using domestic or suburban agricultural produce, and collaborative efforts such as using ingredients supplied by the Marche@ Farmers Team.



### Artisans

We work with practitioners of cuisine-related handicrafts, prioritizing craft products made using environmentally-conscious manufacturing methods.

## Showcasing an earth-conscious lifestyle

Ever since our first market, we have been thinking about creating a space befitting a market for conversations. We strive to rid our market of disposable goods, so that people can share pleasant conversations in a trash-free environment.



### Rented plates

To reduce the use of disposable goods, we rent out plates made of eco-friendly materials, then wash and reuse them.



### Reusable paper bags

To avoid using plastic bags, we receive donations of reusable paper bags from citizens, to be reused in the market.



### Nature-conscious way of living

We actively encourage visitors to bring their own shopping baskets, utensils and tumblers.



### Chalkboard as handwritten signs

We use chalkboard signs, instead of disposable or plastic banners.



### Recycling trash

We separate trash from the market with help from our volunteers, and recycle food waste as compost.