

# **PROMOTING THE DEVELOPMENT OF LOCAL MARKETS WITH AN EXCLUSIVE FOCUS ON SHORT SUPPLY CHAINS IN SUCEAVA COUNTY**

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## **Abstract**

This research focuses on efforts to promote the development of local markets in Suceava County, with an exclusive focus on the use of short supply chains. The main purpose of the research is to examine how this approach can influence economic development and sustainability in the region. Through a detailed analysis, the paper explores how local producers and consumers in Suceava County collaborate directly, eliminating intermediaries and reducing the distance between producers and consumers. The benefits of this approach are examined, including increased income for producers, the promotion of local products, and support for the local economy. Additionally, the paper examines the challenges faced in successfully implementing short supply chains in the specific context of Suceava County, such as infrastructure, regulations, and the education of both consumers and producers. The impact on community development and sustainable growth is also analyzed, including aspects related to reducing the carbon footprint and promoting sustainable agriculture. This research highlights the importance of promoting economic development and sustainability through local markets and short supply chains in Suceava County. Through analysis and evaluation, the paper provides significant insights for the ongoing development of these markets and for supporting local producers and agricultural communities.

**Key words:** short food supply chains, local producers, agri-food sector, benefits