

FARMERS' MARKETS IN THE 21ST CENTURY – A BIBLIOMETRIC OUTLOOK

Áron Török^{1*}, Sándor Kovács², Gréta Maró³, Zalán Márk Maró^{1,3}

¹Department of Agricultural Economics, Corvinus University of Budapest, Budapest, HUNGARY

²Department of Economical and Financial Mathematics, University of Debrecen, Debrecen, HUNGARY

³Doctoral School of Business and Management, Corvinus University of Budapest, Budapest, HUNGARY

*corresponding author: aron.torok@uni-corvinus.hu

Short food supply chains are considered a potential solution for sustainable food consumption in the 21st century. Traditionally, farmers' markets are the most commonly used sales channels among short chains in many countries. In the last decades, the literature on farmers' markets exponentially grew, together with their importance in the food supply chains in both developed and developing countries.

In our study, we provide a comprehensive overview of the related literature available in the Scopus and Web of Science databases (n=1,765), applying bibliometric technics (collaboration and thematic maps, co-citation network, bibliometric coupling, thematic evolution, trend topics, and historiogram).

The results clearly indicate the most important trends and also identify the main topics to be covered in the short and middle term. First, farmers' markets can be considered a food supply source of fresh and nutritious foods for average or vulnerable consumer groups (e.g., in Europe, or in the USA, respectively). Second, farmers' markets can contribute to the sustainability measures expected by strategic initiatives of the European Union. Third, food safety issues are still on the agenda, mostly in developing countries.