

# BEST PRACTICES

Title of your case study

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## **Institutional information**

*Name of contact person:* Marlen Mounti

*Email of contact person*

*Name of institution:* Kika's Garden

*Region and Country where the case study took place:* Kalepeia, Paphos, Cyprus

*Website*

*Facebook (link):* <https://www.facebook.com/kikasfoodandproduce/>

*Twitter (link)*

*Linked In (link)*

*Google + (link)*

*Media*



## **Summary**

### **Explain your case in one or two sentences**

Kika's garden is a private business that centers around sustainable farming, using traditional Cypriot practices, with a brunch concept, making the produce available -as a finished product- to the public.

### **Background information: How was the situation previous to your actions?**

The area was primarily agricultural, with apple orchards, fig trees and vegetable produce. These were primarily aimed to meet the family needs and were not commercially available. However, as they were producing a lot of products, they decided to make them available to locals, as a finished product (an organic brunch) rather than as individual products.

### **What were the needs you identified?**

The modern way of life had brought about a disruption making people more and more unaware of where their fruits and vegetables were coming from, how they were grown, and how they were distributed. Mass production of fruits and vegetables, massive imports, and the supermarket food chains, have alienated people from traditional practices and have also removed their own connection to the traditions and memories they had as children. Mrs. Mounti shared that Kika's Garden aims to reestablish the connection with the natural life cycle of farming, reintroduce the traditional flavors and practices, but also deliver them in a way that was consistent with the modern trends.

### **What solution you found to cover those needs?**

Kika's garden offers a full traditional brunch, with Cypriot products, the majority of which are grown on the premises. All products and produce are grown according to the traditional farming practices, without chemicals or pesticides. In this way, people are introduced to nature's life cycle through the products they get to taste and also see how they are produced and/or made.

### **What actions did you take to reach the solution?**

Using as a basis, what was already here on the land, we added and enhanced the range of produce available, always using Cypriot seeds and local fruit and vegetable varieties, cooperating with other like-minded people to produce our own flour, eggs, honey, etc. This however wasn't enough, so the idea of offering those products directly to the people through a brunch service, made more sense both in terms of financial sustainability but also allowing us to nurture bonds with the community and all our guests.

### **If any, which partners or other organizations did you involve during the process?**

They did not involve other organizations or public authorities, but they made sure to connect with other like-minded producers who produce products they use, such as honey, eggs, flour mills, etc., to ensure that they only brought produce and products that are created through sustainable farming and traditional practices. They shy away from all products mass produced or industrialized.

### **What were the main problems or difficulties you had to face?**

Financial liquidity, financial sustainability, and the difficulties in introducing this concept of Cypriot brunch, both to the locals and to visitors from other countries.

### **What is the situation now, after your actions?**

Their business is doing very well right now. They hope that they are making a difference in bringing people in touch with flavors, tastes, and memories they had of how things tasted before they became massively produced. More and more people, young families, and guests are eager to learn more and also adopt a healthier and more sustainable attitude towards food, by realizing that it not only nourishes the body but helps us connect to the tradition and the environment around us.

### **Main lessons learned along the way? \***

Mrs. Marlen Mounti mentioned that perseverance and a clear vision are necessary to ensure success, and keep going forward, make plans, stay devoted to the principles on which you started.

**Annex:**

Max 3 Images

Other related resources

