

## **Abstract**

This paper is focused on the represented contributions of farmers' markets to farmers and rural areas. The goal of this research is to find out if farmers' markets can be a thriving strategy for Czech farmers and if they represent the same contributions as the western authors introduce. The theoretical portion of this paper provides a review of the new paradigm of rural development, alternative food networks, farmers' markets and specifies the conditions of Czech agriculture. The contributions based on the literature research were used as material for interviews with farmers from three selected farmers' markets in Prague. According to the results from the interviews, it seems that the farmers' markets are partly a thriving strategy for Czech farmers despite differing conditions in agriculture. The farmers' market can be, for small Czech farmers, a way to increase their profits as well as provide them with a larger portion of the sales price. By contrast, the potential to increase employment by generating new job opportunity was not proved to be true. Only a small part of farmers needed to employ another person.

**Keywords:** Farmers' market – Farmer – Producer – Contributions – Rural development – Prague