

Greeks skirt middlemen to survive economic crisis



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Title

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Caption

March 3, 2012 ζ Katerini, Greece: Hammered by the economic crisis, 62 volunteers in north Greece joined with potato farmers to sell potatoes in very low prices in order to avoid the middlemen who squeezed them. In five hours, 1082 families bought 75 tones of potatoes at 0.25 euros per kilo, when in the super market the price is 0.55 euro. The consumers had to order the quantity of the potatoes only through the webpage www.otoposmou.gr. ζ Then, the members of our team, sent sms to inform the consumers of the meetup time at the public parking ζ, says Ilias Tsolakidis, 54, part of the volunteer team. Soon consumers will be able to search the same webpage for more products like olive oil, peas, flour, onions sold the day of the new meetup. (Maro Kouri / Polaris) (FOTO:DUKAS/POLARIS)

Special instructions

City

Katerini

Credit

DUKAS

Source

POLARIS

Author

Maro Kouri

Original references