

Crafts at the Fair

Annual Economic Blessing

For the local crafts and commercial enterprises, the annual fair offered an important sales opportunity and it was an economic gain for the whole region.

Since the Middle Ages, sales to long-distance traders at local fairs gave local crafts enterprises the opportunity to become involved in export trade. Fairs gave craftsmen the opportunity to present their goods to a larger audience and to convince visitors of their quality. Competition from large-scale industrial production starting in the mid-19th century made local sales markets increasingly important for small businesses.

In addition to the weekly and annual markets, specialised markets emerged where predetermined goods such as livestock or textile products were offered.

The goods offered at the fair, on the other hand, included household, basket and haberdashery goods such as crockery, baskets and sewing supplies, as well as regionally produced food, farm animals and textiles.

Selling at the annual fair was usually an additional source of income. Many craftsmen and women made their main turnover by selling at weekly markets.