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## A REPORT TO YORKSHIRE FORWARD ON THE

# REGIONAL SUPPORT PROGRAM FOR FARMERS' MARKETS IN YORKSHIRE AND THE HUMBER

Written for **Business Link for West Yorkshire**

**Mark Fisher**, August 2003 [mark.fisher@self-willed-land.org.uk](mailto:mark.fisher@self-willed-land.org.uk)

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## INTRODUCTION

Yorkshire Forward (YF), the Regional Development Agency (RDA) funded a support program for Farmers' Markets within the Yorkshire and Humber area during the period from 25<sup>th</sup> February 2002 to the end of March 2003. The program was developed by a project officer working within the Bradford office of Business Link for West Yorkshire. Sue Room began in post, but left in August 2002. The author of this report was her replacement from 12<sup>th</sup> August 2002.

Information for the progress of the support program up until August 2002 resides in the conversations I had with Sue before taking on the role. My understanding is that Sue travelled to many markets in the region with the view to devising a development, communication and promotional plan based on her findings. A revised one-year strategy was produced after an initial period of five weeks (see Appendix 1) and, subsequently, new proposals were made, centring on: consultation with farmers' market organisers on developing and implementing regional criteria for markets; a pilot training program to develop the capacity of a nucleus of markets; and a learning program for market organisers developed in partnership with external agencies (see Appendix 2). Sue also became involved in assisting particular market development proposals in the Northern Dales and East Riding, and in making contributions to representative meetings in the region on local food policy, and to national seminars.

Sue compiled a listing of farmer's markets from various sources, with contact details for the market organisers. She negotiated the involvement of six markets in a research project to identify the current situation of the region's farmers' markets: F3- the Foundation for Local Food Initiatives was contracted to undertake the research. I took on management of this research project after the hand-over of job responsibilities. The following was given to me as the tasks to complete the role of the support program (the original job description is given in Appendix 3):

AIM: To manage the transition from the original role (see job description) to a new role, which may be located elsewhere, by:

- Manage the delivery of the F3 research project
- Undertake research with Farm Markets Managers to determine what support is required
- Design a program for the future development and promotion of farm markets across the region
- Report to and liaise with Yorkshire Forward as required

## SUPPORT FOR FARMERS' MARKET ORGANISERS

### Information: Newsletters and CD ROM

The list for the region's farmers' markets was based on inaccurate or out of date sources and thus a first task was to establish contact with all the market organisers in the region and ensure that their details were updated. From there, a process of regular correspondence was initiated that introduced the support program; shared information between markets; circulated the notes from meetings of organisers; and provided copies of reports and guidance on farmers' markets from around the UK (see Appendix 4). These *newsletters* were roughly fortnightly and some of the topics covered in them were:

- An invitation for ideas to shape the support program
- Initiatives to encourage new producers into selling at farmers' markets
- Examples of farmers' market websites
- The national consultation exercise carried out by the Working Group on Local Food

- Suggestions on possible sources of funding for farmers' market development
- Planning issues as they affect farmers' markets
- Traceability and labelling of food at farmers' markets
- Regional food policy and the Regional Food Group

Amongst the enclosures in the newsletter mailings were the following information resources:

- A flyer on a seminar *An Introduction to Meat Retailing* from the MLC
- *Farmers' Markets: A business survey* from the NFU
- A table of farmers' markets and their market dates (renewed for 2003)
- A report on *Farmers' Markets in the SE of England* from the Countryside Agency
- A digest of policy on farmers' markets from the recommendations of the Policy Commission on the Future of Farming and Food and from the Strategy for Sustainable Farming and Food, DEFRA
- A booklet on food standards and safety adapted from guidance for farmers' markets issued by Suffolk County Council
- A complete listing of farmers' markets in the region in 2003 with current contact details for the market organisers

A considerable weight of information of potential use to market organisers accumulated during the support program. This indicated that a different approach was needed than making paper copies and mailing these out in newsletters to organisers. Thus an information CD ROM was devised to include the regional research report (see later about the research) and, where they were available in electronic form: complete copies of funding guidance booklets and application forms; research reports and farmers' market guidance notes; and guidance on food safety and food standards. Additional material such as interesting newspaper articles on farmers' markets and information covering the broader area of policy on farming, planning issues, and rural business support were also included. These CD ROMs were mailed out to all farmers' market organisers along with an index of what it contained (see the Index in Appendix 5). The CD-ROM also proved useful in providing a *snapshot* of farmers' market information for anyone new to this area of marketing and requesting information.

The snapshot nature of the CD-ROM indicated a need to issue periodic updates, or better still, to provide the information *online* so that organisers can help themselves. The Scottish Farmers' Market Association maintains a website that lists markets and producers, and in which there is an area (with closed access) that is devoted to specialist information for their market organisers ([www.scottishfarmersmarkets.co.uk](http://www.scottishfarmersmarkets.co.uk)). The concept of an Association of farmers' markets was commended to the region's market organisers and was discussed (see later). The area of specialist information gave example for an updateable information portal for Y&H market organisers, and this was incorporated into the expanded regional website for farmers' markets (see **Regional Website: Market details and information portal**).

### **Market Development and Business Advice**

I supplied business advice in response to specific requests from market organisers during the course of the support program, and became involved in initiatives to expand markets in particular areas. Here are some examples – they can well illustrate the current issues in development and support of the region's farmers' markets:

**Beverly FM** – this market had ceased after initial enthusiasm, aided by support from Sue Room. In a phone conversation with the organiser, it became apparent that there was a clear mistrust between the farmers' market and the mainstream traders in the existing markets in Beverley. The organiser felt the farmers' market was being hindered by not being able to trade where it wished in the Town Centre and on the days it chose. When the organiser

sought an alternative venue, this was also frustrated. The organiser came to the conclusion that the town council had invoked its market charter to dissuade the owners of the alternative venue from allowing the farmers' market to go ahead.

Since this organiser had raised concerns about the ability of farmers' markets to sit well besides mainstream markets, I followed this up by seeking the opinion of two market organisers where their farmers' markets were happily living side-by-side with other market traders (York and Doncaster). Their opinion confirmed that the initial resistance of mainstream market traders is a consideration, but that the resistance dissipates after a short period when the farmers' market is realised not to be a significant threat and the envy of their sometimes-special treatment recedes. Here is an extract from one of the replies:

*FM's and mainstream markets can (and do) exist side by side but in the case of Doncaster this has been achieved by having the full support of Doncaster Council and the Doncaster Markets Management. Our local market charter also allows control of markets throughout the borough. One reason for the support we have (apart from a Mayor and council who support local, sustainable food) is that the Doncaster Borough markets are declining. We had initial resistance to the farmers' market but this was political in nature. We have the support from DMBC and markets management to expand the existing market to twice monthly and to open farmers' markets in other areas of the borough. One way around opposition may be to run the market on privately owned land?*

*As far as I know, just about every existing mainstream market (and some local shops) has had concerns about FM's opening in their area. There are now enough FM's in operation, successfully running alongside mainstream markets and shops to provide case studies for any council or markets' association to research (assuming of course that they want to bother). FM organisers, local councils and market stallholders associations should attempt to work together.*

The heated situation in Beverley was probably the result of misunderstandings on both sides that could not be settled overnight. The organiser was looking to support the development of a new farmers' market at a location sufficiently distanced such that it was outside of the influence of the town's market charter.

**Bradford District** – Local press coverage indicated that the Markets Division of the local authority had considered the possibility of a new farmers' market in one of the towns in the District. I contacted the area markets office, offering any assistance and included the office in mailings to market organisers. This broadened when the opportunity arose to respond, commending farmers' markets, to an initiative of the local authority in creating an infrastructure of flexible use urban spaces throughout the District (under Public Service Agreements). I followed this up with a letter to the Head of Markets Service, informing him of the interest expressed in holding farmers' markets in a number of locations in the District (in one instance from a local councillor seeking a market in her ward) and seeking to arrange discussions on this between the market service and the organiser of the Districts existing farmers' market in Bingley. I believe this is going ahead.

**Doncaster FM** – At the invitation of the market organiser, I chaired a local evening event on Direct Selling for Growers and Producers. The presentations started with a beef farmer whose business had flourished on the switch to on-farm butchering and selling by box and at the farmers' market. Business Link for South Yorkshire followed with information on advice and support available, and it finished with an Environmental Health Officer who covered food safety and Trading Standards. An NFU group secretary was also present.

Later, with the initial funding for this market coming to an end, I provided suggestions for alternative sources of funding, and for development of proposals to expand markets into

other locations around South Yorkshire. I became involved in exploring why one of these potential sources (Objective 1) was apparently being withheld from the market organiser. The situation was revealed to be political in nature, with the funding authority voicing concern at the infighting apparent in the local political scene and its fallout on the connection between the newly elected mayor and the community trust development company that operated the farmers' market. The funders indicated that if the community trust development company relinquished control of the Doncaster farmers' market, then they were likely to fund future developments.

I discussed this with a director of the community trust development company, who was more concerned with the continuation of the market than whether the trust still ran it. As a precautionary measure, I encouraged the market organiser to make an application to another funding source and I produced the budget that was used in that application.

**Penistone FM** – I responded to a request for alternative definitions of farmers' markets to be used in local promotional material (one definition seems to be overused) and guidance on budgetary information needed for the business planning of this new market (examples of a balance sheet, annual budgets and three-year breakdown). On information on park and ride schemes, I sent literature with examples where local bus companies had laid-on special busses to take people to and from markets.

**York (Murton) FM** – The organiser sought information on whether some positive progress was to be made on Yorkshire labelling and/or Yorkshire produce promotion. I responded to this with a copy of DEFRA's regional food strategy (then in draft stage), the funding of the Regional Food Group by the RDA, and information about the Food Technopole and food clusters. I passed this issue on for comment to the Rural Team at GOYH who responded in similar vein.

**Market Weigton FM** – The market developers wished to provide a covered space for their market, but only had recourse to hiring and pitching a marquee on a concrete base. They sought any information that would help them make a decision. I contacted FLFI on their behalf and relayed advice of an alternative of using covered market stalls since it is known that marquees tend to create a feeling of isolation of the market from its surroundings. I supplied some speculative costing on the purchase of covered stalls, their erection and dismantling, and replacement of covers over a three-year period, and suggested the organisers compare this with their projections on the cost of buying and erection of a marquee and of market tables.

**Pickering FM** – The organiser sought a small grant for improvements to the access to the market. I explained the eligibility criteria for the fund that he was having difficulty with and provided a range of alternative small funding possibilities, especially those available to applicants in his area of North Yorkshire.

**Halifax FM** – This market suspended in 2003 due to lack of support from existing producers at the market. The market service of Calderdale Council regretted the decision to suspend. Despite their efforts in providing, since 1999 and at their financial loss, a venue, stalls and advertising for a market in the square of the historic Piece Hall, they felt they were not getting sufficient commitment from producers to regularly turn up. Anecdotal evidence suggested the producers were not happy about their access to the market area and were divided on the best day for the market to operate.

I contacted and took advice from the original organiser of the Halifax market and discussed this with the market service. They expressed a willingness to consider a variety of options with a view to resumption of market trading, including the trading being built into other events in the Piece Hall. However, previous experience with producers had indicated to them that

traders thought this detracted from the 'centrality of their business'.

The market service was not best placed, nor necessarily had the resources to become involved in developing new support amongst existing and new producers. Thus I contacted Food Futures, the local food network covering Calderdale and Kirklees to enlist their interest and their knowledge of local producers. The co-ordinator of Food Futures felt they no longer had sufficient contact with producers, but identified the newly formed Grassroots Food Network in the area as being the mostly likely organisation to work with producers, and passed on the information. In the meantime, a superb market venue goes unused by a farmers' market.

**Planning and Farmers' Markets** – Early in 2002, government attempted to alter the 28-day rule for allowing temporary public events without planning permission. This was challenged by car boot sales (at which the change was mostly targeted) and also by some farmers' markets because it was recognised that they may be also be jeopardised (farmers' markets are only allowed to operate on 14 days in any 12 month period without planning permission). The government backed off on the change, but it left a doubt as to the long-term situation.

In addition, a survey in April 2001 by Dr Lucy Nichol of Oxford Brookes University concluded that between 48% and 72% of farmers' markets nationally needed planning permission to hold their markets, but that only 10% overall had actually applied and subsequently received permission. While farmers' markets are often viewed with a benevolent eye by local authorities, this could change and there may be a number of farmers' markets in the region that constitute unauthorised development and be subject to enforcement action.

I raised the issue of planning in a newsletter to organisers and then contacted Dr Nichol to discuss whether there was an easy way for markets to decide whether they needed planning permission. Her report on the issue contained a flow chart that would enable this and I later posted details on the website on where to obtain the report.

**Farm Business Advice Service (FBAS)**– Operated by Business Links, this service has the potential to aid in increasing the number of producers at farmers' markets. In developing an action plan as part of the business advice, the adviser can point to local farmers' markets as an opportunity for farmers to embrace direct selling and thus increase their retained profit. The advice can also encompass diversification into new on-farm activities, with one example being a farmer who was advised to and subsequently diversified into providing a butchering and packaging service to other local farmers who need this service if they are to direct sell.

I circulated the contact details for the region's market organisers through to all of the Business Link sub-regional co-ordinators of FBAS (this list of contact details is in Appendix 6). They then undertook to pass these on to their farm business advisers. The FBAS co-ordinators were surprised at the number of markets and very quickly saw opportunities for some of their farm clients who wanted to get into direct retailing. One problem they raised was that of new producers getting space in a market when that market already has someone selling their particular type of produce. This may suggest a certain protectionism amongst producers. Another example of this was seen in a market that proposed to double its frequency from monthly to fortnightly, precisely to give new producers an opportunity. The existing producers maintained that they should get space at the new markets as well.

I was also able to make referrals to the appropriate sub-regional service for one farm-based market organiser needing farm business advice and also a number of producers. The case of the farm-based market organiser illustrates a business imperative facing farmers' markets. The organiser sought advice on setting up a farm shop as an alternative income to the farmers' market that she had instigated. The need for this came about because a local Parish Council was proposing to set up a new market only 13 miles from hers and on the same day

and time, thus threatening the viability of her market. This was in spite of her pointing this out to the Parish Council.

**Regional Food Group (RGF)**– I was led to believe by YF, the funders of the farmers' market support program, that if there was to be a continuation of support after the end of the current funding, then it would most likely be undertaken by Yorkshire Pantry, an organisation established originally by North Yorkshire County Council to support food businesses in North Yorkshire. The Strategy for Sustainable Farming and Food (DEFRA) had indicated an increasing role of Regional Food Groups, in collaboration with RDAs, in developing and supporting regional food markets. Thus YF has contributed funding for the redevelopment of Yorkshire Pantry into the Yorkshire Regional Food Group.

At the suggestion of YF, I contacted Nicky Reeve, the Business Development Manager of the RGF to provide her with information about the support program and the region's farmers' markets, and to recommend some market organisers that would be willing to discuss their markets with her. At that time, Nicky was not certain what support the RGF would be offering farmers' markets, but suggested that the market organisers should anyway consider becoming a member of the Yorkshire RGF. To that end, I circulated information about the RGF to market organisers and included a *company fact file form* that they could fill in and return to the RGF for information on membership and business benefits.

## **RESEARCH ON FARMERS' MARKET IN YORKSHIRE AND HUMBER**

The research was commissioned to identify the current state of farmers' markets in Yorkshire and the Humber, and to provide information that would aid in future development of the regions' markets. A proposal for the research was produced by F3- the Foundation for Local Food Links (FLFI – see Appendix 7). On the recommendation of this proposal, six well-spaced farmers' markets in the region were selected for study, based on their characteristics and their willingness to be involved. The research was to include a detailed survey of the history and conditions of each market; a postal survey of each of the market's producers; and a street survey of consumers attending the market. For comparison, those not attending the market but in the high street nearby on the same day were also to be surveyed.

A preliminary meeting was held between FLFI and market organisers of the research group able to attend, at which the operational details of the research were discussed and the content of the various questionnaires was finalised (notes on the discussion of the questionnaires is in Appendix 8). I took the opportunity also to invite the market organisers to discuss the current issues facing their markets. The notes from this discussion and the profiles of the markets involved in the research were subsequently circulated to all the market organisers in the region as an early step in gaining their interest in the regional support program, and to invite their contribution to the discussion (see Appendix 9).

The research was carried out in September and October 2002 and the report was ready to be presented to a meeting of market organisers on the 19<sup>th</sup> November 2002. (The copyright in the research rests with BLWY and FLFI, and the latter has undertaken to store the raw data for a period of five years.) Emma Delow of FLFI gave a presentation on the research, and some of the main conclusions were:

- Farmers' markets provide an important outlet for producers. Most producers expect the importance to increase, through increased sales and/or increase in the number of markets attended.
- The main improvements suggested by producers are: increased publicity to increase customer numbers and the enforcement of regulations and quality control.
- The main barrier to the development of the farmers' markets is a shortage of new producers, particularly those that can add to the range. Customers would like bigger

markets with a wider range of produce and more stalls.

- Farmers' markets tend to attract a limited sector of consumers - older age groups, higher socio-economic groups.

Some of the data in the report was surprising:

- 20% of producers attend over 10 different markets: only 28% attend one market alone
- 48% also sell at farmshop/farmgate
- 42% of a producer's income is reliant on selling at FMs
- half of FM shoppers have visited more than three different FMs
- 90% of FM shoppers still do their main shop in supermarkets

Organisers welcomed the wealth of information in the report and confirmed that it would provide them with much-needed organisational and marketing information. Copies of the report were circulated to market organisers who could not make it to the meeting, and to organisations involved in local food economies. A copy of the report can be viewed on the region's website.

## DISSEMINATION/PROMOTION OF THE REGION'S FARMERS MARKETS

**British Food Fortnight and the website** – The regional office of the Countryside Agency commissioned Navigator PR to produce a press release promoting Yorkshire food during the British Food Fortnight (26<sup>th</sup> October-10<sup>th</sup> November 2002). Paul Johnson of Navigator PR contacted me with the suggestion that the promotion could contain a listing of farmers' market dates from the end of October and on through the run-up to the Christmas period. I contacted all the market organisers in the region to obtain their market dates and sent them on to Paul.

Unfortunately, due to considerations of space, only a small cross-section of market dates could be used in the press release. To make full use of the market dates collected, I therefore purchased a domain name for a website for the region's markets, arranged for web space to be hosted on the BLWY site and posted up the table of market dates on the site. The domain name was included in the press release and the site went live on the day it went out (see Appendix 10). The press release received coverage in the Yorkshire Post.

The Dalesman magazine enquired about farmers' markets in response to the press release and received a listing of market dates and information.

**Yorkshire Post Advertorial** – I was contacted by the Yorkshire Post by someone portraying himself as a reporter who was interested in doing a feature on the region's farmers' markets. In error (*in hindsight*), I gave him contact details for market organisers. It became clear later that he was in fact a space seller who was expecting the support program to fund an advertorial around which individual markets could pay for their own box adverts.

This person also misled individual market organisers about his function. He also misled them to believe that the support program had committed to the advertorial (although costs had escalated from £500 to £2000) and that every other market organiser had also committed to it (they would each pay £100 for their box advert). In reality, I had not wished to stifle what might have been some useful promotion. Thus I had forestalled commitment to it since there was an upcoming meeting of organisers to receive the research report and it could have been discussed then. However, I received a series of phone calls from markets, complaining about the feature article that had been written for the advertorial – I had not been sent a copy. The publicity office of a local authority complained about the negative comment about local authorities, and a number of market organisers were distressed at the implication that markets that were not members of NAFM and not certified by them were populated by rogue



traders.

A copy of the article showed that these inflammatory sentiments about local authorities and rogue traders had likely arisen from an interview with the co-ordinator of NAFM. They were unhelpful when the reality of farmers' markets in the Yorkshire and Humber region is that over a third are managed or supported by local authorities, and only half are members of NAFM, and not all of those are seeking accreditation (see also later in **ISSUES FOR CONSIDERATION**). I put a definite stop on the advertorial with the Yorkshire Post, explained the reasoning to the market organisers, and received approval in return. The research report subsequently showed that the Yorkshire Post was read by only 3% of farmers' market shoppers (5% of non-market shoppers) compared to 17% (11%) who read their local paper.

**Buy Into Yorkshire** – This was an event to promote the benefits of sourcing locally and was organised by the Yorkshire Tourist Board (YTB) and the Countryside Agency (CA) and was held at Hazlewood Castle, Tadcaster, on the 30<sup>th</sup> January 2003. I was asked by YTB to provide a listing of farmers' market dates that could be included in the delegate's pack for the event. In addition, they asked for a display from a farmers' market producer. The organiser of Wetherby market – the nearest farmers' market – gave me the details for an organic vegetable producer located only ten miles from the venue. I contracted the producer to bring their stand materials and produce, to staff it during the day in the exhibition area of the event, and for a supply of vegetables to be used in cooking demonstrations during the event.

I designed and had printed a regional leaflet and poster for farmers' markets to be used on the stand (see Appendix 11) and encouraged market organisers to provide me with leaflets from their individual markets. I subsequently offered the regional leaflet to all market organisers for use at their markets, but only two markets were interested to receive quantities of the leaflet, the others preferring to continue to use their own or to develop an individual leaflet for their market.

**BradFood: Developing Markets for Local Produce in the Bradford District** – I was interviewed about farmers' markets in Yorkshire and the Humber for the BradFood research report, undertaken by Rose Bridger of BFIT and paid for by a grant from The Farmers Fund (this fund was established by the retailers Asda, Safeway, Somerfield, Waitrose, Marks and Spencer, Sainsbury's and Tesco at the start of the Foot and Mouth Disease outbreak in Spring 2001). The report was published in June 2003 and the extract with my contribution is in Appendix 12. I will return to this contribution later in the report.

**Working Group on Local Food (WGLF)** – This was a cross-departmental/agency initiative (DEFRA, DTI, DoH, DCMS, FSA, and CA) with the aim of gathering evidence on the impact of local food initiatives and the wider issues relating to local food, so that Government policy in this area could be informed. On the recommendation of the regional CA office, I made contact with Elizabeth Stockdale, FSA and WGLF, and invited her to the meeting of organisers on the 19<sup>th</sup> November 2002. I included in the agenda the opportunity for the organisers to contribute evidence to the WGLF by discussing the role of farmers' markets and the barriers and opportunities they faced. In the event, Elizabeth could not make it, but the discussion went ahead and was written up and submitted as evidence to the WGLF (see Appendix 13).

Subsequently, Elizabeth undertook an evidence-gathering visit to the region at the invitation of Food Futures, the local food network in Calderdale and Kirklees. I took part in a discussion about local food, on the second day of the visit, facilitated by a regional co-ordinator from the national project, Local Food Works. The WGLF have since published the report of their evidence, and DEFRA has responded to it with a policy on local food (these documents are pointed to on the region's farmers' market website).

**Regional Website: Market details and information portal** – The original website for the region's farmers' markets served the useful purpose of *publishing* the market dates during the British Food Fortnight and links soon appeared to it, such as in the regional 'eat the view' page of the CA. The website received *hits* of about 100 enquiries a month. The market dates were refreshed on the website in January 2003. A goal was then set to establish the site independently of the BLWY host, and to expand its content so that it combined market contact details as well as dates, with an information portal that became a repository of the support program and its outputs.

This goal was achieved towards the end of March 2003, with the information portal of the expanded website being based on the contents of the CD ROM (see earlier) but with a range of additional links that being online allows. The website receives *virtual hosting* on the server, making it a very simple system to modify and update. The website rental is paid up until March 2004 and the domain name rental is paid up to October 2004.

The expanded website quickly proved its worth when I was able to refer it to consultants tasked with setting up new farmers' markets in Sheffield. They were able to use the information portal to gather the necessary supporting guidance and information. The regional website is now the first response that website search engines return for information on Yorkshire farmers' markets and the information portal is also returned in a search for guidance. The site and its information are, of course, available to anyone to use and thus can act as a national reference as well as a regional one.

It should be noted that a regional website was not a priority for market organisers in developing the support program. Partly this was due to an attitude that only saw merit in promoting their own individual markets rather than what some saw as promoting farmers' markets *per se* (their feeling was that promotion within the region had to be about individual markets and that generic promotion of the region's farmers' markets was only appropriate for when directed outside of the region). Thus those organisers that saw merit in websites for market promotion were satisfied with their own individual sites (to which there are links on the regional website). It is to be hoped that the addition of the information portal and with some commitment to maintain and update it and the market information (see later) that more organisers will come to value the regional website.

## SHAPING THE SUPPORT PROGRAM WITH THE MARKET ORGANISERS

It is often said by the targeted beneficiaries, that centralised initiatives based on well meaning strategies come and go, using up funding in the process, but without leaving any lasting effect (particularly, I am often told this by farmers). I gained the impression from conversations with Sue Room, my predecessor, and from my early contacts with market organisers that there was some resistance to an external program attempting to orchestrate the development of markets when they had not been consulted on this. Moreover, the evident success in setting up so many markets with little systematic support and over such a short period of time, indicates that market organisers are accomplished, often very self-reliant, and keen to get on with their own thing. It came as a surprise to some of them that external strategies had been formulated that indicated they should form together as an association.

The approach I therefore took in developing the support program was to consult with market organisers so that they ultimately shaped its content. I defined some limits within which support could be produced such that the funding had to be used to benefit, in the main, all the farmers' markets in the region (i.e. its uses had to be applicable/generic to all markets and not just to specific markets) and that it should not leave the market organisers necessarily dependent on a central co-ordinator or facilities (which may not have continuity).

Unless of course, as I pointed out to them, they wished to seek together funding and take on responsibility for that role themselves and could also take on ownership of resources. Where some individual organisers showed an interest in this, I explained the probable route of the market organisers constituting themselves by incorporating as a non-profit company limited by guarantee. This was discussed at a second meeting of market organisers (see later). I asked for a consensus on whether I should pursue it with the rest of the market organisers, but was told that it was 'too early' to expect a positive response.

An additional factor is the complexity of the varying circumstances of the markets and market organisers and thus their needs for support. Those markets organised and hosted by local authorities are well resourced physically and their organisers are salaried members of market services. The cost of the market venue and organiser are thus already found and not necessarily a burden on market stall income or a task in seeking external funding. This is also mostly true for markets hosted by the agricultural societies, market town initiatives and the rural event organisations.

Those markets most under financial and physical pressures are those organised by voluntary organisations and, in the private sector, by individuals or groups of producers. A defining distinction between these varying circumstances is thus the resources that can be applied to say publicity and promotion by individual markets, or initiatives to bring in new producers. These voluntary or private markets cannot call on the *machinery* of the larger organisations and their promotional/development budgets amount often to just a few pounds.

Another complicating factor is the varying ability (and inclination) of organisers to be able donate some of their time away from their market in order to pursue common, regional solutions. It proved very difficult to arrange meetings of organisers and get a reasonable turnout, accepting that no time of day or location will suit everyone (there was no correlation in turnout with sector, since organisers from voluntary, public, private and rural organisations were able to attend meetings). Two meetings did take place in which market organisers were able to raise issues and map out possible common support mechanisms. The first was a meeting of market organisers involved in the regional research (discussion reported in Appendix 9) and the second was a meeting called to receive the completed research report and discuss a submission to the WGLF. This more extensive discussion on the support program is reported in Appendix 14.

Moreover, not many organisers individually responded to the opportunity to make a suggestion for common support (even when in telephone conversation) indicating that they may not necessarily have concluded that some useful benefit would ensue from it. Thus the provision of a regional leaflet for market promotion brought little enthusiasm for individual use amongst market organisers (see earlier) whereas I suspect the offer to produce tailored leaflets for individual markets would have been pounced upon. In similar vein, whereas the organisers did initially consider a combined newspaper promotion through an advertorial in a newspaper with regional distribution (the pressure approach of the space seller may have been a factor - see earlier) they eventually agreed during the second meeting that an individual advert in a more local paper would have a greater impact - this was born out by the findings in the regional research – and they would have welcomed individual funding from the support program for their adverts.

Market organisers responded best to the support program when an offer of help was made that was not tied to any common approach, did not need money thrown at it by the support program, but could deal with a specific individual need. I resorted to this when it became clear that some of the proposals for common support had little hope of succeeding without continuity of the support program or a greater involvement from market organisers. In the main, this help took the form of business advice, and liaison with local authorities or funding organisations (see examples in **Market Development and Business Advice**). Beyond that

the regional promotion of farmers' markets at the YTB event 'Buy Into Yorkshire' was reasonably successful and fitted with an agreed action of the support program. The intention was to have had a similar presence at a range of regional events over the coming year. Any successor support program can return to this and to the other actions given in Appendix 14. It should also consider whether project funding should be flexible enough to meet some of the smaller individual needs of markets, rather than to be used only in generic actions.

## ISSUES FOR CONSIDERATION

### How many markets are there?

The state of farmers' markets in the Yorkshire and Humber region is dynamic. The following changes occurred during the support program:

- **seven** markets were found to have suspended or ceased:

- Barton upon Humber
- Beverley
- Halifax
- Heckmondwike
- Knaresborough
- Scarborough
- Whitby

- **nine** new ones started:

- Bedale
- Leyburn
- Lightwater Valley
- Northallerton
- Penistone
- Scunthorpe,
- South Cave (?)
- Stokesley
- Thirsk

- **one** was still in active development:

- Market Weighton

- and there were any number still at the talking stage.

An approximate total for active markets in the region at any one time would thus be around 30, with this representing the efforts of 19 market organisers. There have also been a number of special event farmers' markets in new locations (such as Beverley racecourse) or during a festival (such as the food festival in Huddersfield). These were usually carried out on a peripatetic basis by existing nearby markets. It is also known that a small group of traders in one town marketplace took to calling themselves a farmers' market and by so doing increased their turnover.

### Future prospects

Market organisers maintain an optimistic outlook, essentially because they consider that they

are successfully meeting a current marketing need, if not for consumers then definitely for producers. Thus it can be argued that farmers' markets are consistent with the aims of Fair Trade and are a recognition that our home producers are as equally deserving of fair treatment as are producers anywhere else in the world.

In terms of development of markets, it is producer-group managed markets that have led the way by opening seven out of the nine new ones in the region. However, an interesting and unexpected comment on the future of farmers' markets was revealed during a discussion with market organisers involved in the research project. One remarked that he felt farmers' markets had a limited *shelf life*. He was concerned that there may be 'customer fatigue' if too many markets are set up, or if the frequency of existing farmers' markets is mismatched to need. This begs the question of whether the turnover in the region's markets shown above is indicative that 30 markets are the upper limit in meeting need?

There is evidence that this is a general problem facing farmers' markets. Business in the Community, in combination with the Institute of Grocery Distribution, produced a guide called "Local sourcing: growing rural business" as part of their Rural Action campaign. It contains a quote from Mike Wilkes, a farmer near Birmingham:

*"Farmers' markets in our local area appear to have peaked and it is unlikely that the level of interest will be able to sustain us in a long-term situation. If we are to survive we must therefore take steps of action to ensure that markets become more interesting and to encourage more people to visit and buy from them."*

In the ensuing discussion about *shelf life* of markets, the organisers at the meeting agreed that there will be increasing competition between farmers' markets for a currently limited pool of producers. It was pointed out that some producers were already common between a number of markets (the research showed that a fifth of producers attend 10 or more different markets and over half attend four or more different markets). It was also known that producers make use of their presence at farmers' markets for self-promotion of their farmshop/farmgate sales, and take orders for delivery to customers away from the farmers' market (the research showed this to be an element in 42% of producers). In fact producers often gain their first experience in direct selling at farmers' markets and then some are likely to leave the market and move on to concentrate on their farm shops and their independent direct retailing. Thus the turnover in producers needs a consistent effort from organisers to seek out replacements.

Because of this changing state, the market organisers felt that they needed to be open-minded as to the future form of produce markets, and that it was vital to think beyond the short term and begin to identify what will carry on after farmers' markets. (Is the idealism of farmers' market criteria restrictive to the point of eventually sealing their fate? Certainly for some, as two farmers' market organisers in the region sincerely believed.) I took the opportunity to poll the organisers on their predicted shelf life of farmers markets and three gave a range of between three and seven years with only one believing that they could continue indefinitely. This organiser thought co-operation between markets will enhance shelf life and that co-ordination could avoid the situation of over-supply. That does imply a necessary compliance with co-ordination, but the auguries for this are shaky when a Parish Council can propose - in full knowledge - to set up a new market at the same time and on the same day as an established market only 13 miles away (see earlier).

Others are already looking past the short-term to see how produce markets may evolve. Market@Festival Square in Basingstoke is a synthesis of a fresh food emporium with the urban farmers market. Frank McCourt has been instrumental in its development:

*".....I think the long-term sustainability lies in going beyond the pure farmers market concept. That's what we're doing in Basingstoke."*

*The blueprint, he believes, should be something more akin to Borough Market in south London, which has become a mecca for metropolitan foodies. Every weekend the four-acre site by the Thames teems with visitors buying everything from 'fresh dived scallops' from Dorset to Manchego cheese from Spain - the implication being that decent food doesn't have to be local. Like the most successful farmers markets in Britain (Bath, Bristol and Winchester) and America (the Green Markets co-operative in New York, which attracts 250,000 visitors a week), Borough has a steady flow of tourists, locals and curious passing trade - not dissimilar to a provincial shopping mall - to keep the traders' takings high. As well as breaking NAFM rules, it transcends the usual social stereotypes. 'There is a common perception that it's all luvvies and foodies at Borough,' says McCourt, who sells his Dexter beef and other naturally reared meats there, 'but it attracts a cross-section of people. There are plenty of luvvies, plenty of foodies - but, dare I say it, there is the common man as well. The spread in Basingstoke will be even broader, and the choice of produce will be broader. too.'*

From the article "Manchego for the masses" by Andrew Purvis, Daily Telegraph, 26 October 2002.

### **Market criteria**

There is no legal definition of a farmers' market. Anyone can set up a farmers' market, and it is unregulated other than the normal laws that govern market trading (food safety and standards, planning permission etc.). The example given earlier of the small group of traders increasing their turnover shows that the term farmers' market has become a potent marketing tool with the public in the same way that the organic label - which does have a legal definition - has become with individual products. It is, however, a mute point as to whether the buying public has an entirely objective understanding of what defines a farmers' market, again in the same way that the public often confuses the organic certification label with quality assurance when in fact organic certification is about inspecting a process and not the quality of the end product.

The essential point about a farmers' market is that the customer is not taking something off a supermarket shelf, but is being *served* by a stallholder who should/will lose trade if they are not able to explain the origins of product. Much in the same way, there are an unsung number of *organic* farmers who don't need certification as a marketing point as they sell directly to their customers rather than through a packaged, labelled product on a supermarket shelf. The distinction in both cases is crucial – the conclusion that can be drawn depends on whether you think it is a reasonable expectation that customers can become more sophisticated in their choice of purchases. Direct selling at least gives them that opportunity without the need for intervention by external enforcement.

Markets are however under pressure to conform. Partly it comes from being written-in as an aim into strategy documents, but more obviously it arises because of the media attention given to NAFM and the regrettably inflammatory sentiments attributable to its co-ordinator that discredit markets that choose not to become members of NAFM and are choosing not to seek accreditation (see earlier). I suppose the media attention is understandable since NAFM has a product that they want to sell. The Head of Market Service of one local authority indicated the pressure he felt under:

*Finally, I want to report back to Members (Council type!!) to re-affirm our criteria ( particularly in light of the recent appeal by the NAFM for compliance with their "ideals") and one or two associated operational issues.*

There is also pressure to conform coming from some producers as revealed during the research. This pressure may arise through idealism or it may be self-interest (protectionism), or does it just reflect a bafflement about the mosaic of criteria suited to local conditions that

producers may face when some of them are attending so many different markets (see later)?

In my opinion, the issue of criteria and consequently accreditation has the potential to be immensely divisive for co-operation amongst the region's farmers' markets. I suspect this is heresy since ideas that capture the imagination for promoting a *public good* quickly become orthodoxy and thus are often unchallengeable. My experience with working with market organisers tells me that it should be challenged for reasons which I hope will become clear.

It should be noted that NAFM does not own the definition of farmers' markets, nor do they have any interest in supporting non-member markets (they say they will be dropping them off their listings, which will actually be a benefit as the listings for non-members are mostly inaccurate). A regional support program should therefore not make the same distinction between members and non-members of NAFM because it is an unwarranted distinction. It should have more faith in the market organisers of the region's farmers' markets because it is my observation that the most effective setting of criteria resides in the expertise of these market organisers who act as the glue that binds a market together. The market organiser is able to make judgements, based on local conditions, about the balance of produce at the market and its source. Many do this within guidelines that are broadly similar to NAFMs, but then there are variations that are clearly understood but which I doubt would survive accreditation. I encouraged market organisers to discuss standards and criteria at their second meeting. They identified that the farmers' market standard embraced two tracks:

The **first track** is the absolute requirement for markets and traders to comply with the externally enforceable regulations on **food standards** and **food safety**. This has to be a primary guarantee of farmers' markets to their customers, but it is an area that needs work on. This is not surprising as farmers' markets have brought many new people into food retailing that have not undergone the basic training that occurs in other areas of food retailing. Some market organisers and traders recognise this and have found the commonly available course on basic food handling and hygiene to be a good starting point.

There is a need to review training and guidance available in this area and potentially reshape it to meet the needs of farmers' markets – a number of local authorities have taken this initiative in terms of guidance on food standards and safety for farmers' markets in their area and I have pointed to as much information and guidance as I have found (see links on the regional website). I also contacted NAFM about a LACOTS working group that they were contributing to that was producing national guidance on food safety and food standards. I was told that the guidance had not been produced as they had withdrawn from the group to put their efforts instead into launching their accreditation scheme.

Markets also differ in their approach to meeting food standards and safety: some market organisers take responsibility to monitor this for the whole of their market, whereas other organisers expect it to be the responsibility of individual traders. Either approach is sustainable providing there is transparency about who is accepting responsibility, and that the responsibility is understood.

The **second track** in standards is the **ethos** of the farmers' market and is a local set of rules that may be set out in an individual market charter, but it is not externally enforceable (for an example, see Appendix 15). Amongst the aspirations are:

- Freshness of product
- An identification of location of production, which provides an indication of distance from the market and is related to the first aspiration
  - As much as possible of what is sold is produced by the stallholder, but there are some variations (see later)
  - The stallholder absolutely accepts the responsibility to describe and explain the products to the customer (it is suggested that this reduces the need for labelling, but it

must be within the requirements under Trading Standards)

- There are variable views on crafts: a craft product originating on a farmholding and within the markets orbit presents little dilemma

The strong consensus was that this ethos for the market is maintained through the personal relationships that the organiser develops with producers, and that the organiser must have the ability to exercise their own judgement on what makes the market successful. I applaud this pragmatism and it explains to me why markets that are NAFM members (and even NAFM accredited) are quite prepared to entertain some fuzzy edges to put on a market with a successful mix of product. Taking this pragmatism a step further, it is perhaps better for the aims of a regional support program to have market organisers learning and working together so that they gradually develop and implement for all of their markets the twin tracks of the market standard given above.

### **The bigger picture**

At a naïve level, it could be taken as an assumption within the concept of farmers' markets that there is an even spread of production across the whole of the UK. Thus every market could provide stalls that sell animal and fish protein alongside vegetables and fruit. In reality, food production has become polarised geographically in the last 30 years, reflecting a tighter fit between production and farm conditions and concentrating mixed farming and particularly horticulture to less and less areas of the UK. Thus market organisers in a semi-upland area may find difficulty with sourcing vegetable and fruit producers within their market orbit, but may be inundated with lamb, beef and pork producers. Forget sea fish if you are landlocked.

This is a constraint in the success of farmers' markets that lose out in the geographical lottery, and indicates that it is not useful to assume that the success of farmers' markets in say the SW or SE of England, with their higher proportion of mixed farming and closer proximity to the coast, is directly translatable to Yorkshire and Humber. Or should it be recognised that farmers' markets can only realistically sell the limited range of local products – a worthwhile aim in itself – but inevitably you have to go elsewhere to get the other foodstuffs that you need?

We know the latter is the case as the research showed that 90% of farmers' market shoppers still do their main shop in a supermarket. Partly this is also due to the often-low frequency of markets (it would be difficult to purchase all of your needs for a whole month in one go). I am left wondering whether the other 10% spend their time travelling all over the region so that they only shop at farmers' markets (they probably don't, it's just that they won't use supermarkets). There is some evidence from the research that shoppers visit more than one farmers' market - half had visited more than three markets. This could indicate that shoppers are making up for the low frequency of farmers' markets in one market place by going to others, but it could also mean that they seek out different products in different markets.

In many locations in Europe, local produce stalls have long co-existed within mainstream markets and still do, with the other stalls sourcing and selling the best that their own and other regions can provide (i.e. the Saturday street market in Galway, the Boqueria market in Barcelona, and the street market in Stockel, a Brussels suburb). Even in my childhood, livestock auctions went side by side with local produce stalls in mixed markets, with harvest gluts of fruit being auctioned off by the crate-load. It is perhaps unfortunate, since that time, that UK producers lost the art of direct selling so that our markets often became exclusively secondary re-sellers with no links to region or speciality. This has not happened to the same extent elsewhere –the examples given above show this, and I have observed that in many weekly town markets in Normandy and Brittany, there are also areas in the market reserved for someone who has only a cut of lambs lettuce (*maché*) or a few leeks to sell, harvested from their plot or garden. (These areas often do not have market stalls provided as their



rental would be an unrealistic burden. The small produce traders instead sell from their own boxes and woven baskets).

We must question whether in our haste to *reinvent* markets to re-introduce local producers, that we have made a strategic error in adopting a quasi-North American approach of separating them out and distinguishing them from mainstream markets (I have recently observed markets in British Columbia, California and Colorado and have found there to be much less emphasis on criteria). This has certainly led to there being a resentment amongst mainstream market traders and more than likely it has meant in some places that choice of supply is poor at some farmers' markets, limiting their success.

We must also recognise that the current success of farmers' markets relies on the *patronage* they receive, often through public subsidy, but certainly also from their customers as revealed by a breakdown of their potential spending power (see Tables 30 & 31 in the research report) and their probably greater likelihood to support *causes* through their purchasing (see Table 33). In the light of this, we must always be careful, in providing nurture and support, that the rhetoric surrounding a *public good* does not surpass the testing of its validity by economic and social reality.

### **Broadening the concept**

With the need to develop regional strategies to support food and farming (i.e. regional delivery plans for the SSFF) we have an opportunity to broaden the concept of *produce identity markets* in the region. *Yorkshire* is a strong brand and greater Yorkshire (i.e. a combination of all of the sub-regions) has the variety of farmland habitat and coastal range such that production of almost all common foodstuffs are potentially available under that brand (this was the argument I put forward in more detail in the BradFood report, extracted in Appendix 12). The RDA boundary cuts across this branding, but farmers' markets in Lincolnshire have a strong marketing brand that I am sure the markets in N Lincolnshire would wish to join with.

I have had to use the term ***produce identity markets*** because it is probably unrealistic to expect producers to traverse from one side of the region to the other to conform with the requirement that only the producer can sell at those markets. In farmers' markets, the identity rests with the producer and their specific location, even though there is some fuzziness for added value products around their site of primary production. In the broader concept of *produce identity markets*, identity still rests with producers because it also rests within the brand that informs the customer of the regional origin of the produce. These markets thus become a specialist mix of local and regional produce, with stallholders consisting of local primary producers, secondary re-sellers of regional produce and probably even a combination of primary and secondary re-selling in the same stall – we know that primary producers already do this in their farm shops (as do almost all of the organic farm shops in the UK) and so there is no reason why they cannot also do it at markets. If you need a comparison for themed markets like these proposed ***Yorkshire farmers' markets***, then look at the success of the *French* markets currently touring the UK.

This broadening concept provides one possible option for the future form of specialised produce markets in the region, and thus what might carry on after the current farmers' markets. The detail to be worked out is a consensus on what the assurance needs to be on regional origin of produce. However, the issue that has to be faced first is that if this concept has appeal, then it is likely to be incompatible with farmers' markets that are already accredited under NAFM criteria. It will only be those markets not accredited with NAFM – or those that eschew their accreditation – that will be able to embrace the broadening concept. One market (that is a member of NAFM) provides us with example of how farmers' market criteria can be broadened to embrace the *Yorkshire farmers' market* concept – the following

is taken from their guidelines for market traders (see the guidelines in Appendix 15):

4. *Only the producer, his/her family or employee is permitted to sell the produce. Local growers' organisations on this occasion may appoint a representative to sell pooled produce.*

It would require substitution of the word **regional** for local in this guideline, and there are already at least two organisations in the region - Moorsfresh and the Stockbridge Technology Centre – that are *pooling* regional produce.

### **Next Steps**

There appeared to be no plans for the continuity of a support program for the region's farmers' markets at the expiry of my contract. Thus there were no arrangements made for a handover of the support program's experience and resources. I have therefore written this report in an expansive way, with inclusion of outputs in appendices, so that it may constitute a handover for whatever organisation may pick up and continue that support.

I continue to maintain and update the region's farmers' market website on a voluntary basis after having failed to induce any of the market organisers to take it on. This is impractical for anything more than the short term and, in the absence of anyone coming forward, the website will lapse by default in March 2004 at the end of the rental period.

Mark Fisher, August 2003

[mark.fisher@self-willed-land.org.uk](mailto:mark.fisher@self-willed-land.org.uk) [www.self-willed-land.org.uk](http://www.self-willed-land.org.uk)

## FMC Revised Strategy Year One

### FARM MARKETS PROJECT

#### Current Position:

Following a five week period of visiting FMs across the region and consultation with a cross-section of FM stakeholders and key commentators, it has become clear that there are a range of operational issues in need of further development. It is suggested that a re-definition of the year one farm market co-ordinator's aims and objectives is necessary to address these, prior to the full-scale development and implementation of a regionally co-ordinated promotional campaign during year two.

#### The main problem areas have been identified as:

1. Insufficient levels of produce to adequately sustain existing FMs
2. The development of new FMs and the impacts on the existing supply chain
3. A lack of uniform FM operational practices criteria (at variance with NAFM) including environmental health and trading standards legislation
4. Limited FM promotional material/interpretation panels including a lack of producer display and information leaflets
5. Limited awareness of consumer buying habits

#### The proposed solutions include:

- a. Targeting existing producers with questionnaires to establish current/future supply and demand potential
- b. Consultation with new FM organisers (including MTI programme managers and local authorities) to highlight sustainability issues
- c. Production and implementation of Yorkshire & Humber FM producers trading criteria including further information/education on Environmental Health and Trading Standards legislation
- d. Developing a pilot programme of intensive action with selected FMs across the region, supported by a range of marketing initiatives
- e. Establishing a learning programme for FM organisers and producers

The following previously identified objectives are fundamental to the achievement of the solutions presented above:

1. Create a regional database of FMs inc. range of produce and supplier
2. Establish and share best practice initiatives
3. Representing Y&H FMs at national meetings, e.g. NAFM, Soil Association and food network meetings and other local and regional network meetings

#### Proposed Solutions Strategy:

- a. Information gathering: create a database of regional FMs which includes a comprehensive range of available produce and supplier details. The information gathered will have a dual purpose: to enable the FMC to target producers with specific questionnaires, and to assist with the development of a FMs website. (The Data Protection Act must be observed – consent to supply information will be sought through FM organisers). Producers will be targeted with a questionnaire to determine the current supply potential across the region. Information gathered will also be used to highlight future development trends, which may be facilitated through partnership working with LANTRA, DEFRA, Countryside Agency, Yorkshire Forward, Business Links, local authorities et al.

- b. Consultation with new FM organisers (on-going) to raise awareness of the need to research key issues prior to first establishing a FM, including: availability of produce, sustainability of supply, marketing and interpretation, consumer demand potential, accessible parking etc.
- c. Consultation with existing FM organisers and producers to develop and implement regional operational criteria. The NAFM criteria will be used as an exemplar, but it is recognised that some allowances will need to be made to allow smaller markets and non-NAFM member markets to develop. It is proposed that a Yorkshire & Humber FMs charter needs to be created to enable producers to become self-regulating (as in Cumbria). However, FM organisers will be expected to take full responsibility for the markets as a whole and actively address any concerns which may arise with individual producers. The FMC will involve Environmental Health and Trading Standards officers in the consultations to address the necessary legislation criteria.
- d. Development of a pilot programme of intensive action with nine selected FMs across the Yorkshire region and potentially a further two in N. Lincs (although it is recognised that Lincolnshire FMs are an established brand and already benefit from holistic marketing support). This will enable the FMC to establish a core of Yorkshire (& Humber) branded FMs operating within established criteria. The selected markets have been chosen according to: size, location, population profile, seasonal visitor trends, development potential and sustainability. The proposed selection is as follows:

#### **North Yorkshire**

**Pickering:** medium-sized rural market town with defined seasonal visitor traffic. FM established in 2001. P&D parking in town. NAFM member.

**Wykeham:** small village with rural and urban catchment (Scarborough) and seasonal visitor traffic. FM established in 2001. Free parking on site. NAFM member.

**York City:** city centre location, large urban population with rural catchment, defined seasonal visitor traffic. FM established in 1998? P&D parking at various locations around city centre. NAFM member.

#### **South Yorkshire**

**Doncaster:** FMC to visit on ?

**Sheffield:** forms part of quarterly craft fair with events, semi-rural farm location, large urban catchment, unlimited free parking. NAFM member.

#### **East Yorkshire**

**Beverley:** new market, seeking town centre location (market place) – alternative site available (Beverley Racecourse) offering covered stalls, cash-point and unlimited parking. Rural and urban catchment. Seasonal visitor traffic. Applying for NAFM mem'ship.

**Driffield:** FMC to visit on 6 April

#### **West Yorkshire**

**Bingley:** town centre location, covered market with urban and rural catchment. Limited free parking nearby. NAFM member.

**Holmfirth:** FMC to visit 21 April

#### **Potential inclusion to pilot programme of:**

#### **North Lincs**

**Epworth:** FMC to visit on 18 April

**Brigg:** FMC to visit on 27 April

It is proposed that the selected markets receive full support in terms of promotional initiatives. These could include: free publicity, advertising; leaflets; posters; banners; interpretation boards; website entries, e.g. Yorkshire Tourist Board and NAFM; and the

introduction of a Yorkshire & Humber FM brand (refer to final page for rough draft) which will be awarded to FMs that meet the Y&H charter criteria.

- e. A learning programme for FM organisers and producers could be developed in partnership with external agencies, including: LANTRA, DEFRA, Countryside Agency, Yorkshire Forward, Business Links, Environmental Health, Trading Standards et al. The needs identified thus far include: skills training, grant applications, marketing, legislation guidelines etc. It is proposed that the learning programme will be delivered through a series of seminars and workshops in each of the county's regions: north, south, east, and west, utilising resources and key personnel from agencies and local authorities in relevant locations. Support could be also be targeted and delivered via an open learning network, e.g. newsletter, correspondence, website or e-mail.

*Sue Room 3<sup>rd</sup> April 2002*

### FMC YEAR ONE ACTION PLAN SUMMARY

| Activity/Month   | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Represent Y&H FMs at national meetings, and other local and regional network meetings  |     |     |     |     |     |     |     |     |     |     |     |     |
| Further consultations with FM organisers, stallholders and external partners   |     |     |     |     |     |     |     |     |     |     |     |     |
| Continue FM visits programme   |     |     |     |     |     |     |     |     |     |     |     |     |
| Create database of FMs, producers and range of produce   |     |     |     |     |     |     |     |     |     |     |     |     |
| Target producers with research questionnaire   |     |     |     |     |     |     |     |     |     |     |     |     |
| Develop Y&H marketing brand  |     |     |     |     |     |     |     |     |     |     |     |     |
| Website development and use as a means of internal communication for learning support culminating in public launch for 2003 season |     |     |     |     |     |     |     |     |     |     |     |     |
| Create library of FM images  |     |     |     |     |     |     |     |     |     |     |     |     |
| Implement intensive FM pilot programme including development of marketing materials and branding launch                            |     |     |     |     |     |     |     |     |     |     |     |     |
| Develop Y&H FM criteria  |     |     |     |     |     |     |     |     |     |     |     |     |
| Roll-out workshop and seminar programme with external partners for FM organisers and producers                                     |     |     |     |     |     |     |     |     |     |     |     |     |
| Roll-out intensive programme to other existing FMs   |     |     |     |     |     |     |     |     |     |     |     |     |
| Develop & produce regional marketing literature for 2003 season  |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Website launch</b>  |     |     |     |     |     |     |     |     |     |     |     |     |

Branding concept:

look out for the



at Yorkshire & Humber  
farmers markets

Future promotional developments could include:

have you joined the



at Yorkshire & Humber  
farmers markets

## FARM MARKETS PROJECT

### Current Position:

Following extensive consultation with a cross-section of FM stakeholders and key regional and national partners, it has become clear that there are numerous issues in need of closer examination and further development, in order to generate a comprehensive range of positive and sustainable measures to support the local foods network. It is suggested that a redefinition of the farm markets project is necessary, to enable the development of a more cohesive approach to some of the wider issues currently limiting Yorkshire's potential as one of the major regional food groups in the UK.

### Farmers' markets key problem areas:

Insufficient numbers of producers and levels of produce to adequately sustain existing FMs - there are currently 20+ markets across the region, some of which only attract an average of 6 producers

The development of new FMs and the impacts on the existing supply chain - 20+ new markets scheduled for 2002

Lack of parity re-FM operational criteria (at variance with NAFM) including environmental health and trading standards legislation

Limited FM promotional material/interpretation at markets including a lack of stallholder display and information leaflets

Limited awareness of consumer buying habits and product development

Limited learning support for producers

Limited partnership working with Yorkshire Pantry

Absence of partnership strategies between local and regional food initiative project groups

### Key problem areas - anecdotal evidence:

1 - Proliferation of individual FMs across the region: not necessarily established according to consumer demand or ability to supply, but based on the current political climate and local authority agendas, a sense of 'being seen to be doing something to help farmers' and income generation for market organisers - little thought to sustainable development. Many markets are struggling to attract sufficient producers and have had to cut back on promotional material; quid pro quo fewer consumers and dissatisfied producers (many of whom feel they have to attend 'just in case'). Q. Too many markets, too few producers or not enough consumers? Or a combination of all three?

#### ***Made in Cumbria (MIC) case study:***

Cumbria witnessed a proliferation of markets; producers were being pulled every which way for same amount of consumers (for 1 market as for 5). Production costs increased, but revenue returns stayed the same.

*MIC set up the first ever FM in their region; for producers they became seen as the people 'in the know' and were able to consolidate their FMs by creating a membership system (currently 70 members), concentrating on just 7 FM venues, and generating a range of joint promotional initiatives to attract consumers to each. They have intensively, but carefully, managed the development and this has provided producers with regular sales opportunities, regular trade and consumer loyalty. All are NAFM certified and*



*closely-monitored in order to protect the integrity of the FM 'brand'. Point of interest: 70% of MIC members were not producers 2-3 years ago, MIC helped them to establish - therefore not farmers in the traditional sense. MIC have put together a package of advice and support services, including training: intermediate food hygiene, butchery and packaging. MIC also supply a mobile food processing unit in conjunction with Westmoreland Agricultural Society, which is available for hire.*

MIC ethos: THINK LOCAL, BUY LOCAL, EAT LOCAL. FMs are for the benefit of farmers and consumers, NOT necessarily for organisers profit.

MIC staffing structure:

**7 roles:**

co-ordinator, marketing officer, marketing assistant, craft events officer, office manager, special projects.

2. This year will see the potential doubling-up of the number of FMs across the region, placing many producers under increasing pressure to stretch their resources even further. Those producers who can supply larger quantities are frustrated that FM organisers are not working together to develop an appropriate regional calendar -many producers are unable to attend multiple markets on the same day, thus preventing them from maximising revenue. It is anticipated that some markets will find it increasingly difficult to attract enough producers to their venue in order to offer for sale an attractive and varied range of produce. Reasons include: location, lack of available parking, limited marketing and pr. This could undermine consumer confidence in local produce re-consistency of supply

3. The majority of FMs' across the region (18 out of 21) are members of NAFM. The underlying principle governing the constitution of a FM is straight-forward: **farmers, growers, producers from a designated local area must be present in person to sell their own produce, direct to the public.** However, membership is self-regulating and therefore open to abuse. NAFM have witnessed an increasing number of markets around the country who have opened their doors to many traders who are not producers, in order to give their markets a boost and increase revenue returns for the organisers. In addition, markets that do not hold membership and are not meeting the national criteria, have been given a 'free-ride' in terms of the profile that FMs have received during the last 2 years, including free entry on NAFM's website and leaflets There are many examples in Yorkshire of FMs (even those with membership) who are loosely applying the criteria It has been recognised that this unfortunate development threatens to undermine the FM philosophy, and so, in March 2002, NAFM launched an accreditation scheme in order to protect the integrity of the FM brand. This is seen as a positive development which contains a caveat: this scheme also relies on self accreditation, and so is open to abuse as per the previous system, although NAFM have stated that each market can expect an inspection every 3 years.

***Hampshire Farmers Markets (HFM) Ltd case study:***

**1999:** 3 pilot markets, formed a steering group with Winchester City Council, Trading Standards, Environmental Health, NFU. 2000: programme extended to include 32 markets across the county: 3 pilot markets in each area. Average market had 45 stallholders/6,500 shoppers, local retailers reported increased takings of 30-50%. HFM has continued to grow in 2001.

Reasons for success:

**Strict criteria** - HFM have adopted a 'hands-on' approach to the development of their markets from the outset. They employ a fulltime FM manager who attends every market and is responsible for ensuring that each stallholder is meeting the criteria. If any stallholder is found to be working outside of the regulations they are given one further opportunity to meet the requirements, or lose their pitch.

**Publicity** - leaflets, posters placed with TICS, local & parish councils, CC1s, agricultural shows. Also radio, TV & press coverage, local advertising, banners.

**Traditional market feel** - music, themes, HFM provide, stalls (and erect at each market), canopies all same colour & size. Also have a hog roast at each market.

4. One of the limitations to the growth of FMs across Yorkshire is the lack of promotional and interpretation information. The majority of markets hand out leaflets to consumers promoting dates of future markets but little else in terms of FM information is supplied. Educating consumers about the benefits of purchasing local produce requires comprehensive information exchange. Repeat custom is essential, as is new business, if the markets are to thrive in the future. The advantages of purchasing local produce through a FM and the added value in terms of authenticity, freshness, flavour and traceability form the unique selling points (USPs). Individual stallholders and FM organisers can capitalise on their USPs by providing positive product and company information to actively promote the benefits of purchasing local produce. NAFM constitution states that the criteria governing a member market must be displayed for consumers benefit.

The quality and depth of promotional material varies across the region and there are many opportunities to develop holistic and cohesive marketing support measures for producers and FM organisers. The Countryside Agency has provided some support in terms of banners and eat-the-view carrier bags.

*Of particular concern is food labelling, which has the added responsibility of legislation attached to it. FMs must offer recognised quality assurance to consumers in order to build confidence and trust in their products.*

**N.B.** It is NAFM's intention to gradually withdraw promotional support to FMs that do not achieve accreditation. This will apply to website entries and leaflets.

5. Essential to the future sustainability of existing FMs and the development of new ones, is detailed knowledge of consumer profiles and buying habits with specific respect to purchasing from local food produce markets. This knowledge is fundamental in creating and implementing local and regional marketing strategies, in order to target the audience more effectively and minimise wastage. To date, no evidence has been found of any micro-research programmes undertaken by FM organisers.

**HFM:** commissioned local university to conduct detailed consumer research at all FMs in Hampshire. Results used to inform regional marketing strategies and training development needs.

6. Meeting Environmental Health and Trading Standards legislation (particularly with respect to food labelling) is a legal requirement. And meeting NAFM criteria is a requirement of membership. There is some evidence of local food producer groups providing learning support seminars to producers, e.g. Driffield Agricultural Society, B-FIT (in association with LANTRA,

DEFRA, Business Links et al. However, the issue of compliance is passed to individual stallholders, and it would seem that the majority of market organisers adopt a 'hands-off' approach in ensuring the regulations are being met.

**MIC:** all producers wishing to trade at FMs within the Made in Cumbria brand must sign a charter and trading standards agreement- any infringements are reported direct to Trading Standards. Both MIC and HFM use learning support to provide a range of developmental advice in terms of product diversification and processing.

**N.B. learning support for farmers:** there is some suggestion that farmers are finding LANTRA's Learn Direct programme difficult to adapt to: evidence shows they would prefer one-to-one training initially, where computer skills are non-existent, and there is a desire to learn intensively in order to build skills and confidence to encourage take-up of regional facilities.

7. No evidence of cross-promotion between Yorkshire Pantry and FMs.

8. A number of regional and local partnership projects are working to facilitate the supply of local produce to a variety of consumer groups. These include.

Farm Markets Project  
Yorkshire Pantry  
Food Technopole  
Foundation for Local Food Initiatives  
B-FIT  
Bradford District's Rural Renaissance  
East Riding of Yorkshire Rural Partnership (Gate to Plate)  
Bishop Burton Agricultural College  
Driffield Agricultural Society  
Local Fresh Produce Initiative (YTB & Stockbridge Technology Centre)

A number of individual members of these committees sit on more than one local produce group initiative across the region. Each group has objectives pertaining to a specific part of the region.

These include:

- Establishing local food producer networks
- Determining produce availability
- Administering a voluntary code of conduct
- Providing information and guidance to farmers/producers
- Facilitating diversification training programmes
- Identifying new and developing existing outlets, including farmers markets, supermarkets, hotels, restaurants, schools etc.
- Advocating and integrating the use of local abattoirs and butchers Recruiting new partners and sponsors
- Conducting market research and consumer behaviour research
- Increasing awareness at all points of the supply chain including food fares
- and canvassing local chefs
- Developing local branding and produce identification
- Exploring funding opportunities

### **The proposed solutions include:**

- a** Targeting existing producers with questionnaires to establish current/future supply and demand potential
- b** Consultation with new FM organisers (including MTI programme managers and local authorities) to highlight sustainability issues
- c** Creating and implementing training and development retrading criteria including further information/education on Environmental Health and Trading Standards legislation
- d** Developing a pilot programme of intensive action with selected FMs across the region, supported by a range of marketing initiatives
- e** Establishing a learning programme for FM organisers and producers

The following previously identified objectives are fundamental to the achievement of the solutions presented above:

- Create a regional database of FMs inc. range of produce and supplier
- Establish and share best practice initiatives
- Representing Y&H FMs at national meetings, e.g. NAFM, Soil Association and food network meetings and other local and regional network meetings

### **Proposed Solutions Strategy:**

- a** Information gathering: create a database of regional FMs which includes a comprehensive range of available produce and supplier details. The information gathered will have a dual purpose: to enable the FMC to target producers with specific questionnaires, and to assist with the development of a FMs website. (The Data Protection Act must be observed – consent to supply information will be sought through FM organisers). Producers will be targeted with a questionnaire to determine the current supply potential across the region. Information gathered will also be used to highlight future development trends, which may be facilitated through partnership working with LANTRA, DEFRA, Countryside Agency, Yorkshire Forward, Business Links, local authorities *et al.*
- b** Consultation with new FM organisers (on-going) to raise awareness of the need to research key issues prior to first establishing a FM, including: availability of produce, sustainability of supply, marketing and interpretation, consumer demand potential, accessible parking etc.
- c** Consultation with existing FM organisers and producers to develop and implement regional operational criteria. The NAFM criteria will be used as an exemplar, but it is recognised that some allowances will need to be made to allow smaller markets and non-NAFM member markets time to develop. It is proposed that a Yorkshire & Humber FMs charter needs to be created to enable producers to become self regulating (as in Cumbria). However, FM organisers will be expected to take full responsibility for the markets as a whole and actively address any concerns which may arise with individual producers. The FMC will involve Environmental Health and Trading Standards officers in the consultations to address the necessary legislation criteria.
- d** Development of a pilot programme of intensive action with selected FMs across the Yorkshire region and N. Lincs (although it is recognised that Lincolnshire FMs are an established brand and already benefit from holistic marketing support). This will enable the FMC to establish a core of Yorkshire (& Humber) branded FMs operating within established criteria. The selected markets could be chosen according to: size, location, population profile, seasonal visitor trends, development potential and sustainability. It is proposed that the selected markets receive full support in terms of promotional initiatives. These could include: free publicity, advertising; leaflets; posters; banners; interpretation boards; website entries, e.g. Yorkshire Tourist Board and NAFM; and the introduction of a Yorkshire & Humber FM

brand (refer to final page for rough draft) which will be awarded to FMs that meet the Y&H charter criteria.

- e A learning programme for FM organisers and producers could be developed in partnership with external agencies, including: LANTRA, DEFRA, Countryside Agency, Yorkshire Forward, Business Links, Environmental Health, Trading Standards *et al.* The needs identified thus far include: skills training, grant applications, marketing, legislation guidelines etc. It is proposed that the learning programme will be delivered through a series of seminars and workshops in each of the county's regions. north, south, east, and west, utilising resources and key personnel from agencies and local authorities in relevant locations. Support could also be targeted and delivered via an open learning network, e.g. newsletter, correspondence, website or e-mail.

### **Funding opportunities:**

DEFRA comments:

Funding for N, W, and E Yorkshire is available through the ERDP RES. Only farmers and forestry workers eligible (although could be extended to include horticultural smallholdings) and applications can be made in following categories: broad diversification, processing (primary), training, agricultural marketing, and I.T.

**Individual bids:** funding is competitive and granted on a quarterly basis: mainly small grants are offered and can apply to capital investments: stalls, equipment through to banners for farm market stalls.

**Co-ordinated bids:** e.g. FM organisers (or potentially FMC subject to Business Link status) acting on behalf of a group of producers attended a particular market. Also applies to capital investments, stalls, equipment etc.

**Facilitated bids:** through a DEFRA employee. FMC would need to make the initial application for a facilitator who DEFRA would recruit and employ. All bids would then be co-ordinated by the facilitator covering individual farmers and FM organisers across the region.

South Yorkshire is covered by Objective 1.

*Sue Room – July 2002 (?)*

## Bradford Chamber of Commerce & Industry

### JOB DESCRIPTION

|   |   |
|---|---|
| <b>Job Title:</b> Farm Markets Co-ordinator | <b>Location:</b> Bradford Chamber of Commerce     |
| <b>Department:</b> Business Link Services   | <b>Reports to:</b> Business Link Services Manager |

|                           |                                      |
|---------------------------|--------------------------------------|
| <b>Salary:</b> Negotiable | <b>Hours:</b> Full Time 35 hour week |
| <b>Holiday:</b> 25 days   | <b>Pension:</b> Contributory         |

|   |
|---|
| <p><b>Main function of job:</b><br/>         (Note: In addition to these functions employees are required to carry out such other duties as may reasonably be required)</p> <p>To develop and implement a regional Farmers Markets promotion campaign</p> |
|---|

|   |
|---|
| <p><b>Supervisory responsibilities:</b><br/>         N.A.</p> |
|---|

|  |
|--|
| <p><b>Main Duties/Responsibilities:</b></p> <ol style="list-style-type: none"> <li>1. To co-ordinate regional publicity on behalf of all the Farmers Markets (including local produce markets) in the region.</li> <li>2. To represent the region's Farmers Markets at shows, promoting education and consumer awareness of the benefits of local food.</li> <li>3. To represent the region's Farm Markets at national meetings, eg NAFM, Soil Association and Food Network meetings.</li> <li>4. To develop and encourage the facilitation of Farmers Markets with local authorities and Market Towns Initiative partnerships.</li> <li>5. To create and promote linkages with other relevant groups eg LANTRA, Yorkshire Pantry, Food Technopole, Yorkshire Forward, Yorkshire Tourist Board and the Farm Business Advice Service.</li> <li>6. To support Farm Markets, share best practice knowledge and be the single point of contact for all Farmers Markets issues.</li> <li>7. To create and maintain a database of Farmers Markets and range of produce at each market. To maintain data on the client management system.</li> <li>8. To prepare reports for management and funding organisations.</li> <li>9. To supervise the work of the Administrator and Information Officer.</li> <li>10. To contribute to the Business Link Services team effort and to liase with other business advisers.</li> </ol> |
|--|



| <b>DATE</b> | <b>CORE COMMUNICATIONS</b>  | <b>ENCLOSURES</b>  |
|-------------|---|--|
| 17-Aug-02   | email and letters to all organisers about MLC seminars  | An Introduction to Meat Retailing  |
| 28-Aug-02   | letter to research group about research meeting   | Proposal for research  |
| 6-Sep-02    | letter to Doncaster FM organiser with suggestions for funding   | Information on RES and ERDP  |
| 9-Sep-02    | letter to FLFI about research contract  |  |
| 11-Sep-02   | letter to research group with notes from meeting and thoughts about becoming a constituted body   | Summary of Discussion, Discussion of Questionnaires, Profile of research group FMs   |
| 17-Sep-02   | letter to market organisers about the support program and the research project, with notes from research group meeting  | Summary of Discussion, Profile of research group FMs   |
| 17-Sep-02   | letter to Pauline Teale, YF, with outline of proposed support program   |  |
| 19-Sep-02   | letter to Stuart Pasley, CA, about FM research project and problems at Richmond   |  |
| 20-Sep-02   | letter to research group on modification of producer questionnaire  |  |
| 23-Sep-02   | letter to organisers with suggestions on funding, NFU business survey and Working Group on Local Food (WGLF)  | NFU business survey of FMs, Working Group on Local food  |
| 30-Sep-02   | letter to Richmond FM organiser about the CA's Eat the View consumer survey   |  |
| 5-Oct-02    | email to Paul Johnston of Navigator PR with table of market dates   | Table of market dates  |
| 11-Oct-02   | letter to organisers with FM websites, food standards and safety, encouraging new producers to FMs, provisional date for organisers meeting                             | Table of market dates, food safety guidance booklet, Exec. Summary from Scottish Food Advisory Committee report on FMs and food safety |
| 15-Oct-02   | letter to James Pavitt of NAFM about support program and inviting to research meeting   |  |
| 16-Oct-02   | letter to Bingley FM organiser about plans for FM in Baildon  |  |
| 28-Oct-02   | letter to organisers with meeting agenda, website, press release, Scottish FM Association   | Meeting Agenda, press release for British Food Fortnight   |
| 30-Oct-02   | letter to WGLF about support program and research report meeting  |  |
| 31-Oct-02   | letter to FLFI about research contract - storage of data and copyright  |  |
| 5-Nov-02    | letter to organisers about Yorkshire Post   |  |
| 27-Nov-02   | letter to organisers about research report and WGLF questionnaire   | YHFM research report and WGLF questionnaires   |
| 10-Dec-02   | letter to organisers - planning issues, traceability and labeling   | Notes for Action, and the Submission to WGLF from YHFMs  |
| 10-Dec-02   | letter to Pauline Teale, YF, about research report, meeting and information CD  | YHFM research report, Notes for Action and Submission to WGLF from YHFMs   |
| 12-Dec-02   | letter to Glass Park Development Company about funding problems with Doncaster FM   |  |
| 17-Dec-02   | letter to organisers about FM Information CD and national strategies on FMs   | FM information CD plus index, and digest of SSFF and Policy Commission on FMs  |
| 2-Jan-03    | letter to Bingley FM organiser about plans for FM in Ilkley   |  |
| 3-Jan-03    | letter to Head of Markets, Bradford about FMs in District under PSA   |  |
| 8-Jan-03    | email to York (Murton) FM organiser about information on regional food policy   |  |
| 9-Jan-03    | letter to Penistone FM organiser  | Various definitions of FMs, budgets and other financial information  |
| 16-Jan-03   | letter to organisers with market dates, losses and gains in markets, Buy into Yorkshire event, YIGA and Farm to Local Shop, FBAS advisers, Regional Food Group          | FM Market dates for 2003, Farm to Local Shop   |
| 16-Jan-03   | letter to Nicky Reeve, Regional Food Group  | Information package on YHFMs   |
| 17-Jan-03   | email to Market Weighton FM organiser about marquees and stalls   |  |
| 21-Jan-03   | email to Pickering FM organiser about funding options in North Yorks  |  |
| 19-Feb-03   | email Rose Bridger with update on regional situation for BFIT report  |  |
| 26-Feb-03   | letter to organisers about YHFM leaflet, Buy into Yorkshire Event, future of FM support with RGF, DEFRA regional food strategy, research reports, collaborative working | Farmers' markets in SE, Shopping Basket Survey in SW, List of FM Organisers  |
| 24-Mar-03   | email to Pauline Teale, YF, about expanded website  |  |
| 24-Mar-03   | letter to organisers on FM guidance, expanded website, end of current support program   | Regional Food Group information enquiry form, Surrey FMs guidance notes  |



## **FARM MARKETS CD ROM INDEX PAGE**

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### **FOOD SAFETY GUIDANCE FOR FARMERS MARKET TRADERS**

#### **TRADING STANDARDS INFORMATION SHEETS**

Trade Descriptions  
 Price Marking of Goods for Retail Sale  
 The Retail Sale of Eggs - A guide for producers of eggs selling directly to consumers  
 Food Labelling of Pre-packed Foods  
 Organic products - A Guide for Producers, Processors and Packers of Organic Products  
 Food Labelling: Date Marking  
 Guidance notes for honey packers  
 Food Labelling for Greengrocers  
 Meat Products Compositional Standards  
 Greengrocers and Weights and Measures Law  
 Food Safety Act 1990  
 Nuts and the Food Business  
 Beef Labelling  
 Small Bakers and Average Weight

#### **COUNTRYSIDE AGENCY**

Eat the View - Promoting Sustainable Local Products  
 Sustainable Local Products Strategy and First Action Plan

#### **FOOD STANDARDS AGENCY GUIDANCE BOOKLETS AND SHEETS**

Working Group on Local Food, with DEFRA  
 Food Law Guide  
 Food law inspections and your business  
 Food Safety Regulations  
 Guide to food hygiene  
 Pesticides  
 Food: the local vision, with LACORS and the LGA  
 Food Additives Legislation - Guidance Notes - FSA  
 Natural Toxins - FSA  
 Dine out, eat well  
 Be allergy aware  
 Catering from home safely  
 Keeping food cool and safe  
 Guide to BSE

#### **INDUSTRY GUIDE TO GOOD HYGIENE PRACTICE**

Baking Guide

#### **SOURCES OF FUNDING FOR SETTING UP FARMERS MARKETS**

The Social, Economic and Environmental Development (SEED) Program, administered by the RSNC  
     SEED website  
     Introduction to funding  
     Guidance notes  
     Application form  
     Local food projects funded so far

Rural Enterprise Scheme, England Rural Development Program (ERDP), DEFRA  
     Short introduction  
     Guidance notes for applicants Part 1  
     Guidance notes for applicants Part 2

Application Form Part 2 - Supplementary  
Claim for Grant  
Progress report proforma

England Rural Development Program  
Guidance notes for application to the ERDP  
General application form for ERDP Part 1  
Notification of change to Part 1

## **REPORTS, SURVEYS, ARTICLES AND WEBSITES**

### **REPORTS**

Evaluation of Farmers' Markets in Yorkshire and North Lincolnshire  
Bingley Farmers Market - Consumer Survey  
Doncaster Farmers Market - Consumer Survey  
Driffield Farmers Market - Consumer Survey  
Epworth Farmers Market - Consumer Survey  
Richmond Farmers Market - Consumer Survey  
York Farmers Market - Consumer Survey

Farmers' markets in the south-east of England: their economic, environmental and social performance -  
Countryside Agency  
Shopping basket survey - South West Local Food Partnership  
NFU Survey of Farmers Markets  
    Press Release  
    Survey of Farmers Markets  
Scottish Food Advisory Committee  
    Farmers Markets in Scotland - A report  
    Survey of Farmers Markets in Scotland - Executive Summary  
    Survey of Farmers Markets in Scotland - Final report  
How can planning help the local food economy? A guide for planners  
Plans to restrict car boot sales are scrapped  
A Public Market for Lower Manhattan: Preliminary Feasibility Study - The New York City Council

### **WEBSITES**

Yorkshire and Humber Farmers Markets website  
Driffield farmers' market  
Brigg and Epworth farmers' market  
Leeds farmers' market  
York (Murton) farmers' market  
Yorkshire Farmers Market list, NAFM  
Yorkshire Farm Shops  
Worcestershire farmers Markets  
Foodsector.com - the online community for the food sector

### **NEWSPAPER ARTICLES**

Local heroes?  
So what's your beef?  
Top Ten Farmers Markets  
Organic food price report silenced  
Keep it real  
Piggies go to markets  
Farmers markets bid to move town  
Manchegeo for the masses  
The Goods Shed, Canterbury - a farmers' market caff  
Bites - Where to find food straight from the farmers' market on a menu near you

### **FOOD TECHNOPOLE**

Innovation insight

### **RURAL BUSINESS SUPPORT**

A User's Guide to late payment legislation

Encouraging and Supporting Enterprise in Rural Areas - a report to the Small Business Service  
Yorkshire Rural Business Survey - June 2002

- Part 1
- Part 2
- Part 3

## **FARMING INFORMATION**

A Farmers Guide to the Planning System, DEFRA  
Planning Consultancy Advice for Farm Diversification, DEFRA

- A guide for applicants
- Specification
- Application form
- Claim form

Towards Sustainable Agricultural Waste Management - Environment Agency  
Countryside Stewardship Scheme - DEFRA  
Processing and Marketing Grant - DEFRA  
Five Point Plan for wildlife friendly farming, English Nature  
Draft Soil Strategy for England, DEFRA

## **FARMING WEBSITES**

Farmers Guardian 2001 Directory  
LEAF - Linking Environment and Farming  
Farming & Wildlife Advisory Group  
National Farmers' Union  
ADAS

## **REPORTS**

Farming in England and Wales - ADAS Farmers' Voice 2002  
Agriculture in the UK - its Role and Challenge, a Foresight Report  
The future of UK agriculture in a changing world - a report from the Environment, Food and Rural Affairs Committee, House of Commons  
Policy Commission report on the Future of Food and Farming (Curry Report)  
Sustainable Food and Farming: Working Together - DEFRA

- Consultation document
- Economic Analysis and Evidence
- Consultation meeting in Yorkshire and Humber
- Responses to consultation on Strategy on Sustainable Food and Farming

The Strategy for Sustainable Farming and Food

- Leaflet
- Strategy

Government responses to Curry Report recommendations

- Section 1
- Section 2
- Section 3

Farming and Foods Contribution to Sustainable Development - Economic and Statistical Analysis

- Contents
- The Current Situation and Future Prospects
- Using Economic Instruments to Address the Environmental Impacts on Agriculture
- Sustainable Farming and Food Strategy: a framework for evaluation and monitoring

Study of the Farm Business Advice Service - DEFRA

## FARMERS MARKET ORGANISERS - Contact Details In Yorkshire And Humber – February 2003

| Farmers' Market  | Frequency & Market Location   | Name of Organiser/s   | Telephone Number   | Email & Address  |
|--|---|---|--|--|
| BARTON UPON HUMBER<br><br>CEASED                                     | Cottage Lane Car Park<br>North Lincs<br>Having difficulty keeping going                 | Jane Tomlinson (Lincolnshire Farmers' Markets) & Margaret Price (Tourism and Town Centres Team, N. Lincs Council) | Jane Tomlinson<br>01427 628270<br>Margaret Price<br>01724 297356     | Margaret Price:<br>margaret.price@northlincs.gov.uk<br>Tourism & Town Centres Team, Church Square House, Po Box 47, Scunthorpe, DN15 6XQ |
| BEDALE   | Tues of 2 <sup>nd</sup> week<br>Market Place, Town Square                               | Alastair Davy, Northern Dales Farmers' Markets  | 01748 884414   | enquire@ajgdavy.u-net.com  |
| BINGLEY  | 4 <sup>th</sup> Saturday<br>Chapel Lane,<br>Bingley,<br>West Yorkshire                  | Carolyn Lowing -<br>Bradford Food Information Trust (B-FIT)   | Carolyn Lowing<br>01535 670950                                       | clowing@blueyonder.co.uk<br>1 Broomfield Street, Keighley, BD21 2BZ  |
| BRIGG  | 4 <sup>th</sup> Saturday<br>Market Place<br>Brigg<br>North Lincs                        | Jane Tomlinson & Margaret Price   | Margaret Price<br>01724 297356<br>Brigg Tourist Info<br>01652 657053 | Margaret Price:<br>margaret.price@northlincs.gov.uk<br>Tourism & Town Centres Team, Church Square House, Po Box 47, Scunthorpe, DN15 6XQ |
| DONCASTER  | 1 <sup>st</sup> & 3 <sup>rd</sup> Wed<br>Goose Hill,<br>Doncaster,                      | Helen Hopkins & David Shaw<br>- DoLFN (Doncaster Local Foods Network)   | 01302 886479   | glass_parkdcl@hotmail.com<br>The Assembly Halls, Dentons Green Lane, Kirk Sandall, Doncaster DN3 1JP                                     |
| DRIFFIELD  | 1 <sup>st</sup> Sat<br>The Showground,<br>Kelleythorpe,<br>Driffield,<br>East Yorkshire | Symon Fraser (Driffield Agricultural Society)   | 01377 257494   | office@driffieldshow.co.uk<br>The Showground,<br>Kelleythorpe,<br>Driffield,<br>East Yorkshire YO25 9DN                                  |
| EPWORTH  | 3 <sup>rd</sup> Thurs<br>Market Place,<br>Epworth,<br>North Lincolnshire                | Jane Tomlinson (Lincolnshire Farmers' Markets) Margaret Price (NLCouncil)   | Margaret Price<br>01724 297356<br>Brigg Tourist Info<br>01652 657053 | Margaret Price:<br>margaret.price@northlincs.gov.uk<br>Tourism & Town Centres Team, Church Square House, Po Box 47, Scunthorpe, DN15 6XQ |
| HALIFAX<br><br>CANCELLED 03<br><br>(Lack Of Support From Producers ) | 3 <sup>rd</sup> Sat<br>Piece Hall<br>Halifax  | Mark Humphreys<br>Commercial Manager<br>Calderdale Museums & Arts   | 01422 358087   | markets@calderdale.gov.uk<br>/www.calderdale.gov.uk/council/services/m.html<br>The Piece Hall, Halifax HX1 1RE                           |
| HARROGATE  | 2 <sup>nd</sup> Thurs<br>Market Place,  | Bernard White, Chief Estates Surveyor, Harrogate Borough  | 01423 556027<br>(Office 01423 556044)                                | CM04@harrogate.gov.uk<br>Council Offices, Crescent Garden, Harrogate,  |

|                         |  |  |                                  |   |
|-------------------------|--|--|----------------------------------|---|
|                         | Harrogate, North Yorkshire   | Council  |                                  | HG1 2SG   |
| HEBDEN BRIDGE           | 1 <sup>st</sup> Sun<br>Lees Yard, Hebden Bridge                                  | Trevor Sorby (Calderdale MBC)                        | 01422 359034                     | markets@calderdale.gov.uk<br>http://www.calderdale.gov.uk/council/services/m.html<br>Markets General Office, 19 Albion Street, Halifax HX1 1DU  |
| HOLLYOAK                | 2 <sup>nd</sup> Sat<br>Dunswell Road<br>Cottingham<br>Hull                       | Christine Jackson<br>(beef farmer)                   | 01964 562306                     | Skirlaugh Grange, Swine Road, Skirlaugh, Hull HU11 5EJ  |
| HOLMFIRTH               | 3 <sup>rd</sup> Sun<br>Holmfirth Market Hall,<br>Huddersfield Road,<br>Holmfirth | Tony Woodfine<br>(Markets Manager, Kirklees Council) | 01484 222437<br>fax 01484 223735 | tony.woodfine@kirklees.gov.uk<br>/www.kirklees.gov.uk/community/voluntary-orgs/kinfoDetails.asp?GroupID=1764<br>Estates, Property and Market Service, Kirklees MBC, Queensgate Market Office, Princess Alexander Walk, Huddersfield HD1 2UJ |
| KNARESBOROUGH<br>CEASED | Having difficulty keeping going  | Bernard White  | 01423 556027                     | CM04@harrogate.gov.uk   |
| LEEDS                   | 1 <sup>st</sup> Sun<br>Kirkgate Open Market                                      | Barbara Beck   | 0113 214 5162<br>0113 214 5170   | Not known<br>Kirkgate Market Office, 34 George Street, Leeds LS2 7HY  |
| LEYBURN                 | 4 <sup>th</sup> Sat<br>Market Place, Town Square                                 | Alastair Davy, Northern Dales Farmers' Markets       | 01748 884414                     | enquire@ajgdavy.u-net.com   |
| LIGHTWATER VALLEY       | 2 <sup>nd</sup> Sun<br>Lightwater Valley Complex                                 | Alastair Davy, Northern Dales Farmers' Markets       | 01748 884414                     | enquire@ajgdavy.u-net.com   |
| MALTON                  | 2 <sup>nd</sup> Sat and some 4 <sup>th</sup><br>and last Sats<br>Market Place    | Andrew Dunce   | 01751 473780                     | theeventsoffice@btinternet.com<br>The Events Office, Po Box 1, Pickering, North Yorks YO18 7YG  |
| MARKET WEIGHTON         | In development   | Dan Offord (MTI)<br><br>Peter Moorhouse              | 07764 892525<br><br>01430 873672 | daniel.offord@yorkshire-forward.com<br>Weighton Area Regeneration Partnership, 2 Linegate, Market Weighton YO43 3AR<br>moorhouserubicon@aol.com<br>The Pet Shop<br>42 High Street<br>Market Weighton<br>YO43 3AH                            |

|                       |   |   |  |   |
|-----------------------|---|---|--|---|
| NORTHALLERTON         | 4 <sup>th</sup> Friday<br>Applegarth car park   | Alastair Davy, Northern Dales<br>Farmers' Markets   | 01748 884414   | enquire@ajgdavy.u-net.com   |
| OTLEY                 | Last Sun<br>Town Market Place,<br>Otley   | Ian Stewart,<br>Otley MTI Manager<br><br>Geoff Johnson – market<br>organiser, Otley Town<br>Partnership | 01943 851204<br>07764 892528<br><br>01943 863130                         | ianstewart@yorkshire-forward.com<br>The Caretakers Cottage, Cross Green<br>Community Centre, Pool Road, Otley, West<br>Yorks LS21 1HD       |
| PENISTONE             | 2 <sup>nd</sup> or 1 <sup>st</sup> Sat<br>retail market area                              | Judith Fozzard (YRCC)<br>Community Partnership on<br>01226 766202                                       | (01904) 645271<br><br>01226 766202                                       | judith@williamhouse.co.uk<br>Yorkshire Rural Community Council<br>William House<br>Shipton Road, Skelton<br>York<br>YO30 1XF                |
| PICKERING             | Mondays<br>Old Market Hall<br>Pickering   | Andrew Dunce  | 01751 473780   | theeventsoffice@btinternet.com<br>The Events Office, Po Box 1, Pickering, North<br>Yorks YO18 7YG   |
| RICHMOND              | 3 <sup>rd</sup> Sat<br>Market Square,<br>Richmond, North<br>Yorkshire                     | Alastair Davy, Northern Dales<br>Farmers' Markets   | 01748 884414   | enquire@ajgdavy.u-net.com<br>Low Oxque, Marrick, Richmond DL11 7LJ  |
| RIPON                 | 3 <sup>rd</sup> Sun<br>Market Square<br>Ripon   | Bernard White   | 01423 556027   | CM04@harrogate.gov.uk   |
| SCARBOROUGH<br>CEASED |   | Heather Archer<br>(Wykeham Estates)   | 01723 866600   | estates@wykeham.co.uk<br>The Wykeham Estates, Wykeham, Scarborough<br>YO13 9QD  |
| SCUNTHORPE            | 2 <sup>nd</sup> Friday until Mar 03<br>Library Square                                     | Margaret Price<br>North Lincs Council   | Margaret Price<br>01724 297356<br><br>Brigg Tourist Info<br>01652 657053 | Margaret Price:<br>margaret.price@northlincs.gov.uk<br>Tourism & Town Centres Team, Church Square<br>House, Po Box 47, Scunthorpe, DN15 6XQ |
| SHEFFIELD             | 3 <sup>rd</sup> Sat in Sept<br>Whirlow Hall Farm<br>Whirlow Lane<br>off A625<br>Sheffield | David Heogh, Chief Exec.,<br>Whirlow Hall Farm Trust  | 0114 235 2678  | whirlowhallfarm@webnet2000.co.uk<br>www.whirlowhallfarm.co.uk<br>Whirlow Hall Farm Trust<br>Whirlow Lane<br>Sheffield S11 9QF               |
| SOUTH CAVE            | 2 <sup>nd</sup> Sat<br>?  | South Cave Parish Council   | ?  | ?   |

|  |   |   |                             |   |
|--|---|---|-----------------------------|---|
| STOKESLEY                              | 1 <sup>st</sup> Sat<br>Town square, beside<br>town hall                                     | Alastair Davy, Northern Dales<br>Farmers' Markets     | 01748 884414                | enquire@ajgdavy.u-net.com<br>Low Oxque, Marrick, Richmond DL11 7LJ  |
| THIRSK                                 | Mon of 2 <sup>nd</sup> week<br>Market Place, Town<br>Square                                 | Alastair Davy, Northern Dales<br>Farmers' Markets     | 01748 884414                | enquire@ajgdavy.u-net.com   |
| WETHERBY                               | 2 <sup>nd</sup> Sun<br>Market Place   | John Jukes (Wetherby Town<br>Council)                 | 01937 583584                | wetherbytc@btconnect.com<br>Wetherby Town Council, Town Hall, Market<br>Place, Wetherby LS22 6NE  |
| WHITBY<br>SUSPENDED –<br>CHECK SPR '03 | Thursdays<br>Market Place<br>Church Street<br>Whitby  | Heather Archer  | 01723 866600                | estates@wykeham.co.uk<br>The Wykeham Estates, Wykeham, Scarborough<br>YO13 9QD  |
| WYKEHAM                                | Fridays<br>The Downe Arms<br>Wykeham<br>Scarborough   | Emma Hardwick<br>(Wykeham Estates)                    | 01723 866600                | estates@wykeham.co.uk<br>The Wykeham Estates, Wykeham, Scarborough<br>YO13 9QD  |
| YORK                                   | Variable<br>City Centre,<br>York,<br>North Yorkshire  | Paul Barratt, Market Manager,<br>City of York Council | 01904 551355                | york.market@york.gov.uk<br><a href="http://www.york.gov.uk/business/markets/specialistmarkets.html">http://www.york.gov.uk/business/markets/specialistmarkets.html</a><br>Markets Office, 2 Newgate, York YO1 7LA |
| YORK (MURTON)                          | 1 <sup>st</sup> & 3 <sup>rd</sup> Sat<br>York Livestock Centre<br>Murton<br>North Yorkshire | Richard Tasker<br>(Stephenson & Sons)                 | 01904 489731<br>0781 685662 | rtt@stephenson.co.uk<br>Stephenson & Sons, York Livestock Centre,<br>Murton Lane, Murton, York YO19 5GF   |

[www.yorkshire-humber-farmers-markets.co.uk](http://www.yorkshire-humber-farmers-markets.co.uk)

## Evaluation of the Farmers' Markets in Yorkshire and North Lincolnshire

Proposal to guide the development of the farmers' markets in the region to Yorkshire Forward

July 2002

### 1. Contractor Background

f3 - The Foundation for Local Food Initiatives has specialist knowledge and experience in developing local food initiatives throughout the UK. These focus on creating sustainable economic and social regeneration with an emphasis upon local production, processing and distribution of food. f3 has a growing track record in focused market research of both consumers and the food and agricultural industry to monitor and assess the changes in the sector and identify barriers and opportunities to development of the local food sector. The consultants have considerable experience in the setting up and development of farmers' markets.

Recent research undertaken which surveyed and assessed of the attitudes of producers and consumers includes:

- Green Gateway Initiative, Devon Wildlife Trust – consumer research to assess the potential market for 'wildlife friendly' products.
- A review of the Farmers' Markets in the SE for the Countryside Agency – survey of organisers, producers and consumers to assess the performance of a sample of the markets in the region
- Dorset Local Products Study for Dorset County Council – survey of a sample of farmers to assess the support needed to enter the local food sector;
- South West Organic Farming Study for SWRDA – survey of all producers, processors and ancillary industries in the region;
- Wychavon Farmers' Market Strategy for Wychavon District Council – survey of producers to assess needs and opportunities;
- Regional Branding Study for Taste of the West – survey of producers and processors to assess interest in branding.

This experience of a wide range of initiatives combined with the specialist knowledge of farmers' markets can be used to evaluate and guide the development of the Yorkshire Farmers' Markets.

### 2. Work Plan

It is understood that a survey is required of the farmers' markets in the region to assess the attitudes and experience of the producers and consumers. This knowledge will be used to guide the development of the farmers' markets.

It is proposed to undertake the following key tasks:

1. Identify sample of farmers' markets in the region to be studied
2. Assessment of the performance of the farmers' markets from producers perspective - survey of producers
3. Assessment of the impact of the farmers' markets on consumers and the potential market – survey of consumers
4. Overall evaluation of the farmers' markets
5. Identify implications for strategy and action.

#### 1. Identify sample of farmers' markets

It is proposed that a sample of six of the 40 farmers' markets in the region are selected for the study. It is understood that about half of the farmers' markets are either members of NAFM or follow their guidelines. The sample will be selected from these so that we can compare like with like and in order to reduce the number of variables.



There are other potential variables that need to be considered when selecting this sample, which include:

- The range of locations of the farmers' markets (e.g. city, market town, edge/out of town)
- The range of producers in the catchment area
- The social structure of the catchment area
- Frequency of the market
- Day of the week on which the market is held
- Type of organiser

These variables will be discussed with the Farmers' Market Co-ordinator and at a meeting with organisers in the region. The sample agreed will reflect the range of markets as far as possible. For each of the sample farmers' markets we would collect further information about the general operation of the market from the Co-ordinator or organiser in order to put the evaluation into context. This would include:

- Date started and number of markets held
- Stall charges
- Number and range of stalls
- Average income from the market per producer
- Estimate of number of customers per market day and the trend
- Trend in the number of regular producers attending the market
- Publicity
- Aspects that have worked well
- Aspects that haven't worked well.

## **2. Survey of Producers**

The main aim of the producer survey is to assess the performance of the farmers' market from the producers' perspective. The main questions that would be asked are:

- why producers attend
- how many and which farmers' markets do they attend
- what have been the main benefits
- what disadvantages
- what are the main improvements needed to encourage continued or increased attendance
- if they are 'lapsed' stall holders – why and what would encourage them to return
- business development needs.

The questionnaire needs to be kept as simple and short as possible to maximise return rate. An example of a producer questionnaire is given in Appendix A, which was used in the review of the farmers' markets in the South East of England. This could be used as the basis of the questionnaire for this study. The specific questions and level of detail will be agreed with the Co-ordinator.

The questionnaire would be administered to all the producers who attend the selected farmers' markets, as well as to some 'lapsed' producers if that data is available. This could be via the Co-ordinator or organiser of each market, either by hand or posted, with a stamped address envelope for its return. The return rate is expected to be 30-40% (based on previous experience). About 450 questionnaires will need to be sent out to achieve about 150 returns. Analysis of the survey will be undertaken through the use of survey analysis software.

## **3. Survey of Consumers**

The main aim of the consumer market research will be to assess the impact of the farmers' markets on the consumers and the potential market. This will be achieved by face to face interviews with consumers who have attended the selected market (exit survey) and street interviews with those who have not attended the market.

The questionnaires will focus on two main themes:

- What influences the decision to visit and make purchases at a farmers' market
- What prevents a consumer visiting and purchasing at a farmers' market

The questionnaires will include specific questions on their perception of the price and quality of produce available at farmers' markets compared to that available in the local supermarket. First time shoppers at farmers' markets will be identified and specifically asked whether their experience had matched their perception.

The questionnaires need to be as short and straightforward as possible and take a maximum of 10 minutes. They will be conducted by trained, local market research interviewers. An example of the consumer questionnaires are shown in Appendix B, which were used in the SE Farmers' Market study. These could form the basis of the questionnaires to be used in this study. The detailed questions will be agreed with the Farmers' Market Co-ordinator.

At each of the 6 locations, 50 interviews will be conducted with those shopping at the market and 25 interviews with those not attending, giving a total of about 450 interviews. The exit survey will be conducted with consumers stopped at random on their way out of the market. The street survey will be conducted with those who do at least some of the food shopping for their household and have a quota of age and socioeconomic group so that a representative sample of the population is achieved.

Analysis of the survey will be undertaken through the use of survey analysis software.

#### 4. Overall Evaluation of the Farmers' Markets

This will be based on the producer and consumer surveys and operational information obtained from the co-ordinator and/or the relevant organisers of the selected farmers' markets. The assessment will be placed in context by comparisons with existing studies of farmers' markets and national consumer trends.

#### 5. Implications for the Development of the Farmers' Markets

A half-day workshop with key individuals to discuss the results of the evaluation will be an important input to identifying best practice and the implications for strategy and action in development of the farmers' markets in the region. This will form an input to the final report.

### Project Team

#### Principal Consultants from f3

| Consultant      | Key Skills and knowledge   | Role   |
|-----------------|--|--|
| Charles Couzens | Local food sector strategy<br>Facilitation and consensus building                          | Discuss research objectives<br>Interpretation of results and final report  |
| Emma Delow      | Member of Market Research Society<br>Lead within f3 on all market research and survey work | Clarify research objectives<br>Questionnaire design<br>Analysis of results |
| Sarah May       | Farmers' Market management in UK and US  | Development of farmers' markets  |

## Work Programme

Note: Final invoice total will vary according to expenses incurred including production of final reports and travel to meetings. VAT will be charged at current rates.

|                        | <b>No days</b> | <b>Consultancy cost</b> | <b>Estimated expenses</b> | <b>Total cost</b> |
|------------------------|----------------|-------------------------|---------------------------|-------------------|
| <b>Identify sample</b> |                |                         |                           |                   |
| meeting & sampling     | 2              | 800                     | 75                        | 875               |
| <b>Producer survey</b> |                |                         |                           |                   |
| design questionnaire   | 1              | 400                     |                           | 400               |
| Data input             |                | 0                       | 225                       | 225               |
| Analysis               | 1.5            | 600                     |                           | 600               |
| <b>Consumer survey</b> |                |                         |                           |                   |
| design questionnaire   | 1              | 400                     |                           | 400               |
| interviews             | 2              | 800                     | 1575                      | 2375              |
| Data input             |                | 0                       | 675                       | 675               |
| Analysis               | 2              | 800                     |                           | 800               |
| <b>Evaluation</b>      | 1              | 400                     |                           | 400               |
| <b>Implications</b>    |                |                         |                           |                   |
| Workshop               | 1.5            | 600                     | 200                       | 800               |
| Report                 | 2              | 800                     |                           | 800               |
| <b>TOTAL</b>           | <b>14</b>      | <b>5600</b>             | <b>2750</b>               | <b>8350</b>       |

**Milestones and Payment Schedule**

The following milestones assume confirmation of the contract 1 Aug 2002. Any amendments to the timetable will need to be agreed at the start of the contract and subsequent project management meetings.

| <b>Milestone</b>                        | <b>Deadline</b> | <b>Payment</b> |
|---|-----------------|----------------|
| Agree sample                            | 15 Aug          |                |
| Agree final questionnaires for surveys  | 31 Aug          |                |
| Return of producer and consumer surveys | 30 Sept         | £4,175         |
| Data input                              | 7 Oct           |                |
| Analysis and evaluation                 | 14 Oct          |                |
| Workshop                                | 21 Oct          |                |
| Final report                            | 30Oct           | £4,175         |

## FARM MARKET RESEARCH GROUP – Discussion of Questionnaires

### PRODUCER QUESTIONNAIRES

Organisers expressed their preferred method for contacting their own producers and encouraging them to complete the Producer Questionnaire. It was felt that compliance would be greater if they approached their producers in their own way rather than FLFI. One organiser will conduct the producer questionnaire by phone interview.

Producers who serve more than one of the FMs in the research group will be advised that only one questionnaire need be completed. The analysis of the questionnaires will hope to pick up multiple attendances and apportion accordingly.

#### **Additional Questions:**

- **Promotional events** – interest of producers in such as Cook & Taste sessions, cooking demonstrations and musical attractions
- **Current outlets** - expand on the list of producers' current outlets to include the mainstream i.e. ordinary markets, auctions, abattoirs etc.
- **Comparative Evaluation of FMs** – which FM that you go to is good and why?
- **Rating of FMs** – ask producers for their evaluation of:
  - Day to day management
  - Location
  - Number of customers
  - Publicity
  - Atmosphere
  - Cost of stall
- **Frequency** – are you likely to increase or decrease your attendance at FMs
- **Products sold** – expand list to include game, poultry, honey, fruit juices, spring water, pies and beer
- **Storage facilities** – does producer need to use particular storage methods in transit to FM and at FM. What are these storage methods?
- **Business support** – add in general business advice, gateways (contacts to) to business services

#### **Remove:**

FWAG – remove FWAG in assurance scheme and replace with Countryside Stewardship Scheme.

### **CUSTOMER SURVEY – Market shoppers**

The intention is to survey local shoppers rather than day-trippers. The survey has a quota of non-local visitors to the FMs.

#### **Additional Questions:**

- **Understanding of FMs** – what do you understand by an FM. What is the difference between FMs and other markets? Do you shop at other markets? (Needed for Paul)
- **Purpose of shopping at FM** – are you coming to the FM for specialist products, or are you doing your main shopping at the FM? Where do you do most of your shopping?
- **Frequency** – rewording of Q9.
  - How many times have you shopped at this FM?
  - If this is your first visit, has it reached your expectation?
  - How often would you like to see this market?
  - Is there a best day of the week for this FM?
- **Promotional events** – would shoppers like to see Cook & Taste sessions, cooking demonstrations and musical attractions

- **Price perception and comparison** – Are prices higher at markets? Organisers could price up baskets from FM and supermarkets. Ask shopper which costs more?
- **Type of shopper at FM** – compile a list of statements from which shopper can identify the types they think attend FMs
- **Media** – add in Yorkshire Post to the question on newspaper readership
- **Ease of access** – by foot, by bus, by car?
- **Evaluation of stallholders** – what do you think of the stallholders:
  - Are they friendly?
  - Do you they give you enough information about their products?

**Remove:**

Organic produce question (not all markets consistently have organic produce)

**CUSTOMER SURVEY – Non-market shoppers**

There was a need to tidy up the questionnaire with a view to correcting for internal consistency i.e. check for questions that assume that the FM has been visited.

**Additional Question:**

**Other markets** – Ask whether they have shopped at another FM. **May need a quota for those who have as they will skew results of non-shoppers knowledge**

**Media** - add in Yorkshire Post to the question on newspaper readership

## FARM MARKET RESEARCH GROUP - Summary of Discussion with Organisers

### RANGE OF PRODUCE

Common issues exist around availability of some types of produce:

- All markets are over-subscribed with meat producers. A reserve list is often maintained of these. One market is to go ahead with a second day a month on the back of their reserve list
- Fruit is a particular difficulty with only small, seasonal amounts
- Some markets cannot get vegetables
- Not all markets allow crafts, but there should be an encouragement for producers to consider new ranges such as beeswax products
- All markets have difficulty getting producers of lamb. Margins from selling a box of lamb are probably better than sales of a series of joints
- There is confusion in customer understanding between local and organic produce
- Markets operate some flexibility around the rules on distance of production from their market
  - One has fish from Whitby, which is just two miles over the limit. Two have trout from inside their limit
  - One would like cheese from the Dales but it is over their limit, while another operates flexibly to have cheese from the Dales

### ORGANISATIONAL ISSUES

#### *Establishing a new market:*

- Resistance from existing market traders who fear loss of trade and brief against a new FM
- Slow pace of acceptance from local authorities – can take over seven months in negotiation
- Fees for stalls based on comparison with other markets
- No-shows leave empty spaces. Some markets require advance payment for stalls as an incentive to turn up and as a cover for loss of income

#### *Environmental Health:*

- Some markets require that all producers have a Food Health & Hygiene certificate and that they be registered with their local Environmental Health Officer (EHO)
- The practice of EHO's varies between local authority areas, with each creating different types of documentation - some producing a 40-page document, others produce a certificate
- Organisers will increasingly take on an inspection role for which they may have no training

#### *Organisers and market constitution:*

Mix of voluntary, unpaid and paid organisers, the organisers operating through a series of different constitutional structures:

- A non-profit company limited by guarantee
- A non-profit company limited by guarantee and seeking charity registration
- A City Council Markets Department
- A non-profit development company owned by a community trust charity

All these show an understanding of how incorporation delivers accountability and creates external confidence.

- Some organisers have short term grant funding, while others seek to create an income for an organiser from stall fees collected by running a number of FMs
- One is making an application to the Rural Enterprise Scheme of the ERDP to fund a markets manager
- Another relies completely on voluntary activity

- FMs working within local authority provision can take advantage of existing market management staff and facilities

### **Market and customer analysis:**

- Organisers face increasing paperwork loads, and inspection-loads if they require health and hygiene standards of their producers
- Resources are unavailable to engage in significant customer analysis or seek out new or gap-filling producers
- NAFM hasn't carried out some of the basic research that would have common currency with FMs
- Organisers regard local, regular customers more highly than transience of tourists

### **Shelf Life of Farm Markets:**

The perception is that customers are generally ill-informed about FMs. Do they get their first knowledge of FMs from national promotion or from local promotion? Is there a disparity?

- Concern that there may be customer fatigue if too many markets are set up, or if the frequency of existing FMs is mismatched to need
- There will be increasing competition between FMs for producers. Some producers are already common between a number of FMs
- Producers use FMs for self-promotion, taking orders for independent delivery
- Producers gain in experience from selling at FMs. Some move on from FMs to open farm shops or become independent direct sellers
- Polled on shelf life, organisers were split (3:1) between a range of 3-7 years and continuing indefinitely
- Co-operation between markets will enhance shelf life. It was recognised that the WI is one of the few examples of co-operation

Organisers agreed it was vital to think beyond the short term and begin to identify what will carry on after FMs. This will be aided by FMs working and sharing together at a regional level.

The recognition was that FMs are key enterprise developments in their localities and that joint enterprise between FMs holds benefits for producers, customers and market organisers alike.

## **FARM MARKET SUPPORT FROM BUSINESS LINK**

The support project for FMs from Business Link for West Yorkshire runs until March 2003. Organisers were asked to think about forms of support that would work in a general way for FMs, and for them to come up with a wish list. Some examples of these were:

- the stout paper bags that were a promotional item from the Countryside Agency (*Eat the View*). Bags could be provided that promoted the regional FMs
- a campaign of generic promotion of FMs placed in suitable regional media with a consensus on best timing. The campaign would need to point to secondary information sources
- a training program for FM organisers tailored to meet their increasing workloads in administration and inspection
- help with identifying and encouraging new producers for FMs

**FARMERS MARKETS RESEARCH GROUP - Profile Of Farmers' Markets**

| <b>MARKET</b>  | <b>Established</b>   | <b>Frequency</b>   | <b>Stalls Occupied</b> | <b>Maximum Stalls</b>                                   | <b>Producers</b>  | <b>NAFM member</b> | <b>NAFM accred<sup>n</sup></b>     | <b>Survey date</b>              |
|--|--|--|------------------------|---|---|--------------------|------------------------------------|---------------------------------|
| <b>DONCASTER</b>   | Since April 2002. Large market town. Pay & display car park close to market  | One/mo. - 1 <sup>st</sup> Wed 10-4pm. Two/mo. from Oct to Dec. | 15-20                  | 20  | Can't get vegetable producers. Meat producers held in reserve – hence the second market             | Y                  | Applying                           | Wed. 2 <sup>nd</sup> October    |
| <b>YORK</b>  | For 3 years. Large urban centre with extended catchment area. Pay & display parking in city centre                   | Started at one/3mo – now one/mo. On variable days, 9-4.30pm    |                        | 19-20 from a producers list of 25                       | Producers provide their own gazebos or stalls.  | Y                  | Applied                            | Sat. 12 <sup>th</sup> October   |
| <b>RICHMOND</b>  | For 2 years, but with break for FMD. Prosperous ancient market town. Pay & display car parks in town                 | One/mo. – 3 <sup>rd</sup> Sat. 7-2.30pm                        |                        |   | Organiser plans for no more than two stalls of same type. No craft stalls allowed                   | Y                  | Going for full accred <sup>n</sup> | Sat. 21 <sup>st</sup> September |
| <b>BINGLEY</b>   | Pilots in '98, fixed venue from 2000. Semi-rural town within Bradford Metropolitan District. Limited parking in town | One/mo. – 4 <sup>th</sup> Sat. 9-1pm                           | 12-14                  | 10 permanent stalls with power & 4 large trestle tables | Some crafts, dairy and vegetables. Try to get overall balance of stalls. Gaps are cheese and fruit. | Y                  | Not going for accred <sup>n</sup>  | Sat. 28 <sup>th</sup> September |
| The last two markets were unable to attend the meeting, but are continuing with the research |  |  |                        |   |   |                    |                                    |                                 |
| <b>EPWORTH</b>   | Small market town in rural setting. Limited pay & display parking in town  | One/mo. – 3 <sup>rd</sup> Thurs. 9-4pm                         |                        |   |   | Y                  |                                    | Thurs. 17 <sup>th</sup> October |
| <b>DRIFFIELD</b>   | Rural setting near to market town. Large free parking facility at Showground   | One/mo. – 1 <sup>st</sup> Sat. 9-1pm                           |                        |   |   | Y                  |                                    | Sat. 5 <sup>th</sup> October    |



**SUPPORT YOUR LOCAL COUNTRYSIDE DURING BRITISH FOOD FORTNIGHT 26  
OCT-10 NOV**

‘Support your local countryside during British Food Fortnight, 26 October-10 November,’ is the message from Yorkshire food producers and retailers as part of the national Your Countryside You’re Welcome campaign. The campaign is aimed at encouraging people to go back into the countryside this autumn.

Stuart Pasley of the Countryside Agency said; “ There has never been a more important time for people to discover and support the links between the food they eat and their local countryside.

“People can make a difference if they choose products that are produced, processed and retailed in an environmentally sensitive way. To help them do this, there are many events being held where local produce can be purchased.” These include;

\* Farmers’ markets. There are over 25 different places holding farmers’ markets across Yorkshire, including 26 Oct Leyburn, 28 Oct Pickering, 31 Oct Whitby, 2 Nov Driffield, 2 Nov Murton near York, 4 Nov Pickering, 4 Nov Thirsk, 5 Nov Bedale, 9 Nov Hollyoak, Cottingham, and 9 Nov Malton.

Dates of all Yorkshire markets are on [www.yorkshire-humber-farmers-markets.co.uk](http://www.yorkshire-humber-farmers-markets.co.uk)

Additional details are available on [www.farmersmarkets.net](http://www.farmersmarkets.net)

\* Farm shops. The Farm Retail Association has members across the region including; The Farmer’s Cart at Towthorpe near York, Hazelhead farm shop in Penistone near Sheffield and Moat Hall Farm Shop, Soyland near Sowerby Bridge. For further details visit [www.farmshopping.com](http://www.farmshopping.com)

\* The North York Moors National Park Food Fair at Sutton Bank 26 –27 October. This is a weekend fair where you can see, taste and buy local produce made in and around the North York Moors. Call 01845 597426 for more details.

In addition, Yorkshire Tourist Board can provide details on many aspects of food in Yorkshire, including where to go and what to see. Details from 01904 707070 or [www.hiddenyorkshire.com](http://www.hiddenyorkshire.com)

Stuart Pasley added: “I would also encourage people to ask at pubs and restaurants whether the menu carries any local ingredients and to check the internet, including [www.eat-the-view.org.uk](http://www.eat-the-view.org.uk),

for organic and specialist food suppliers. People can also find out if there is a local food group network near them by visiting [www.localfoodworks.org](http://www.localfoodworks.org)

The national 'Your Countryside You're Welcome' campaign is a major drive, co-ordinated by the Countryside Agency and the region's tourism, business and countryside organisations, to encourage people to visit and enjoy the Yorkshire and Humber countryside.

David Andrews, chief executive of Yorkshire Tourist Board (YTB) added: "Rural tourism in Yorkshire is worth around £2.7billion. To ensure that both new and existing rural businesses can flourish, we need to continually extend our support to such worthwhile initiatives as British Food Fortnight.

"I would encourage everyone to take advantage of the free information service YTB provides, to ensure that they make the most out of their time in our magnificent countryside."

Ends

Issued 18.10.02

The Countryside Agency is responsible for advising government and taking action on the social, economic and environmental well-being of the English countryside.

Issued by Paul Johnston, Navigator PR

Office 01947 880513

Mobile 07974 686556

Home 01947 880982

# Farmers Markets

## in Yorkshire and Humberside

Quality Assured Local Produce

**Enjoy good, fresh food from your local Farmers' Market!**



*"There has never been a more important time for people to discover and support the links between the food they eat and their local countryside"*

Stuart Pasley of Yorkshire and the Humber Countryside Agency

Farmers' Markets can provide:

- fresh meat, vegetables, and fruit in season;
- fresh and smoked fish;
- famous Dale's cheeses;
- jams and chutneys; and
- freshly made cakes and pies.

Farmers' markets stallholders can tell you how the food is produced, where it comes from and probably give you good ideas on ways to prepare and eat it. Find out where your nearest market is, and its next date, by looking at the list overleaf.

[www.yorkshire-humber-farmers-markets.co.uk](http://www.yorkshire-humber-farmers-markets.co.uk)

**Visit your local Farmers' Market  
You'll be surprised!**

This leaflet is sponsored by Business Link for West Yorkshire



| Market            | Location                      | Tel.          | Market Dates   |
|-------------------|-------------------------------|---------------|--|
| Bedale            | Market Place                  | 01748 884414  | 11 Feb, 11 Mar, 8 Apr, 13 May, 10 Jun  |
| Bingley           | Chapel Lane                   | 01535 670950  | 25 Jan, 22 Feb, 22 Mar, 26 Apr, 24 May, 28 Jun   |
| Brigg             | Market Place                  | 01652 657053  | 25 Jan, 22 Feb, 22 Mar, 26 Apr, 24 May, 28 Jun   |
| Doncaster         | Goose Hill                    | 01302 886479  | 5, 19 Feb, 5, 19 Mar, 2, 16 Apr, 7, 21 May, 4, 18 Jun  |
| Driffield         | Showground, Kelleythorpe      | 01377 257494  | 1 Feb, 1 Mar, 5 Apr, 3 May, 7 Jun  |
| Epworth           | Market Place                  | 01652 657053  | 16 Jan, 20 Feb, 20 Mar, 17 Apr, 15 May, 19 Jun   |
| Harrogate         | Market Place                  | 01423 556044  | 10 Apr, 8 May, 12 Jun  |
| Hebden Bridge     | Lees Yard                     | 01422 359034  | 2 Feb, 2 Mar, 6 Apr, 4 May, 1 Jun  |
| Hollyoak          | Dunswell Road, Cottingham     | 01964 562306  | 11 Jan, 8 Feb, 8 Mar, 12 Apr, 10 May, 8 Jun  |
| Holmfirth         | Market Hall,                  | 01484 223361  | 19 Jan, 16 Feb, 16 Mar, 20 Apr, 18 May, 15 Jun   |
| Leeds             | Kirkgate Open Market          | 0113 214 5170 | 2 Feb, 2 Mar, 6 Apr, 4 May, 1 Jun  |
| Leyburn           | Market Place                  | 01748 884414  | 25 Jan, 22 Feb, 22 Mar, 26 Apr, 24 May, 28 Jun   |
| Lightwater Valley | In the complex                | 01748 884414  | 20 Apr, 18 May, 15 Jun   |
| Malton            | The Market Place              | 01751 473780  | 11 Jan, 8 Feb, 8, 22 Mar, 12 Apr, 10, 31 May, 14 Jun   |
| Northallerton     | Applegarth car park           | 01748 884414  | 24 Jan, 28 Feb, 28 Mar, 25 Apr, 23 May, 27 Jun   |
| Otley             | Town Market Place             | 01943 863130  | 26 Jan, 23 Feb, 30 Mar, 27 Apr, 25 May, 29 Jun   |
| Penistone         | Retail market area            | 01226 766202  | 12 Apr, 10 May, 7 Jun  |
| Pickering         | Old Market Hall               | 01751 473780  | 13, 20, 27 Jan, 3, 10, 17, 24, 31 Mar, 7, 14, 21, 28 Apr, 5, 12, 19, 26 May, 2, 9, 16, 23, 30 Jun                |
| Richmond          | Town Centre                   | 01748 884414  | 18 Jan, 15 Feb, 15 Mar, 19 Apr, 17 May, 21 Jun   |
| Ripon             | Market Square                 | 01423 556044  | 20 Apr, 18 May, 15 Jun   |
| Scunthorpe        | Library Square                | 01652 657053  | 10 Jan, 14 Feb, 14 Mar, 11 Apr   |
| Sheffield         | Whirlow Hall Farm (off A625)  | 0114 235 2678 | 21 Sep   |
| Stokesley         | Town Square                   | 01748 884414  | 1 Feb, 1 Mar, 5 Apr, 3 May, 7 Jun  |
| Thirsk            | Market Place                  | 01748 884414  | 10 Feb, 10 Mar, 14 Apr, 12 May, 9 Jun  |
| Wetherby          | Market Place                  | 01937 583584  | 12 Jan, 9 Feb, 9 Mar, 13 Apr, 11 May, 8 Jun  |
| Wykeham           | The Downe Arms, Wykeham       | 01723 866600  | 17, 24, 31 Jan, 7, 14, 21, 28 Feb, 7, 14, 21, 28 Mar, 4, 11, 18, 25 Apr, 2, 9, 16, 23, 30 May, 6, 13, 20, 27 Jun |
| York              | City Centre                   | 01904 551355  | 25, 26 Jan, 8 Feb, 10 Mar, 16 Apr, 29 May, 20 Jun  |
| York (Murton)     | York Livestock Centre, Murton | 01904 489731  | 18 Jan, 1, 15 Feb, 1, 15 Mar, 5, 19 Apr, 3, 17 May, 7, 21 Jun  |

From **BradFood: Developing Markets for Local Produce in the Bradford District**, a report from BFIT, June 2003

## **Yorkshire and the Humber Farmers' Markets**

Building up from the first farmers' market in the region in Holmfirth in 1999, there are currently 27 farmers' markets in the region. There are two more in development, and some markets are having rocky times. Farmers' markets came a long way without infrastructure and support, and the markets vary greatly, reflecting this. Eleven farmers' markets in Yorkshire are run by local authorities, the rest are managed by producers, private companies or volunteers. Mark is looking at what can be done to support farmers' markets, encompassing imaginative linking projects, and regional marketing initiatives. A Yorkshire Farmers' Market Association has been suggested, and it was proposed that a roadshow could promote the markets at regional events such as food festivals and agricultural shows. The support programme finishes at the end of March 2003.

About half the markets are National Association of Farmers' Markets members, and certification has raised itself as an issue. Farmers' markets not working within NAFM guidelines can still be reputable, organisers use their own judgement to decide what's best for their market. The NAFM guideline for eligibility for stallholders is that they should be from within a 40-mile radius. Mark says a more sophisticated bioregional approach needs to be devised, 'otherwise farmers can be excluded from local markets on the basis of their relative location, and because soil and climate conditions and accessibility to urban markets is not uniform across the region.'

'The restricted range at some farmers markets also indicates that production for farmers' markets is in early stages of development, some just have meat and dairy produce. We have a strong Yorkshire identity and a wide range of habitats. The Bradford district is too high for cereals and vegetables, but we can grow these on the Yorkshire Wolds and plain, and we have fish from the coast. If we trade amongst ourselves within the Yorkshire region, work at the regional level, we give ourselves a chance. We can grow vegetable protein to replace imported soya on the Yorkshire plain including soya, white lupins (30% protein), pulses, and field beans. The Northern part of the Aire Valley is growing short rotation coppice, which could also be done on the Southeast edge of Bradford. This follows for all our regional needs.

'The relationship between farmers' markets and regular markets needs to be considered. Everywhere markets are a key part of life, and local produce is often an integral part of regular markets, like Galway on the West coast of Ireland and Stockel in East Brussels. The culture of farmers' markets being separate from other markets and receiving specific support like subsidised stalls can lead to antagonism.

# ***You'll be surprised! At the farmers' markets in Yorkshire and Humber***

**A submission to the Working Group on Local Food from  
FARMERS MARKET ORGANISERS OF YORKSHIRE AND HUMBER**

## ***The Development and Role of Farmers' Markets in the Region***

The Farmers' Markets of Yorkshire and Humber have re-established greater opportunity for food producers to sell directly to the customer. This has been carried out with great creativity in terms of funding and organisation, and with ingenuity in finding new locations or in fitting into existing locations. The setting up of the 30 existing markets in the region (and the two currently in development) has taken place in the relatively short period of the last three years. It has been in advance of society providing central support and infrastructure, and is a remarkable example of self-determination and self-reliance amongst interested citizens. While there have been auguries that have laid out future visions on local food economies, it has been farmers' market organisers and their producers that have picked up the baton and have contributed in some great measure to turning those visions into reality.

## ***Local Agenda 21 and Local Authorities***

Due recognition is given to the positive influence in some areas of Local Agenda 21 processes and to the support that local authorities have provided, often through hosting farmers' markets themselves or in making available market and other locations to independent organisations. Within this endeavour are the exemplars of the new ways of working that characterised Local Agenda 21 processes, such as partnership working, consensus building and above all localism, making it fitting that the setting up of farmers' markets often becomes a key aspiration in local strategies and action plans. All these factors have contributed to the highly participative enterprise culture around the farmers' markets that is responsive, traceable and accountable, has low impact in the use of resources and which benefits localities by retaining expenditure in the local economy.

## ***Educational and Cultural Levers***

These farmers' markets have achieved more than their overall economic impact may suggest. They can be recognised as an educational and cultural lever, bringing back into closeness the every day reality of food production and its often-seasonal nature, and reforming a bridge between the rural and urban populations. Food is grown, nurtured and prepared by people who are willing to explain what they do in the pursuit of an informed and ultimately satisfied customer. The producers have regained an identity with the public and in the process the product becomes more than a mere commodity and is instead to be relished by both producer and customer. Food has become valued and celebrated and the activity of the markets themselves has added vibrancy and colour to their locations. Locally produced food becomes a matter of pride and satisfaction, and a nation begins to regain the distinctiveness and variety in produce that can be lost within a global production and distribution system.

## ***Improvements in Agriculture***

The markets have also been an important lever in providing opportunity and improvement in agriculture. The farmer or small producer has got a better return on their produce, retaining more of the margin over costs of production. This has often lead to a scaling back in the intensity of production while retaining or increasing the level of income. A reduction in transport distances, coupled with the lower demands on land resources means that these farmers' market producers are giving a lead in the move to a more sustainable food and farming future.

## ***Greater Choice for the Customer***

The responsiveness to customers, and the removal from the narrower specification of wholesalers and distributors, has resulted in greater flexibility and versatility in the producers, who have

become more willing to introduce new products and to embrace and offer a greater variety. They can return to local traditions and its characteristic breeds and specialisms, and blend in the successes they have with newer introductions. The value of this to the customer is in the greater choice of alternatives than is available in mainstream distribution systems.

### ***Market Organisation and Finance***

Farmers' market organisers have been the glue that binds the market together with a cohesiveness that is often based on the personal relationships that develop with producers. Organisers vary in the level of resources they can apply in setting up and developing their markets. Those markets that come under the auspices of local authorities receive public benefaction through making use of market office personnel and of fully developed market facilities. Other markets are allied to existing independent market structures (auction markets, agricultural societies) or are completely free-standing. Some have received one-off capital grants to furnish their markets with stalls, but then may rely on rent-free or low-rent locations, and on voluntary effort or short term grant funding to cover their costs in administration and promotion. The income from stall fees in all markets is low, as fees are generally set to encourage producer participation.

While stall fees have some scope to increase, there are not yet enough producers seeking farmers' market outlets to make this a risk-free route. Independent organisers have little or no money for additional capital expenditure, marketing to new producers or for publicity and promotion to customers. Thus farmers' markets have some way to go if they are to be separately economically viable. However, as discussed above, there are many other reasons to believe that the farmers' markets of Yorkshire and Humber represent good value for money through the series of benefits provided to the wider community.

Some economies have come with scale, either through markets adding more days and gradually enlarging to create more income, or through the setting up of additional markets. This is only successful when there have been initiatives to draw in new producers to farmers' markets, and that the markets themselves retain a stability of presence to instil the confidence needed in getting these new producers to commit. The latter argues for a continuation of the support for independents to maintain and to set up new farmers' markets from such as the Rural Enterprise Scheme (ERDP), the SEED fund (NOF), and the Market Towns Initiative and regional support program for farmers' markets funded by Yorkshire Forward. Assessment should be made of the need for recurring or specific funding as the farmers' market sector develops. The farmers' market organisers themselves recognise the unsatisfactory nature of seeking short-term recurrent funding. However, the rise of farmers' market in the region and in general is still so young that the precise means to secure their longterm future has yet to be established.

### ***Encouraging New Producers***

Market organisers have evolved initiatives to seek new producers, often based around workshops and training sessions, run in partnership with sector organisations such as the Meat and Livestock Commission, LANTRA, NFU, Trading Standards and Environmental Health. Some markets have provided a business mentoring service themselves to new producers, whereas others encourage producers to use business advisory services such as Business Links, which in the last few years have also delivered a Farm Business Advice (FBA) service.

There has been scope for the FBA service to act as a catalyst in making the connection between the potential for farm business improvement and the embracing of farmers' markets as an outlet. The Farm Business Advisors, due to their range of clients in a geographic area, are better placed than many to see the advantages of common working amongst farmers and to appreciate the local conditions obtaining. One farmer receiving the service has identified the opportunity for diversification in providing a meat cutting and packing service to other local farmers who have taken the decision to directly retail their meat. More synergies can arise once it is appreciated that a local farmers' market can provide a stable outlet for this retailing. Thus there will be an exchange of information with subregional co-ordinators of the FBA service with the aim of supplying the farm

business advisors with information about farmers markets, and a producer specification and fact sheet will be drawn up for distribution through the service.

Planning policy impacts on the development of farmers' markets, both in the location in which markets are held and where farm diversification in producing for markets requires alteration to farm buildings. The decision not to rescind the 28-day rule for infrequent public events was welcomed. However, the issue of holding markets and their need for planning permission is undoubtedly still under review and will need addressing by the farmers' markets movement as a whole. Likewise, farm business advisors often cite difficulties in approval and delays in the planning system as being a brake on farm diversification. It is known that local authorities within the region have or will be reviewing their policies and performance on rural planning.

The loss of the smaller abattoirs remains an important factor in the success of farmers' markets. The ability for livestock to be separately slaughtered and returned to the farm has been lost in a number of areas in region, making it more difficult to bring new entrants into direct marketing of meat. These losses ultimately reduce the options for farmers, tend to increase the transport distances for livestock, and will undermine the distinctiveness of meat from local breeds as a choice for the customer.

### ***The Scope for Common Working in the Region***

Farmers' market organisers in the region have recognised the potential of common working. Six markets geographically dispersed within the region have collaborated in a research project that has provided a wealth of information for all the organisers in the region. The report details the structures of the markets and the characteristics of its producers and customers. There is also information profiling non-farmers' market shoppers taken on the same market day and thus allowing for a crucial comparison.

Benefits have accrued from this information exchange such as a swapping of good practice, a range of good marketing information and the chance to seek solutions to common issues. The prospect now is of combined promotion and publicity across the region to complement the local promotion that was seen to be most effective in the report. The intention is to take the farmers' market "brand" out to the wider audiences of the region through development and placement of common and specific promotional material in information centres and appropriate media, through having stalls at the larger agricultural shows, and roadshows at the regions festivals of food and drink.

December 2002

Look at the website for further information on the regions farmers' markets:  
[www.yorkshire-humber-farmers-markets.co.uk](http://www.yorkshire-humber-farmers-markets.co.uk)

Copies of the research report on Yorkshire and Humber Farmers' Markets can be obtained from Mark Fisher, Business Link for West Yorkshire Tel: 01274 230075 or email [mark.fisher@blwy.co.uk](mailto:mark.fisher@blwy.co.uk)

## NOTES FOR ACTION

### Yorkshire and Humber Farmers' Market Organisers Meeting Bradford Chamber of Commerce, 19 November 2002

#### **CORPORATE VISION**

Devise a corporate vision on FMs in the region and distribute it to Local Authorities and other organisations of influence. The vision will show where FMs fit in and the benefit they bring to the locality. The vision will give supporting facts and identify high profile supporters of FMs in the region i.e. regional office of the Countryside Agency, York Chamber of Commerce (AYHCC?), Yorkshire Forward (directly & through their Market Town Initiative), and others (?)

**Rules and regulations** – *the vision will encapsulate guiding principles of FMs, making explicable some of their benefits. In general:*

- The aim is to be a good, customer focused market rather than mechanistically attaining full compliance with a set of rules (i.e. hair shirt)
- Rules/principles are to be used as a framework within which the organiser exercises their judgement for the success of the market
- The customer is the ultimate judge through the dialogue they can engage in with the market stallholders

#### **What is the Standard?**

The standard for FMs can be considered as twin track.

The **obligate standard** for FMs is compliance with legislation such as food standards and food safety. It is obligate in the sense that it is enforceable by external organisations and thus has to be a key consideration for organisers in running a successful market. Organisers have good relations with Trading Standards and Environmental Health. They adopt two alternative approaches to this obligate standard:

- For some markets, the organisers require that the producer take on full responsibility for food standards and safety
- In other markets, the organiser takes on a role in ensuring that producers deliver and maintain food standards and safety

In either case, the consensus is that producers must be fully aware of what is expected of them and most likely will be required to sign an individual market charter agreeing to that.

The **philosophical standard** is the ethos of the farmers' market and is a local set of rules that may be set out in an individual market charter (and see above) but it is not externally enforceable.

Amongst the aspirations are:

- Freshness of product
- Some measure of distance from the site of production (which is related to the first aspiration)
- As much as possible of what is sold is produced by the stallholder
- The stallholder absolutely accepts the responsibility to describe and explain the products to the customer (it is suggested that this reduces the need for labelling, but it must be within the requirements under Trading Standards)
- There are variable views on crafts. A craft product originating on a farmholding within the FMs orbit presents little dilemma.

The strong consensus is that the philosophical standard is maintained through the personal relationships that the organiser develops with producers, and that the organiser must have the ability to exercise their own judgement on what makes the market successful.



## **ACCESS TO MARKETS**

- Develop an access policy to identify and remove barriers to better customer take up – can you walk to and from the market, do you have to use a car or is public transport available, is the market safe for pedestrians?
- Link in with local transport policies and work with local transport officers and partnerships - Penistone FM worked with local community transport organiser on a rural transport policy
- Make it easy for people on foot
- Identify the transport means to and from the FM in promotional material

## **ENCOURAGING NEW MARKETS AND PRODUCERS**

### **Markets**

Combine the experience of the regions organisers to develop the following guide, which will help organisers in setting up new markets in the region, and may be used as part of the package developed for the corporate vision (see earlier):

#### **How do you start up a farmers' market?**

- What local research is needed and what other information is available
- What resources do you need, what are the characteristics of the location you should be looking for and what are the funding opportunities
- What are the benefits of setting up a farmers' market
- Other support information (how to get producers etc.)

### **Producers**

In addition to existing initiatives, the Farm Business Advise (FBA) service can act as a catalyst in making the connection between farmers and farmers' markets:

- Farm business advisors, due to their range of clients in a geographic area, are well placed to see the opportunities for common working amongst farmers and for them to use FMs as an outlet
- A Producer Specification and FAQ sheet directed to new producers can be drawn up and used in general for encouraging new producers, and can also be circulated through the FBA service
- Sub-regional co-ordinators of FBA and their farm business advisors can be kept up to date with FM developments

## **TOURISM**

- Link into local badging schemes if they exist (i.e. the example of Made in Cumbria. There is a Made in Yorkshire – are there others, maybe more localised?)
- Is there a need for Y and for H badging of FMs – probably only for out of region promotion
- Link into local trading organisations and associations. Look for synergies with enterprises in locality
- Link in to walking trails both in and out of town centres, and long distance path routes

## **PUBLICITY AND PROMOTION**

Publicity and promotion within region is not about YH FMs but about the individual FMs themselves. Publicity outside of the region could be about YH FMs

### **Informational and promotional materials**

Leaflets highlighting new producers and new products

Frequently Asked Question (FAQ) sheet that:

- Deals with perceptions – FMs more expensive? – do a basket comparison, quote study on organic food from FMs compared to supermarkets
- Money is retained locally – a benefit
- Local food education – FMs work to improve knowledge

- “series of benefits” from FMs for locality
- FMs are not all about lowest common denominator

Ensure placement of promotional material in regional and local Tourist Information Centres, and:

- With stallholders
- Libraries
- Local authorities and their information centres
- Get local hosting of a webpage on FM i.e. town council site or LA site
- One stop shops
- Pavement and kiosk information points
  - citizens link info
  - video links

FM organisers to have upto date information on all FMs in the region

- See the bigger picture
- Ensure good spread of market dates within producer area (mutual benefit as producers use many markets)
  - Acts as champions for all markets, signposting nearby markets so that customers may shop weekly rather than each month or fortnight (some customers have obviously already worked this out for themselves)

### **Special Peripatetic FM Events**

Stalls from Driffield attended event at Beverly Racecourse – judged to be good PR

**Printed News Media** - Local papers best (rather than regional or subregional)

- Contact their what’s on correspondent with news about the FM i.e. dates, special events, new producers/products.
- Editorial advertisement features are better placed in weekly and monthly periodicals as these sit around longer than daily papers i.e. The Dalesman, Yorkshire Review, The Journal

**Local and Regional Radio** – contact what’s on people, particularly when there are newsworthy events going on within the FM. Develop a list of contacts within the media to which you can send press releases (they do sometime work)

**MAJOR EVENT PRESENCE** – promotional displays and materials to be produced and held centrally (York may offer to hold) and available for any FM to book out. Its particular use could be at:

- **Great Yorkshire Show and Lincolnshire Show** - YHFMs stall at the two big agricultural shows. Stall will have generic display material on FMs that will use examples from individual FMs plus promotional material on all the individual FMs in the region
- **York, Huddersfield, Dales (Leyburn) and Driffield Food Festivals** (and any other) –a road show stall to complement the FMs that already take part in these festivals

**LOCAL EVENT PROMOTION** – get into the rhythms of the locality

- Use local newsprint and radio media to highlight new products and new producers – give the media something to build a story behind
- Promote a market with child-centred events to local schools i.e. cooking demonstrations, face painting, helping on stalls, running their own stall? Get the children to bring their parents (and their money).
- Think up an angle for local TV or radio – BBC TV are doing a program on job-swapping with one of the producers from the FM in York (to be shown in January).

## Guidelines for Harrogate District Farmers' Markets

1. Only good quality products and wholesome food should be sold. Produce should be well displayed and presented.
2. The market is only open to the sellers of food and crafts who produce the items themselves. **No bought in produce can be sold**, except to assist with the sale of the food or craft items they produce.
3. Only food products and crafts, which have been grown, raised, baked or caught or made locally, will be accepted (preference will be give to producers operating within a 20 mile radius of the market venue). Please note that all ingredients in processed foods and local crafts must be locally sourced and no imported ingredients are permitted.
4. Only the producer, his/her family or employee is permitted to sell the produce. Local growers' organisations on this occasion may appoint a representative to sell pooled produce.
5. Stall holders should label items for sale with their name and address. The seller's/producer's address should be prominently displayed on the stall.
6. The allocation of stalls is solely the responsibility of the co-ordinator. Stall holders must accept the location of the stall allocated to them.
7. Stall holders should maintain their stall spaces in a clean and sanitary condition and shall remove all boxes, packaging and debris at the end of the day.
8. Stall holders are advised to display prices of their produce in a clearly visible position.
9. No haranguing or aggressive selling techniques should be employed.
10. All stall holders must comply with relevant food safety regulations regarding general hygiene, training/instruction of food handlers and temperature control of foods for sale. For more details please contact Chris Wood, Commercial Services Manager on (01423) 556833.
11. There is a No Smoking regulation for those selling foodstuffs.
12. If there are too many producers offering the same product then preference will be given to organic food producers and to those based nearer the market.

Taken from [www.harrogate.gov.uk/la21/farmersmarkets.html](http://www.harrogate.gov.uk/la21/farmersmarkets.html)