

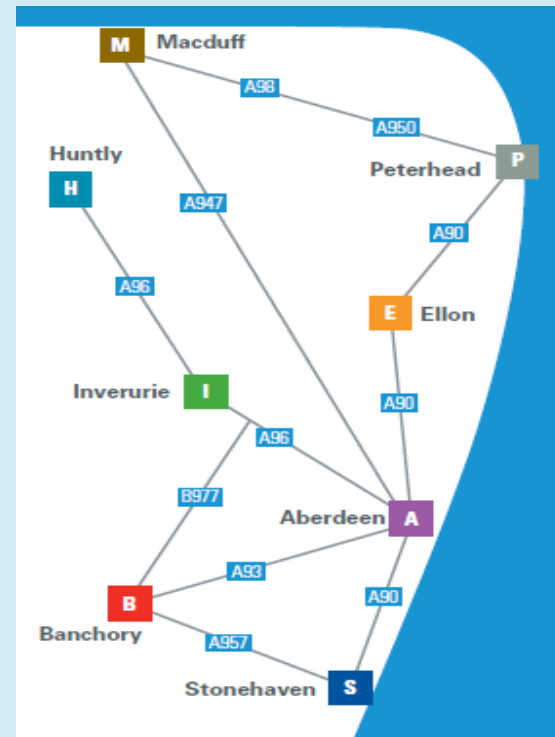
Promotion & Marketing of Farmers' Markets

25th March 2010

David Lamb
Food Marketing, SAC Consulting

Promotion & PR Activity

- Look into strategic approach
- Calendar based activity
- Geographical profile
- Working in partnership



Marketing Support



- Utilising experience of skills delivery
- Development of focussed workshops for farmers' market producers
- Feedback from market research
- Development of best practice
- Telephone support

Research Process

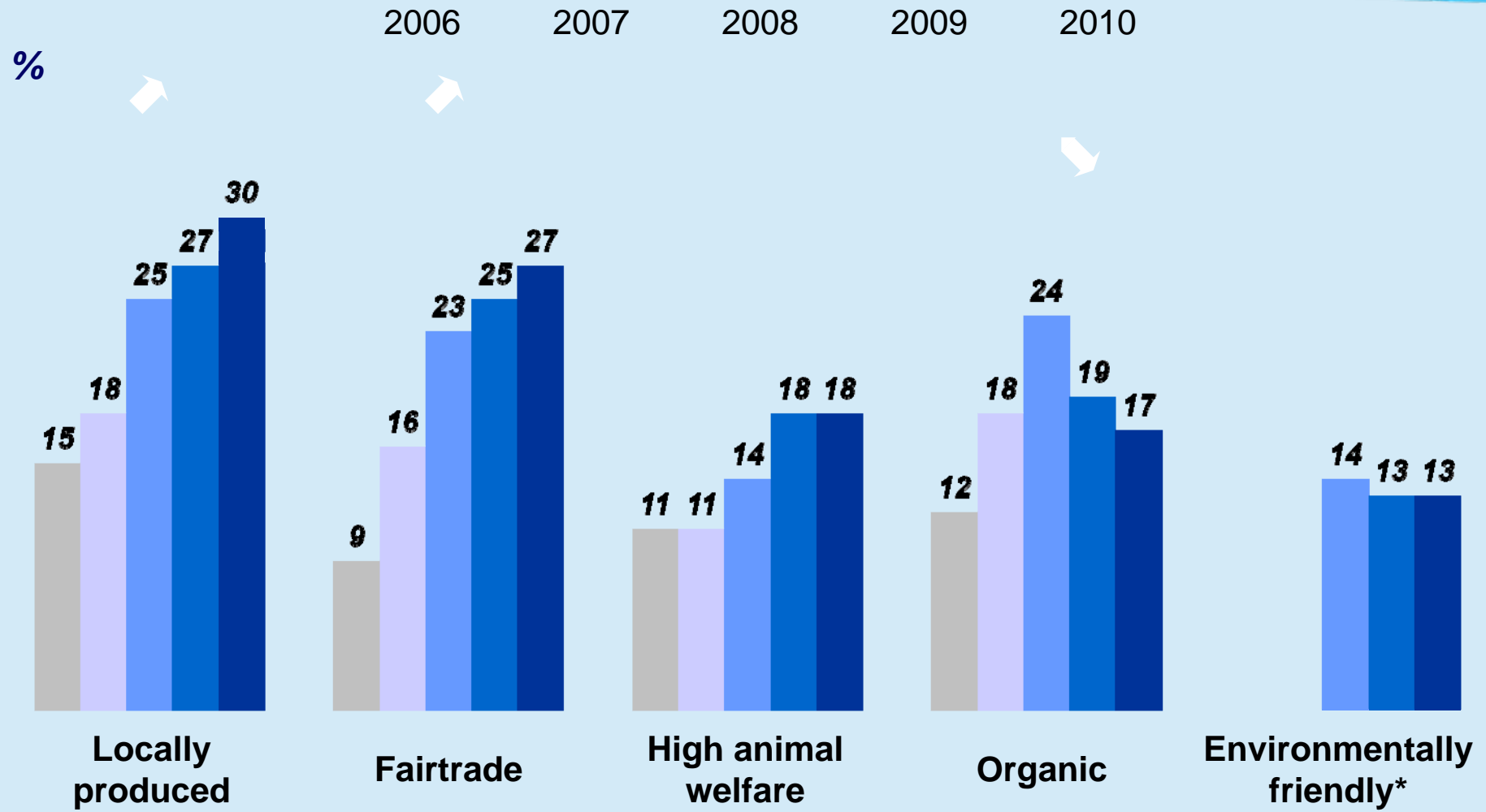


- Research process
 - Consumer survey
 - Producer survey
- Informing longer-term strategy
- Working with partners

Reasons for buying local food



Ethical Options



* Included from 2008
Q6, Base: All main shoppers

Taking activities forward



- Consideration of promotional opportunities
- Development routes
 - Skills development
 - Media use
 - Social networking
 - Strategic approach
 - Funding streams