

THE SCOTTISH FARMERS' MARKETS PARTNERSHIP

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Developing co-operation in farming, food and rural Scotland



DEFINITION

"The definition of a Scottish Farmers' Market is a market in which farmers, growers and producers from throughout Scotland sell their produce direct to the public. All foods/products sold should have been grown, reared, caught, brewed, pickled, baked, smoked, or made/prepared by the producer"

Click on the town to view details of the Farmer's Markets



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MARKETS

Aberdeen, Argyll, Ayrshire, Balerno
Blairgowrie, Bo'ness, Cairngorms
Callander, Campbeltown, Clarkston,
Cupar, Drumlanrig Castle, Dundee
Dunfermline, Edinburgh, Falkirk,
Fencebay, Forfar, Glasgow, Greenock,
Grangemouth, Haddington, Hamilton, Hawick

MARKETS

Helensburgh, Inverurie, Kelso, Kilmarnock,
Kirkcaldy, Kirkintilloch, Langholm,
Linlithgow, Livingstone, Lochgilphead,
Lochwinnoch, Lomond Shores, Milngavie,
Montrose, Overton, Paisley, Peebles, Perth,
Port Street, Queens Park, St Andrews, Stirling,
Stornoway, Tarbet Harris

STRUCTURES

An Unincorporated Association (not legally registered)	6	20.7%
A Company Limited by Shares	3	10.3%
A Company Limited by Guarantee	3	10.3%
A Community Interest Company	1	3.4%
An Industrial & Provident Society (Registered Co-op)	6	20.7%
Council Operated	1	3.4%
City Centre Management Company	3	10.3%
Privately Operated	6	20.7%
Other	8	

FREQUENCY

Twice weekly	0	0.0%
Weekly	5	15.2%
Fortnightly	0	0.0%
Monthly	26	78.8%
Occasionally	2	6.1%
Other	10	



TIMINGS

Monday	0	0.0%
Tuesday	0	0.0%
Wednesday	1	2.9%
Thursday	5	14.7%
Friday	1	2.9%
Saturday	25	73.5%
Sunday	5	14.7%



DAYS OF THE WEEK

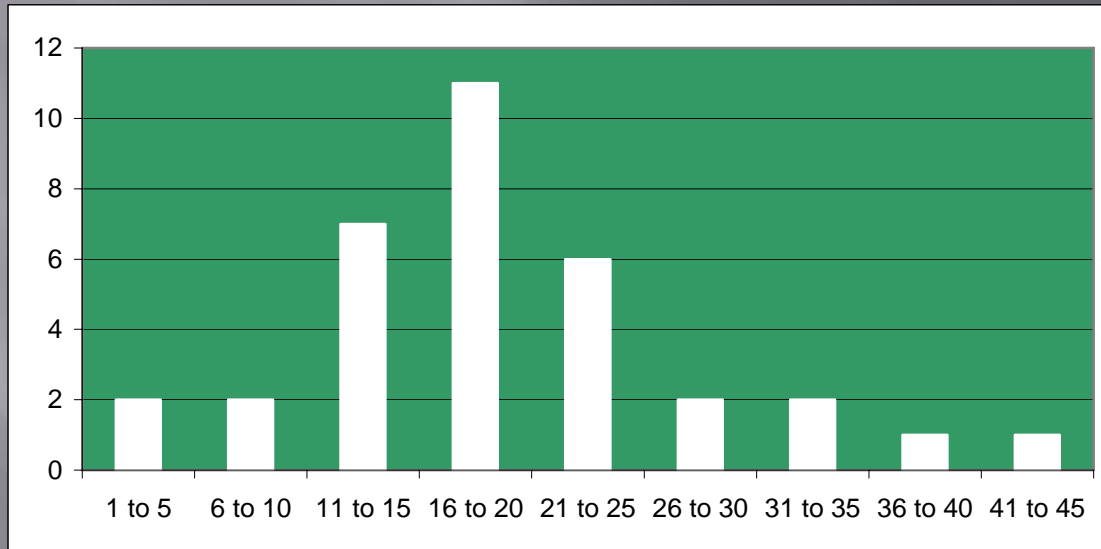
▣ Monday		0 0.0%
▣ Tuesday		0 0.0%
▣ Wednesday	1	2.9%
▣ Thursday	5	14.7%
▣ Friday	1	2.9%
▣ Saturday	25	73.5%
▣ Sunday	5	14.7%

▣ Morning only	13	38.2%
▣ Morn'g to mid aftn'n	17	50.0%
▣ Afternoon only	0	0.0%
▣ Mid aftn'n to early eve	0	0.0%
▣ Evening only	0	0.0%
▣ All day	4	11.8%

AVERAGE NUMBER OF STALLHOLDERS

Average number of stallholders –

No of Markets

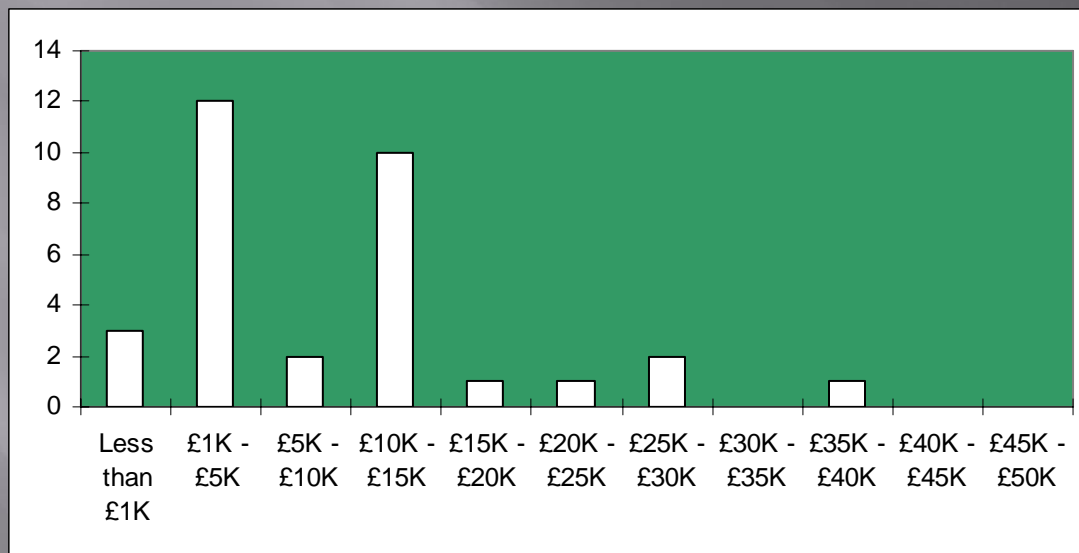


Stallholders

TURNOVER

Total estimated value of all the stallholders' turnover at an average market -

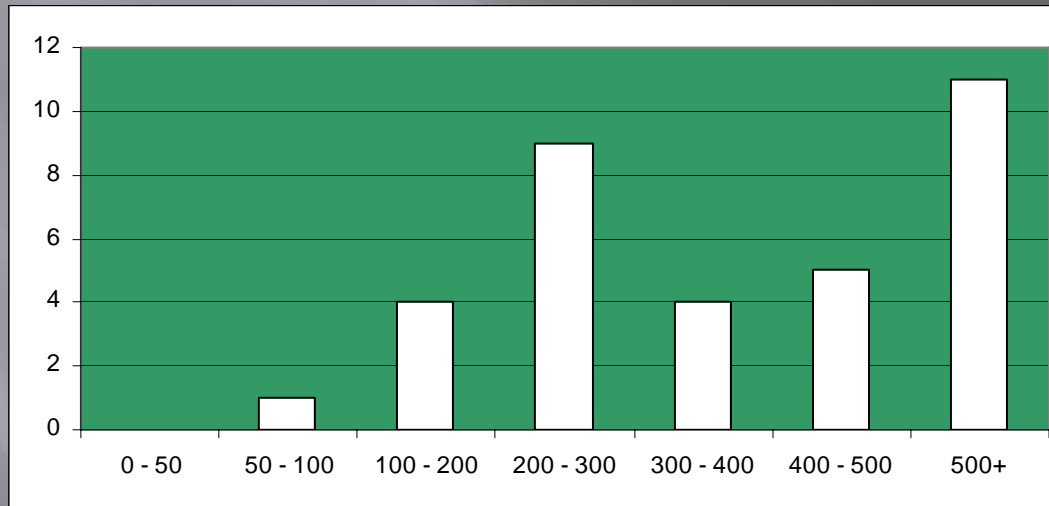
Stallholders' Turnover



No of Markets

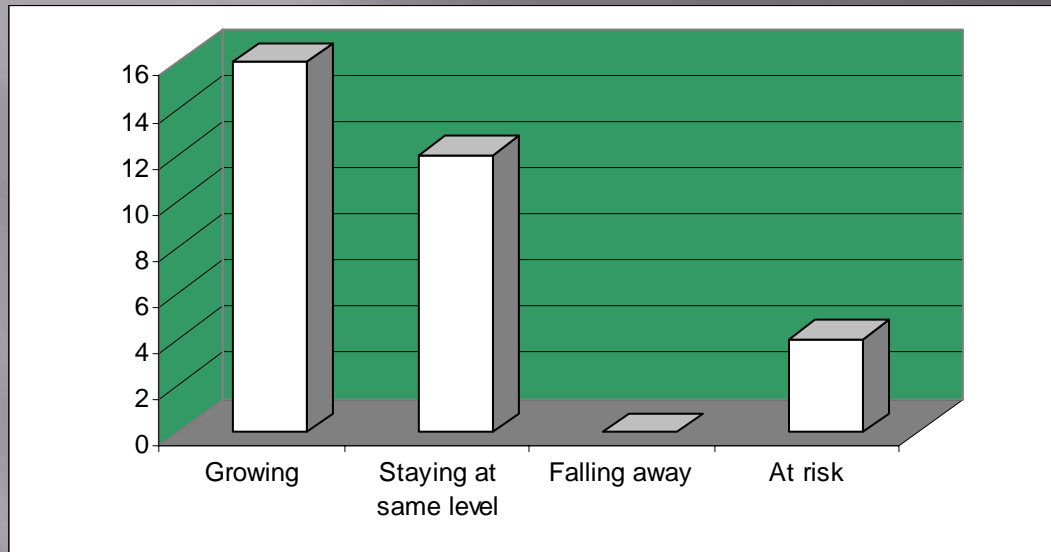
ATTENDEES

Estimated number of people that attend an average market –
Markets



No of People

GROWING – FALLING AWAY?



INVESTMENT

The thirty four farmers' markets that replied to the questionnaire estimated their investment intentions over the next three years to be circa £1,457K if 50% grant available.

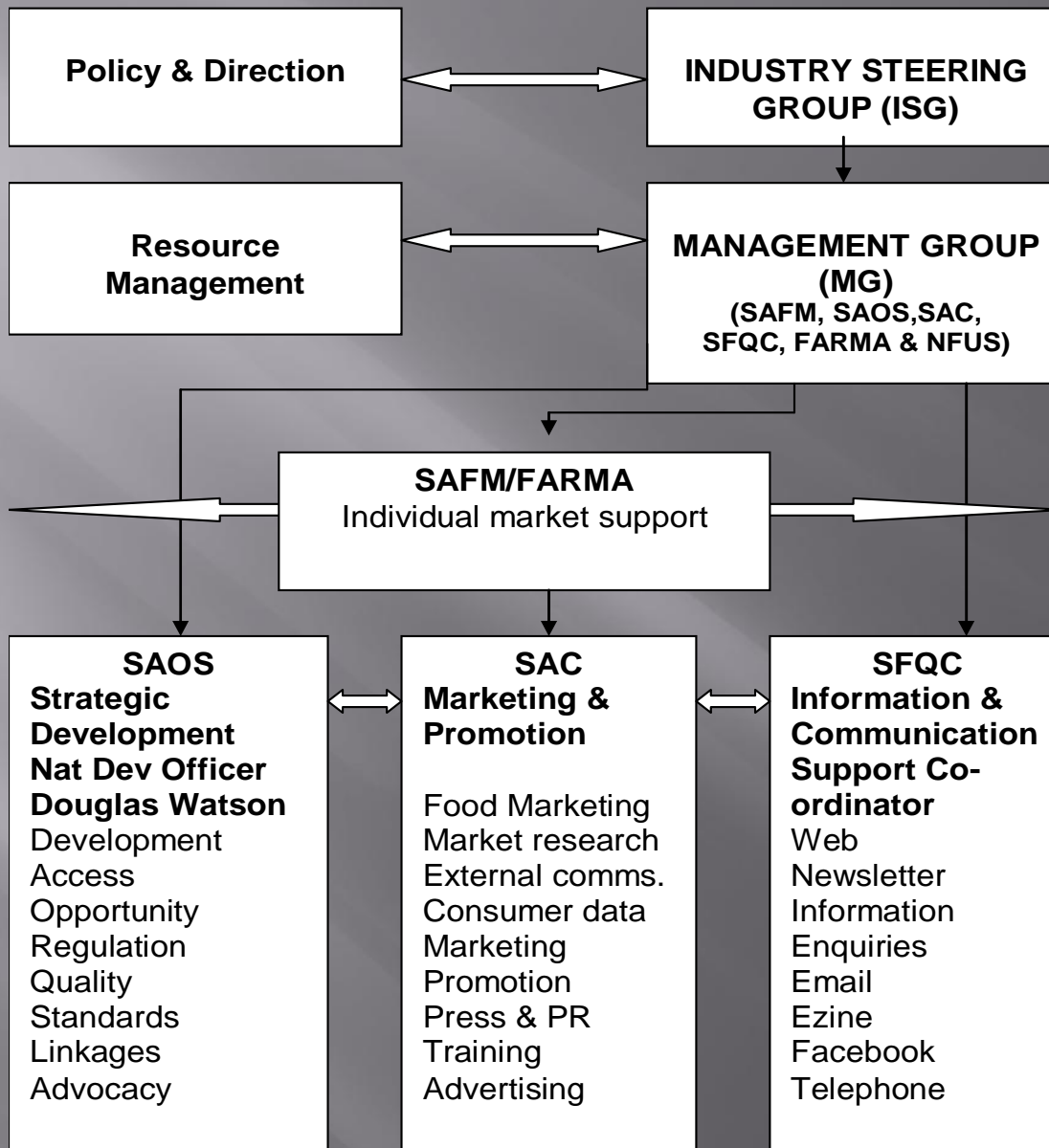
SCOTTISH GOVERNMENT STUDY

NATIONAL DEVELOPMENT OF FARMERS' MARKETS IN SCOTLAND REPORT 2009

SCOTTISH FARMERS' MARKETS PARTNERSHIP MODEL

Supported by –

- Scottish Government
- Scottish Assoc'n of Farmers' Markets
- Farm Retail & Markets Assoc.
- Scottish Agric. Org. Soc.
- Scottish Agricultural College
- Scottish Food Quality Certification
- National Farmers Union Scotland
- Crofting Foundation



Facilitate continuing innovation and growth of farmers' markets

- ▣ Increase access to local food at farmers' markets through promoting mid week markets, indoor venues, non traditional locations, new start up markets.
- ▣ Offer advice to non-farmers' markets and village markets.
- ▣ Provide specialist advice and guidance.
- ▣ Disseminate best practice, signposting to information sources.

Develop complementary marketing channels

- ▣ Assist with market research.
- ▣ Evaluate new routes to market for farmers' markets.
- ▣ Evaluate & promote various distribution models
- ▣ Promote added value through "Food to Go"
- ▣ Establish better commercial links with farm shops etc
- ▣ Evaluate commercial opportunities through web based virtual farmers' market channels, Facebook, Twitter, etc

Provide leadership for strategic projects

- ▣ Provide strategic leadership with respect to the contributory role of farmers' markets to Scotland's National Food & Drink Policy.
- ▣ Be an advocate for farmers' markets.
- ▣ Make representation with respect to uniformity of regulation, planning constraints, reduction of bureaucracy and cost.
- ▣ Signpost all potential market applicants to relevant grant schemes.

Develop informational, communications & promotional plans

- ▣ Derive and disseminate advisory and specialist knowledge programme (with SAFM)
- ▣ Contribute to information & communications plan (with SFQC)
- ▣ Contribute to marketing & promotional plan (with SAC)

Facilitate training, accreditation and other support services

- ▣ Work with SAFM, FARMA and SAC to establish relevant training provision and availability
- ▣ Liaise with SAFM, Visit Scotland and FARMA with respect to farmers' markets quality accreditation schemes, and promote accordingly.

Communicate and form networks with farmers' market membership bodies and wider stakeholder groups

- ▣ Meet with farmers' markets bodies and associated stakeholders across Scotland to provide advice and establish strategic support mechanisms required.
- ▣ Promote and advise on the formation of local food networks.

THANK YOU FOR
LISTENING

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