

DOUGLAS WATSON

National Development Officer for Farmers' Markets



WHERE HAVE WE COME FROM ?

- Small beginnings in Perth and Ayrshire – product led – simple concept – definition
- Package of benefits – economic (circa 400 micro SME food start ups), environmental, social, diet & health etc
- Flagship of local food movement – high visibility – high profile

WHERE ARE WE NOW?

- 53 market operators, 73 markets and circa 900 market occasions per annum
- High “brand” awareness and consumer support
- Danger of plateauing and becoming formulaic

WHAT ARE THE OPPORTUNITIES GOING FORWARD?

- Relatively buoyant demand (Even in these times!)
- Consumer expectation – looking for greater choice, variety, wider range of food & drink, greater access, frequency and comparable pricing, comfort – a realistic grocery shopping alternative to multiples

WHAT ARE THE CHALLENGES GOING FORWARD?

- Supply Constraints – farmers, new entrants, variety, new product development
- Infrastructure Limitations – space, access, services, parking, visibility, coverings
- Professionalisation of Market Operations – paid professional market organisers
- Financial Constraints – need for scale to derive additional income

AT STRATEGIC LEVEL?

- Scottish Farmers' Markets Partnership
- SG, SAFM, SAOS, SAC, SFQC, NFUS, FARMA et al
- Douglas Watson & Sarah Milne 3 days per week
- Limited budget

AT AN OPERATIONAL LEVEL?

- Industry-led, Collaborative, Regional Food & Drink Groupings – Savour the Flavours, Food from Argyll etc
- Development Support at Regional Level – Local Authority Economic Development Dept & Leader

DOUGLAS WATSON

National Development Officer for Farmers' Markets

