

Scottish Farmers' Markets Partnership

Meeting of the Industry Steering Group

Rural Centre Board Room, West Mains, Ingliston, EH28 8LT

Monday October 3, 2011, 10.30am - 3pm

NOTES

1. Hilary Barker, Chair, welcomed all those present to the third meeting of the Scottish Farmers' Market Partnership - Industry Steering Group and explained the format of the day.

She introduced the morning session speakers and invited them to make their presentations -

- a) Douglas Watson (National Development Officer, Scottish Farmers' Markets Partnership) - presented an overview of the sector and the development opportunities and challenges going forward. Participants were then invited to discuss points raised. The presentation is attached.
- b) Sarah Milne (Support Coordinator, Scottish Farmers' Markets Partnership) - updated the group on the immediate work of the SFMP, which included: working with the Food Standards Agency to help produce a 'new entrants' leaflet as well as revising the FSA Guide to Farmers' Markets; working with Glasgow City Markets in attending the BBC Good Food Show 2011; working with Glasgow Caledonian University on possible visual merchandising projects. In response to a query from Tom Mitchell, Sarah reported that the Scottish Farmers' Markets stand at the Royal Highland Show had been well received, with the majority of consumer enquiries relating to the date and location of markets.
- c) Carolyn Ainsbury (Food Standards Agency) - explained her role at Food Standards Agency, and her work with SFMP in producing a new entrants leaflet and a revised Guide for Farmers' Markets. The leaflet would hopefully be launched at the BBC Good Food Show, while the guide should be complete by mid-2012. Carolyn also mentioned new labelling regulations that would allow producers to use Scotland as their country of origin, and this was welcomed by the ISG. She thanked the ISG for the opportunity to update on FSA work.
- d) Pauline Bell and Margie Shields (Glasgow Caledonian University) - presented their findings to date on research into farmers' markets

consumers (attached). The next stage of their research would be to look at non farmers' market consumers and examine why they don't choose to shop at markets. GCU advised that they were seeking both physical and financial support to compete this next stage of their research.

e) David Lamb (Scottish Agricultural College) - presented their findings on Scottish Farmers' Markets following research during summer 2011. A summary of these findings is also attached.

2. After a break for lunch Hilary Barker and David Lamb chaired a discussion session, focussed towards the opportunities and challenges facing market organisers. The following points were noted –

- a) Working together on a regional basis seemed to be an effective way to brand farmers' markets, making it easy for the consumers as well as funding bodies to both identify with, and support them.
- b) A coherence of both shopping experience and promotional message would provide overall benefit to the FM sector.
- c) Any planned retail training would be better directed at market organisers, who could then disseminate the information to their stallholders.
- d) The pricing audit results as presented by the SAC were subject to further consideration .
- e) The issue of the lack of new entrants was discussed, and it was agreed that this was an issue to be addressed with some urgency.
- f) A number of marketing ideas were discussed, including chef demonstrations. Adeline Watson reported that Perth FM demonstrations were sponsored by a Cittaslow Perth.
- g) To assist market organisers with some of the above issues , it might be helpful to develop a small Best Practice folder, including leaflets on some of the following: key visual merchandising tips, a quick guide to marketing, toolbox talks etc. Douglas and Sarah to explore funding opportunities for such a development .

3. Hilary Barker as Chair thanked everyone for their valued contribution and for their consideration of the issues raised.