

SAC Farmers' Market Research 2011

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Research Focus



Data Collection

- Weekly pricing audit
- Evaluation of turnover
- Consideration of future direction

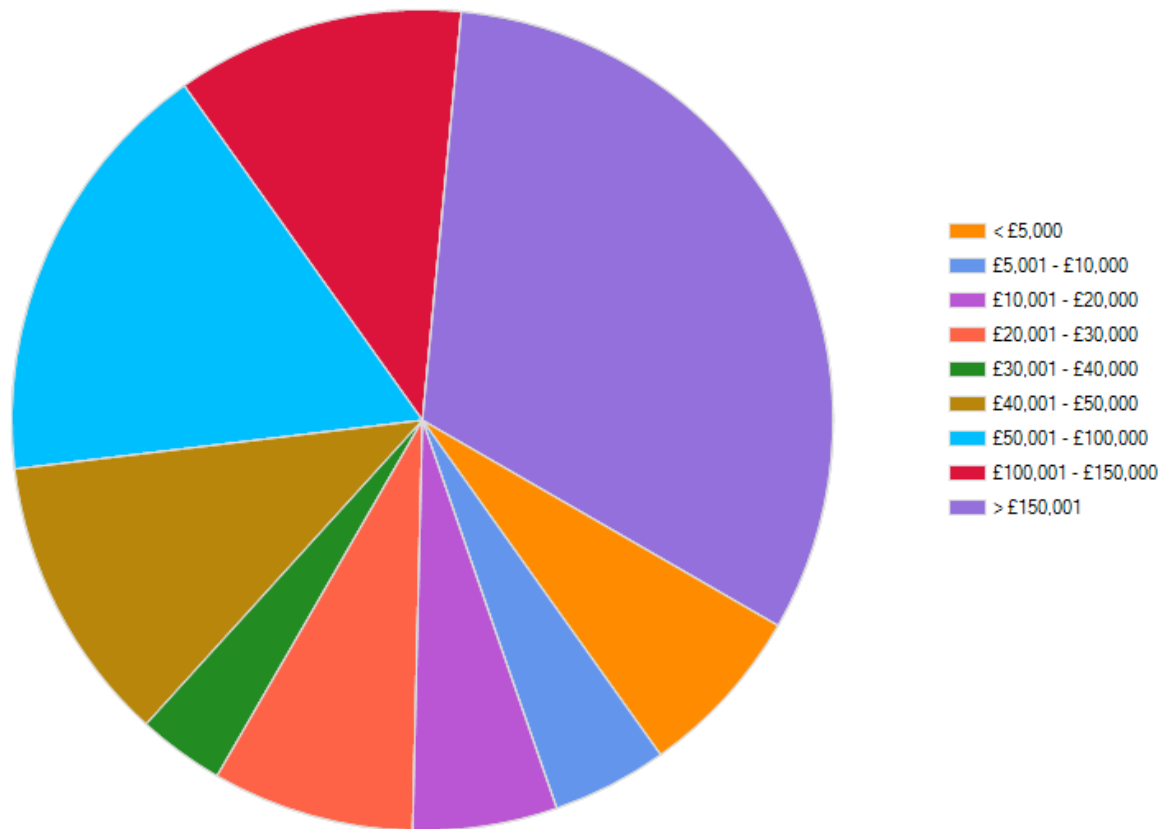
Research base

- 10 Farmers' markets
- 117 responses
- Most attendees 4 markets per month
- 90% use outlets other than farmers' markets
- £91,829 average annual turnover
 - 117 responses

Direct Marketing Turnover



Thinking about the Direct Marketing part of your business what would have been your turnover in the last 12 months?



Pricing Audit



- Comparisons were made on 'like for like' e.g. Tesco Finest, Sainsbury's The Best, Asda Extra Special
- 21 'everyday' products were selected
- Comments and observation would still indicate higher quality and fresher produce available at a farmers' market
- Not all products can evoke a comparison

Pricing Audit



- Buying the same 21 products, farmers' markets would be marginally cheaper than some specialist shops, and higher overall than multiple retailers, although with little difference at the top end of retail
- But not necessarily locally sourced, fresh, highest quality and with product and preparation knowledge

Future Direction

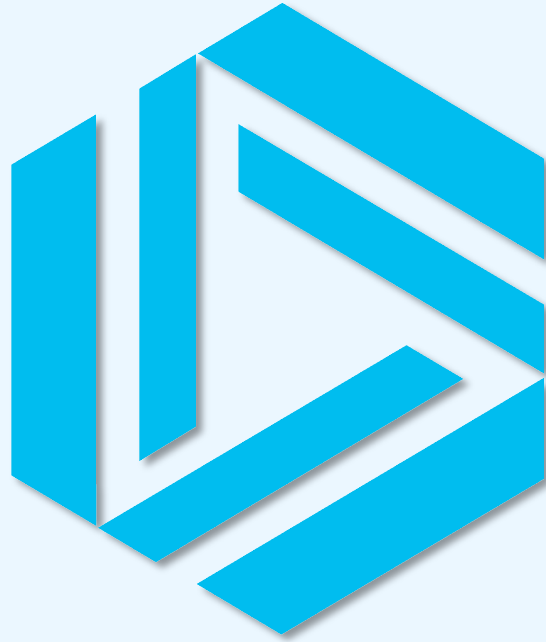


- Mechanisms researched included
 - Forum activity
 - Greater collaboration
 - Sharing of best practice
 - Training requirements
- Barriers include
 - Existing costs
 - SAFM
 - Individual markets
 - Value for money question

Consumer Model



- Research looked at consumer models
 - 47% of consumers looking to buy local
 - Some evidence of polarisation of the market
 - 9% growth in Waitrose
 - Sainsbury growth and expansion in Scotland
 - Relationship between premium and health
- Proposal developed for a consumer model
 - Price range of existing organisations £20 - £85 pa
 - Consumer research to validate planned approach
 - Utilising database gathered in past two years



SAC

S✓**ccess** through **Knowledge**