

Farmers' Market Partnership Report

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1. Market Research

All 2010 Market Research has been completed, and the report is available. The report covered the three main areas of producer, consumer & pricing research, and gives a baseline to develop further information over the life of the SFMP project and to develop marketing support. The initial actions arising from the report are as follows:

- Requirement for development of stallholder training in retailing practice – this will need to have careful consideration, as those who are least likely to consider training requirement are those who need it most.
- PR on pricing – the pricing exercise was useful, and if possible should be repeated at least annually, but broadened as a key focus for 2011
- Producer survey – the response rate was reasonable, but implementation of actions should take place before consideration of a new survey (2012)
- Consumer survey: A good start, and results from a comparisons with English markets will be shared, and look forward to input into the complementary survey on consumer behaviour.
- Looking to programme student placements for the next 2 years to carry out specific projects

2. Marketing Training

There is a requirement in certain areas for retailing skills training, and using best practice wherever possible. Considered that there may be potential to investigate Skills Development Scotland support for a proposal submitted by the SFMP.

Possibility of utilising areas where initial meetings have been held and an appetite for further input:

- Aberdeenshire (particularly Angus / Kincardineshire)
- Dumfries & Galloway

3. Promotion & PR

Good work has been started on highlighting the promotion of farmers markets, including 3 PR articles and attendance at RHS and the Good Food Show. Consideration now to be given to the following areas:

- Continuing PR Strategy

- Guidelines/ response to Facebook
- Event attendance & building on the consumer database.