

Marketing tips

**... farmers' markets
& farm retailing**

FARMA

National Farmers' Retail & Markets Association



FARMA

- **National Farmers' Retail & Markets Association**
- **Merger 2003**
- **Farm Retail Association (FRA)**
- **National Association of Farmers' Markets (NAFM)**
- **550 producers + 250 farmers' markets**
- **Co-operative**
- **Largest organisation of its type in the world**
- **Members sell direct at full retail margin**

How many (2006)?

- **7,000+ farms sell direct**
- **4,000 farm shops**
- **1,000 PYO farms**
- **550 farmers' markets locations**
- **10,000 stallholders**
- **300 box schemes (home delivery)**
- **??? Selling to schools / public procurement**

How big?

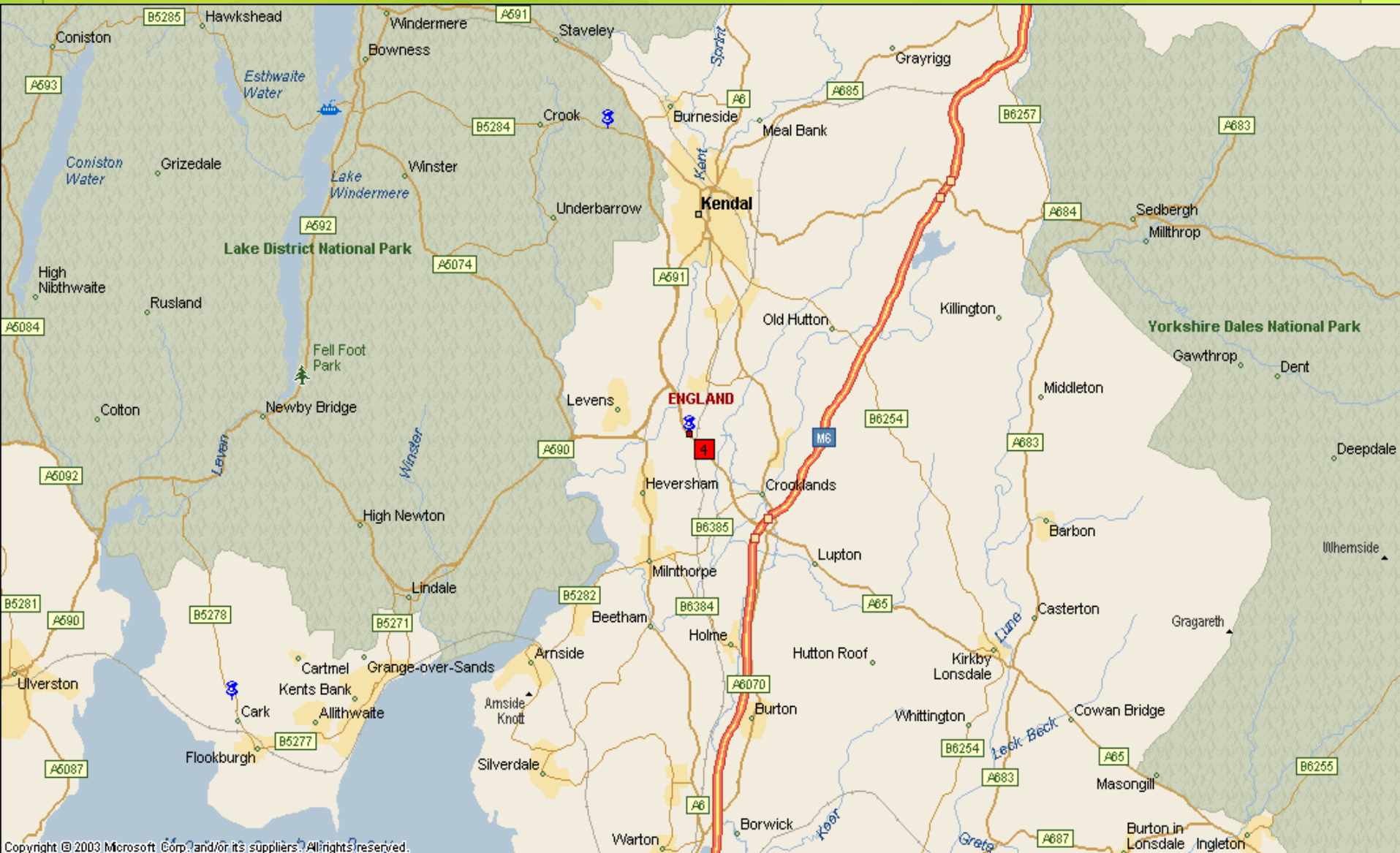
- **FARMA original research through YouGov**
- **2,025 households in June 2004 + 2005**
- **30% visited a farm shop in past 12 months**
- **30% visited a farmers' market in past 12 months**
- **90% would shop if they had access**
- **Market estimate €3,000 million**
- **Farm shops have 80% share**
- **Conclusions: Demand outstripping supply**

Low Sizergh Barn

**Farm Shop, Café, Crafts
Cumbria**

FARMA Farm Retailer of the Year 2005

Low Sizergh















Departments:

Every farm shop is different

Aim to provide a whole shopping basket

Staffing

Craft v Overhead



Thorncroft Farm Shop
100% British Produce
Open 7 days a week
10am - 5pm
Tel: 01924 848171

THORNCROFT FARM SHOP
TELEPHONE 01924-848171
OPENING TIMES
Monday - Friday 10am - 5pm
Saturday 10am - 4pm
Sunday 10am - 12pm







SAUSAGE WEEK 5

ORKNEY
Beef

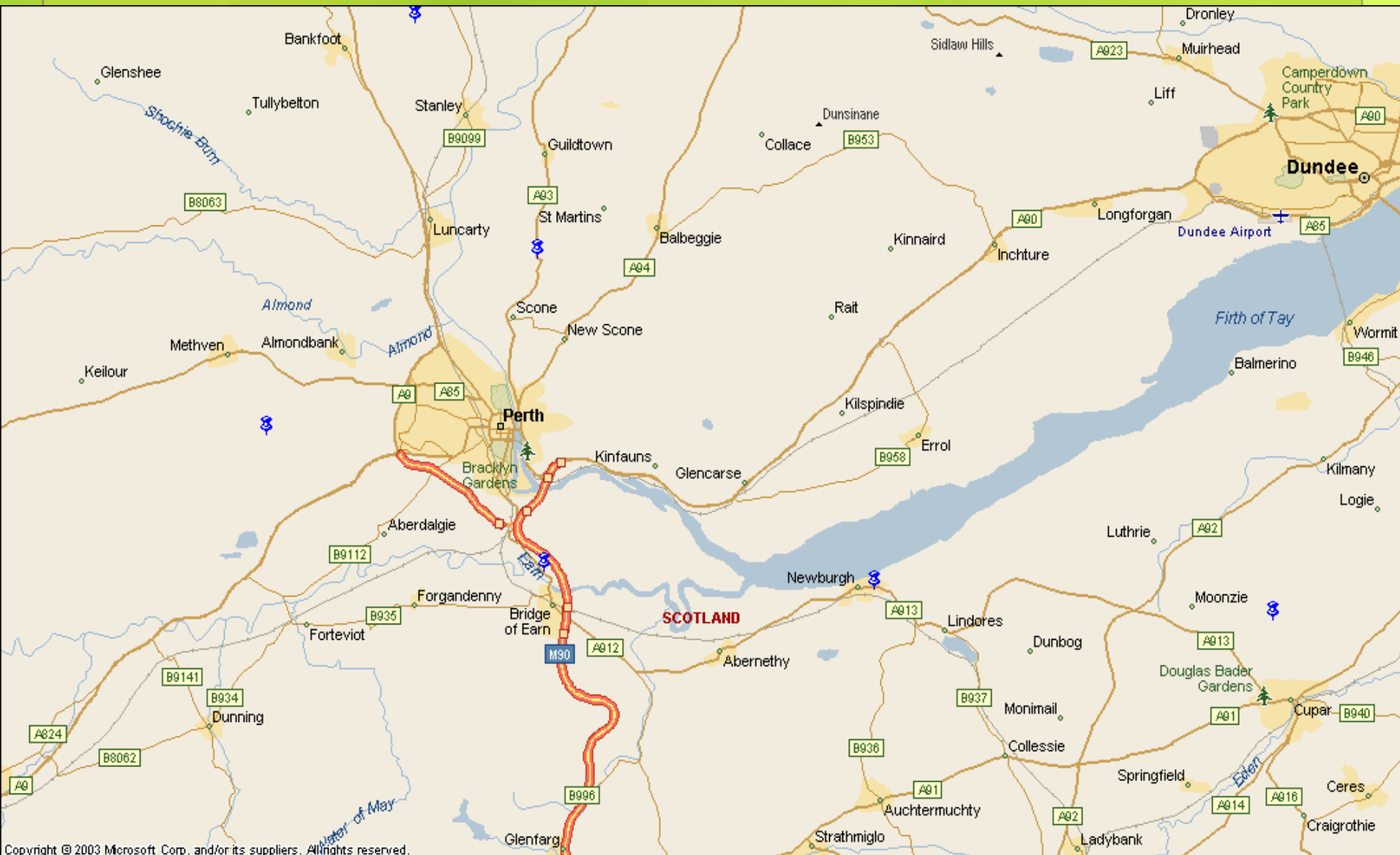
Your Choice of Meat Available to Special Order

MEAT FOR THAT SPECIAL OCCASION



Gansons
Satay Habas Fritas
Habas Fritas
Chilli Puffs
£1.99
Delicious! For £1.99 or
just As Good!

Two different farm shops













Farm shop sales?

Vision

Careful assessment

FARMA has lots of experience

Need to reach €150,000 quickly

Mature sites €millions

Farm Entertainment





Pumpkin Patch

4 weeks in Oct

Family target

Freer € spend

Scary barn

Scary rides

Investment large

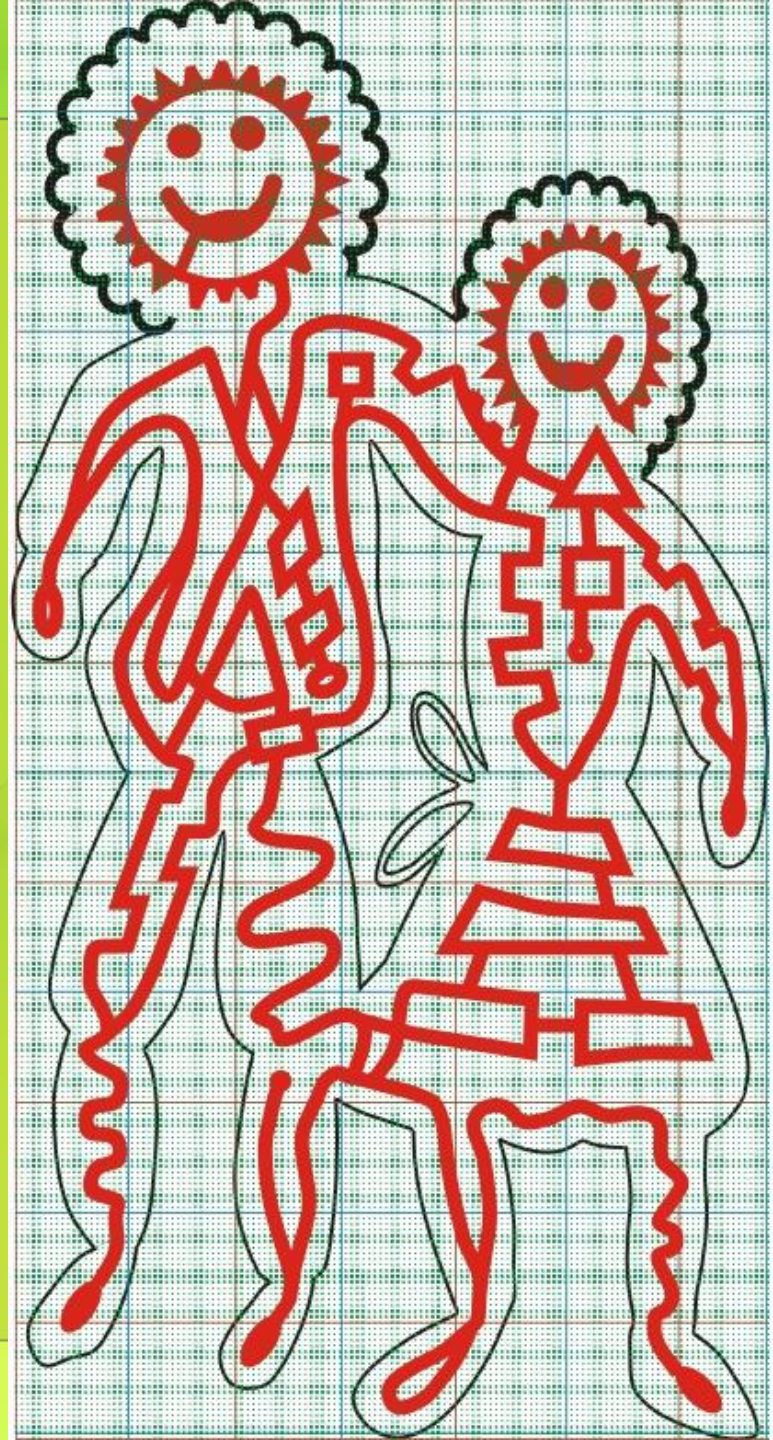
Maze Mazes

July - Sept

Family target

Planned marketing

**Investment:
medium to large**





Keeping our Promise



Inspection

180 farmers' markets in UK achieving this status

Producer sells only their own goods

Stall staffed by knowledgeable people involved in production

Local & quality rule

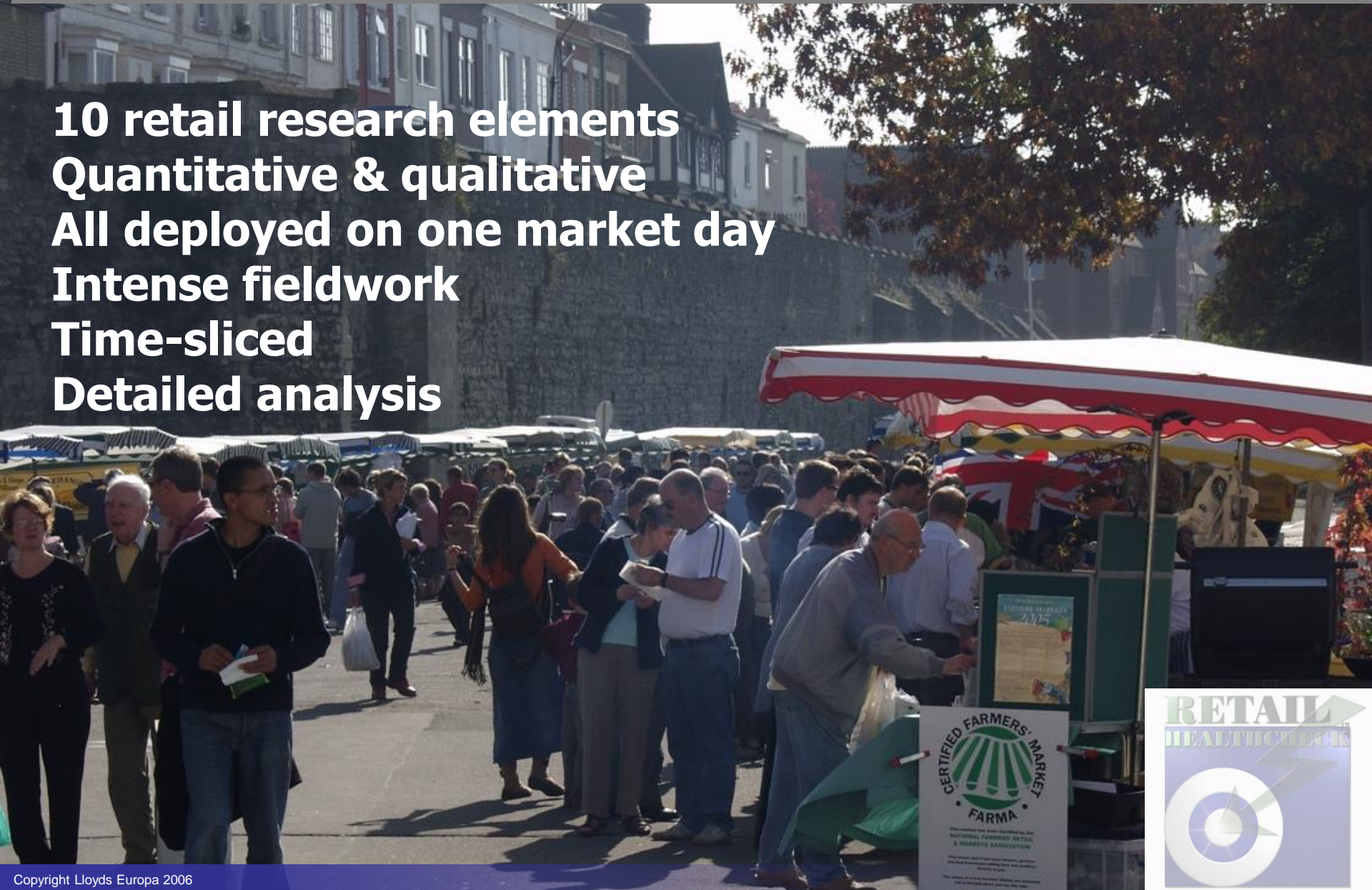
Information about the farmers' market & stallholders available for shoppers

RETAILTM HEALTHCHECK



Measuring performance

10 retail research elements
Quantitative & qualitative
All deployed on one market day
Intense fieldwork
Time-sliced
Detailed analysis



Data gathering



HealthCheck: Lewes footfall

Footfall:

Measured 4 entrances

- **2,850** customers
- out of **7,532** potential/passers-by
- **38% conversion rate**



Lewes FMkt: Presentation



Lewes FMkt: Presentation



Lewes FMkt: Presentation



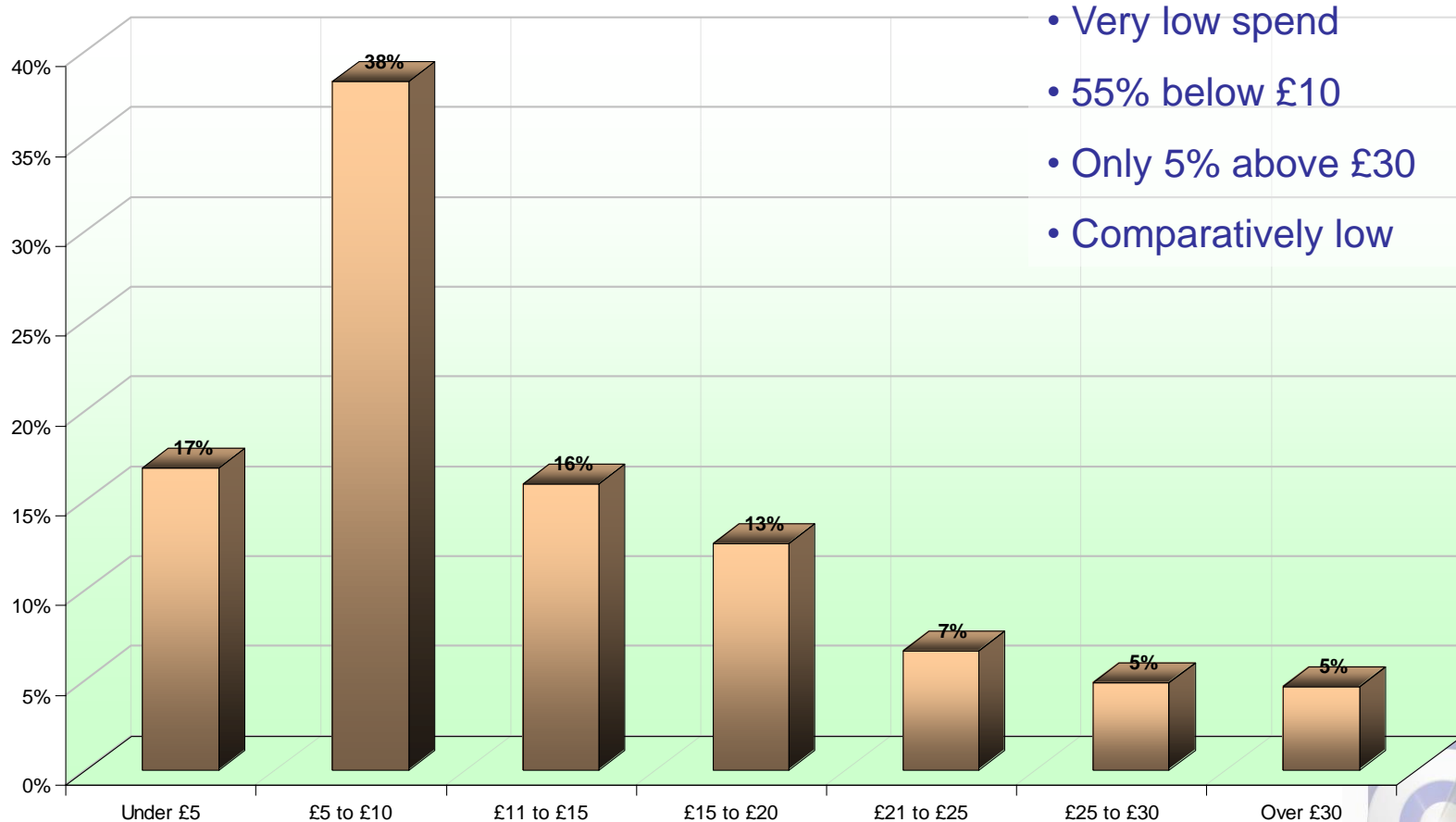
Getting it right!



Lewes DOTs findings: Spend

Question 3: How much have you spent, or do you think you will spend, at this Farmers' Market today?

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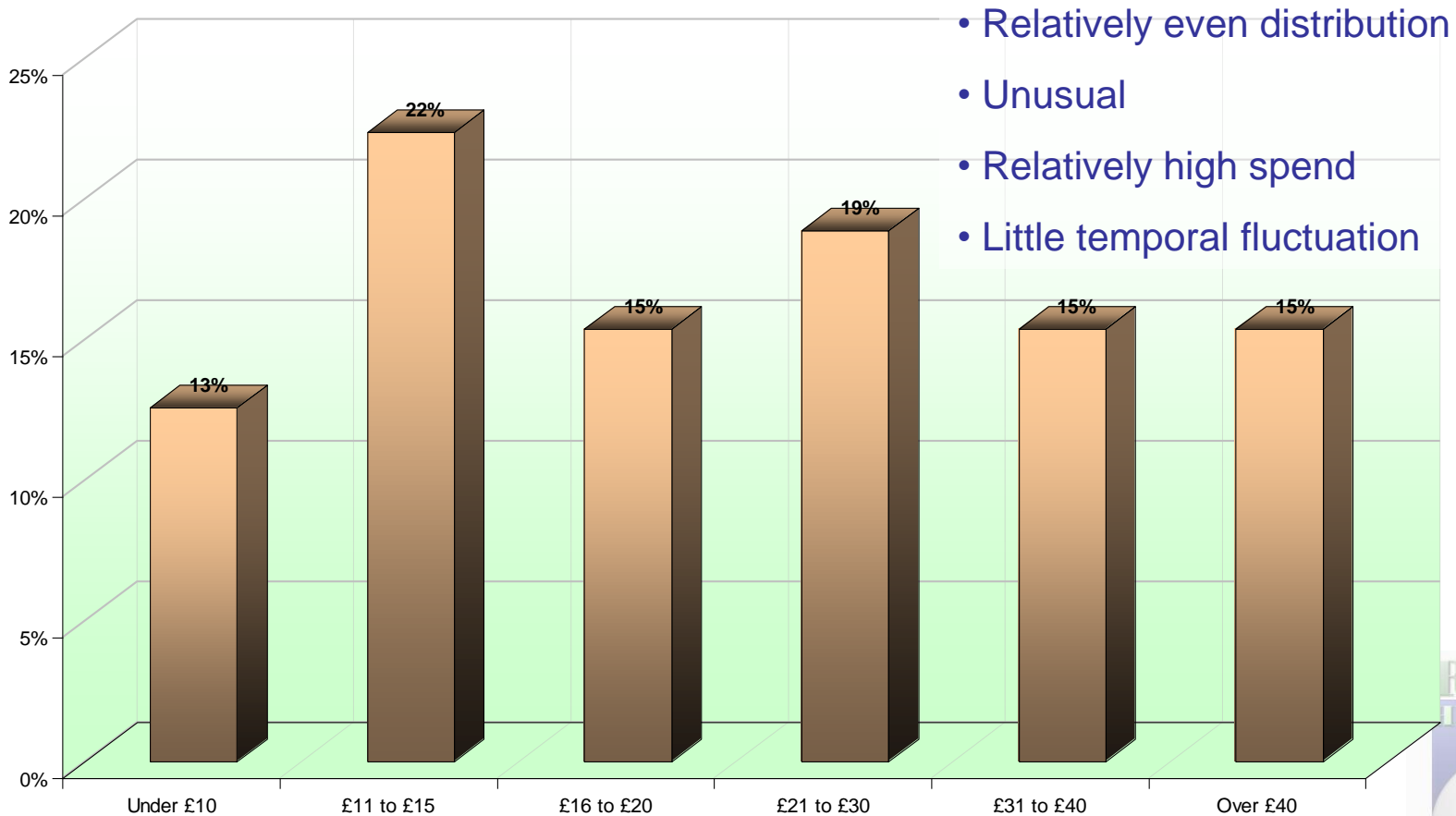
FAIL
CHECK



York (Murton): Spend

Question 3: How much have you spent, or do you think you will spend at this Farmers' Market today?

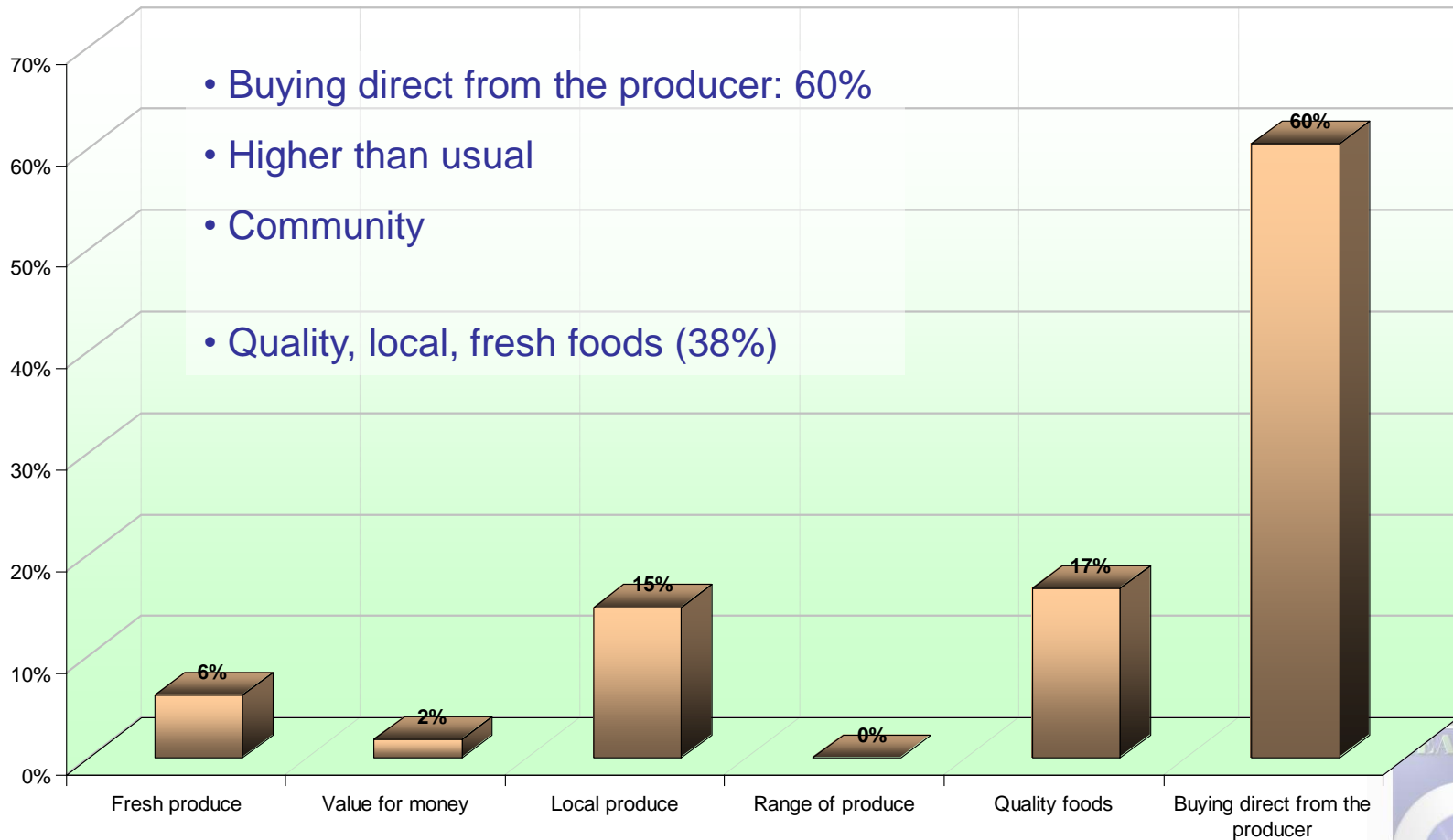
How much have you spent, or do you think you will spend at this Farmers' Market today?



York (Merton) Motivation

Question 1: What do you like most about this Farmers' Market?

What do you like most about this Farmers' Market?



Farmers' Markets Conclusions

Stick to the principles of FMkts

Need to be retail sites

Measurement now critical

Dedicated locations best

Drive for frequency

..... change shopping habits

Thank You.



Speaker: Gareth Jones

www.farma.org.uk

www.retailhealthcheck.com