

# 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?**

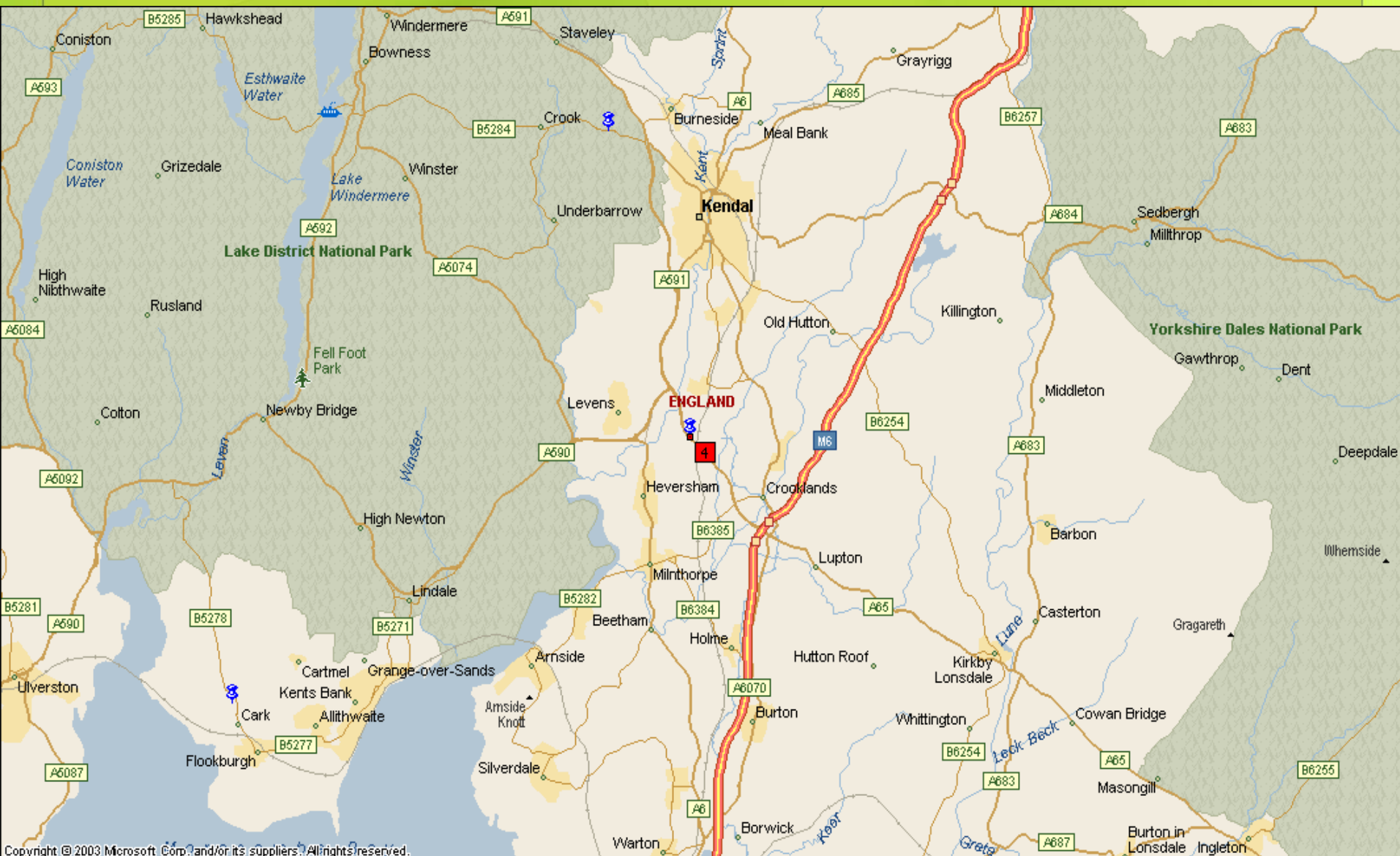
- **FARMA original research through YouGov**
- **2,025 households in June 2004 + 2005**
- **30% visited a farm shop in past 12 months**
- **30% visited a farmers' market in past 12 months**
- **90% would shop if they had access**
- **Market estimate €3,000 million**
- **Farm shops have 80% share**
-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



100% Best Quality  
100% Best Quality  
100% Best Quality  
100% Best Quality  
100% Best Quality

**THORNCLEIFFE FARM SHOP**  
TELEPHONE 01924-848171  
OPENING TIMES  
Monday - Friday 9.00am - 5.00pm  
Saturday 9.00am - 12.00pm









ORKNEY  
Beef

SAUSAGE WEEK 5

Your Choice of Meat Available to Special Order

MEAT FOR THAT SPECIAL OCCASION



Chicken Bow Puffs  
Chicken Deli Puffs

£2.99

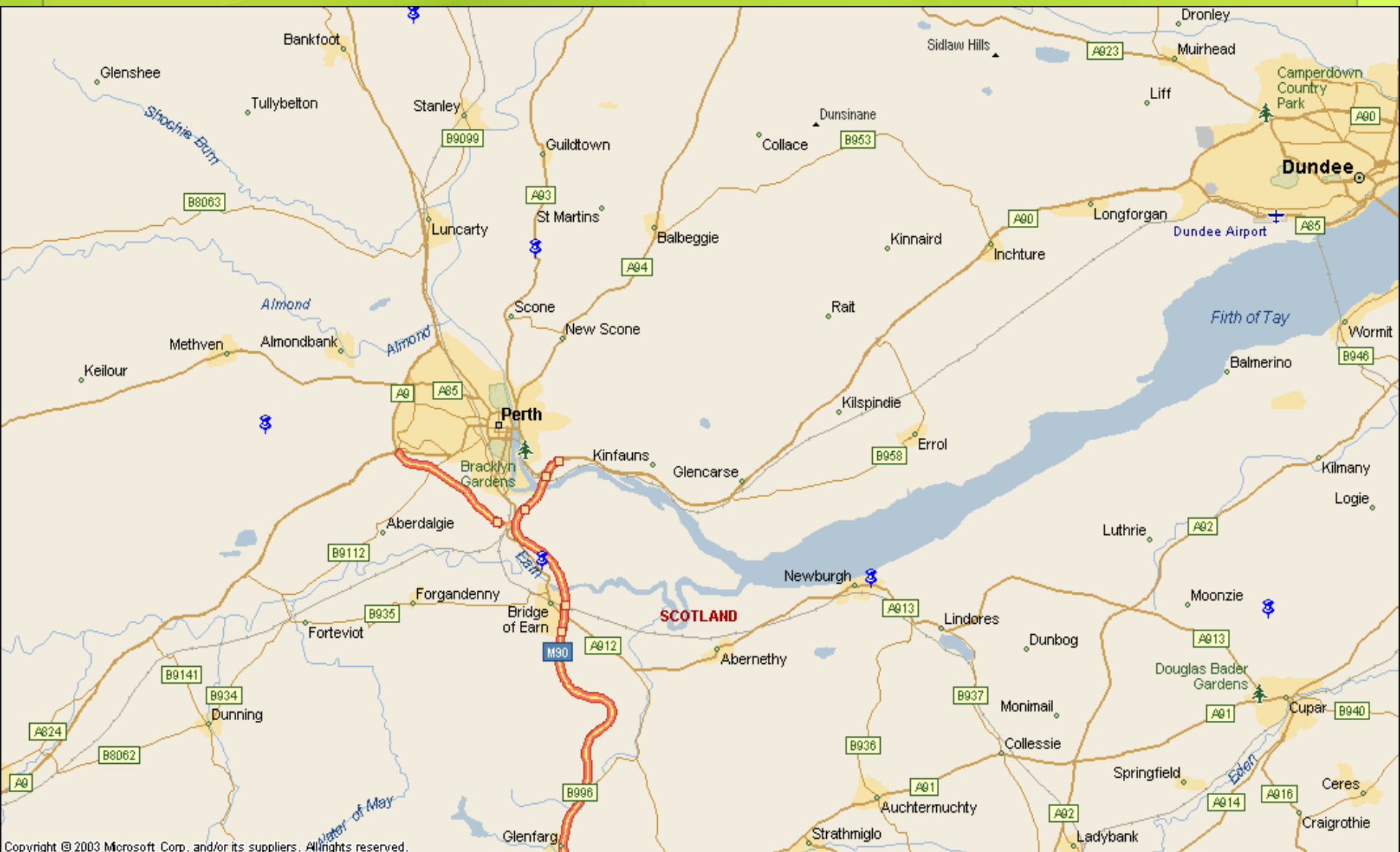
Red and yellow gift boxes with green ribbons.

£4.99

*Gansons*  
Satay Habas Pritas  
Habas Pritas  
Chilli Puffs  
**£1.99**  
Delicious... for £2.99 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**

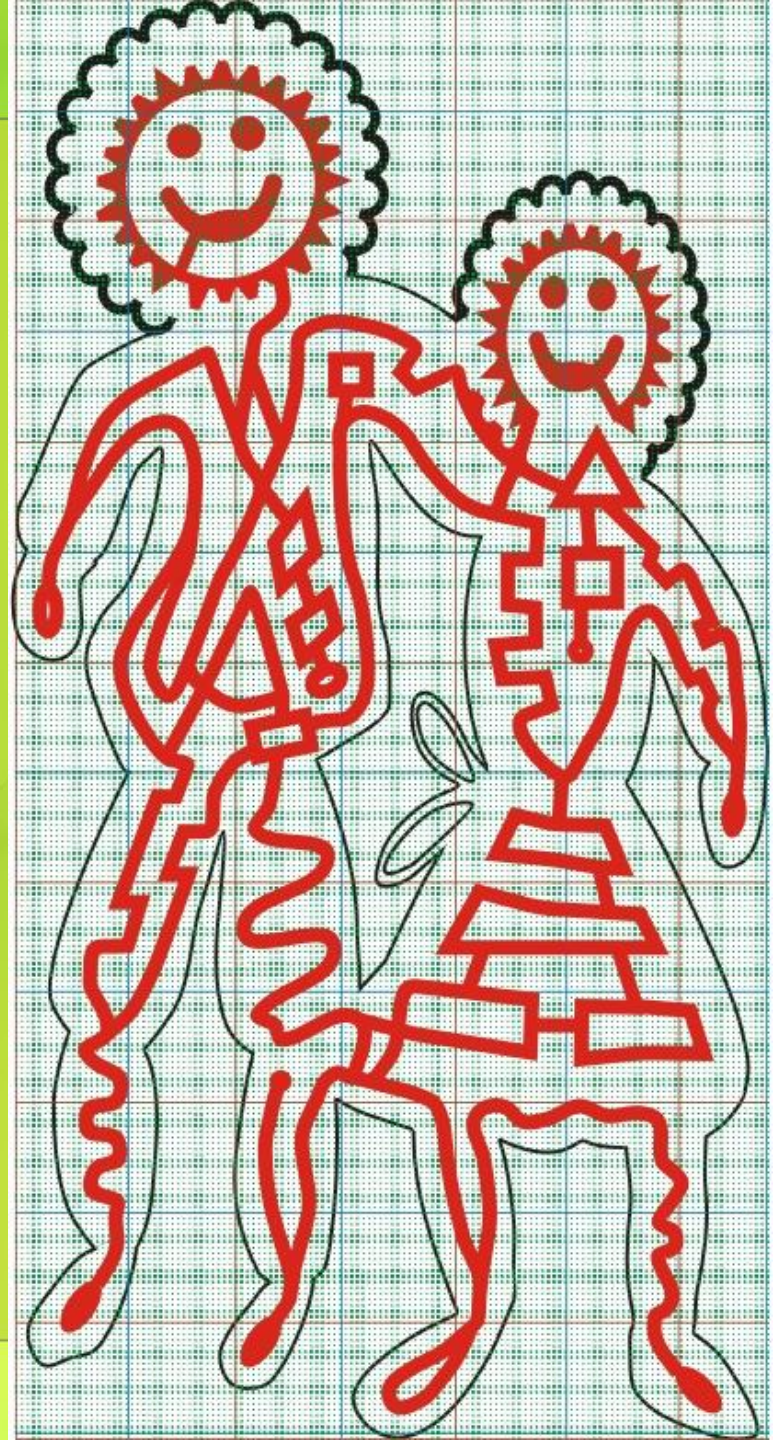
# Maze Mazes

**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**

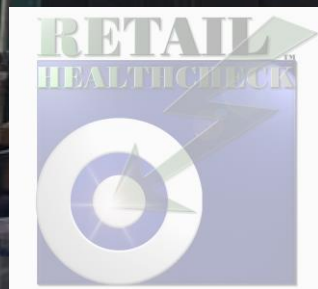
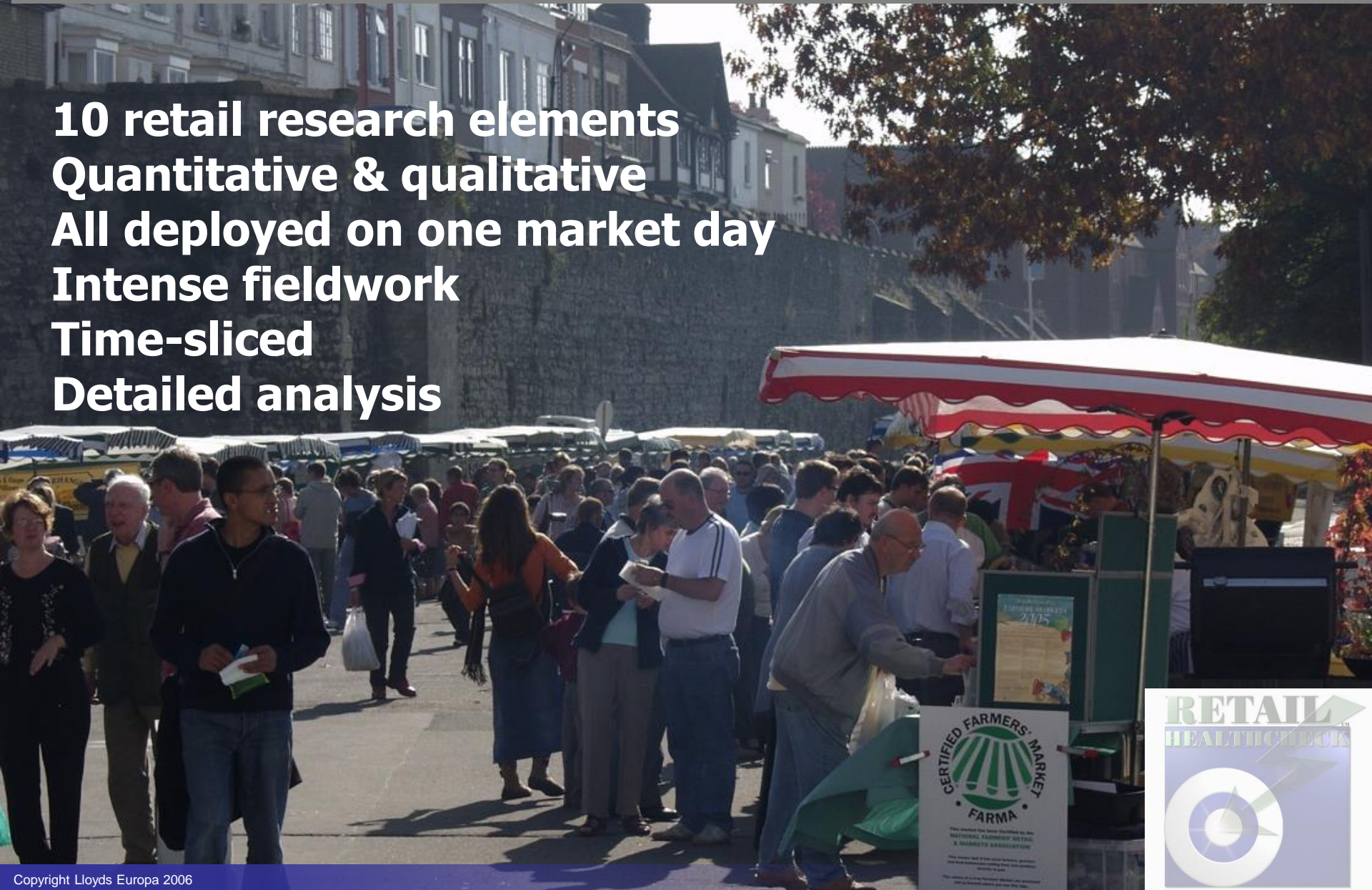
**Information about the farmers' market & stallholders available for shoppers**

# RETAIL<sup>TM</sup> 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



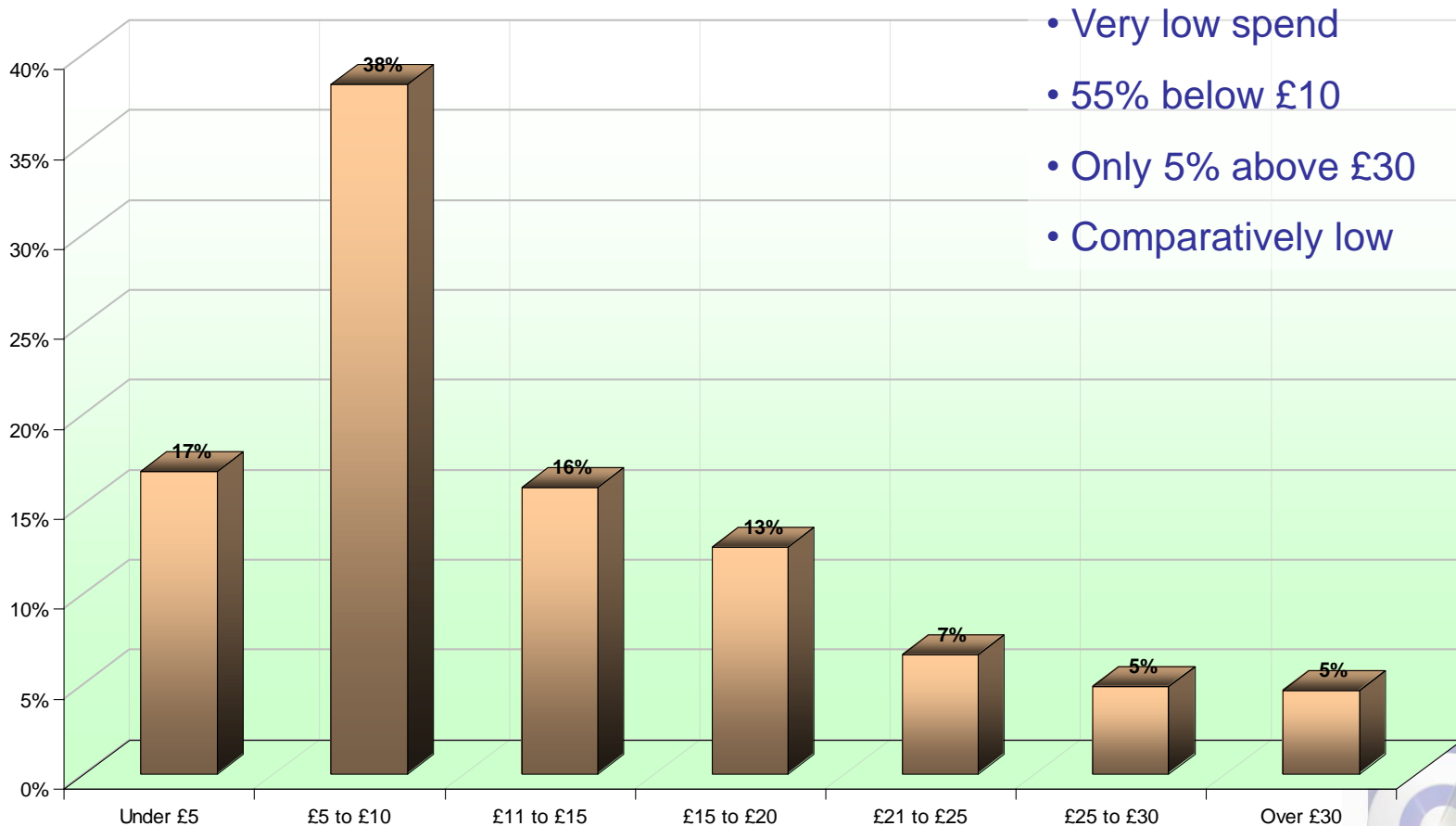
# Getting it right!



# Lewes DOTs findings: Spend

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

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



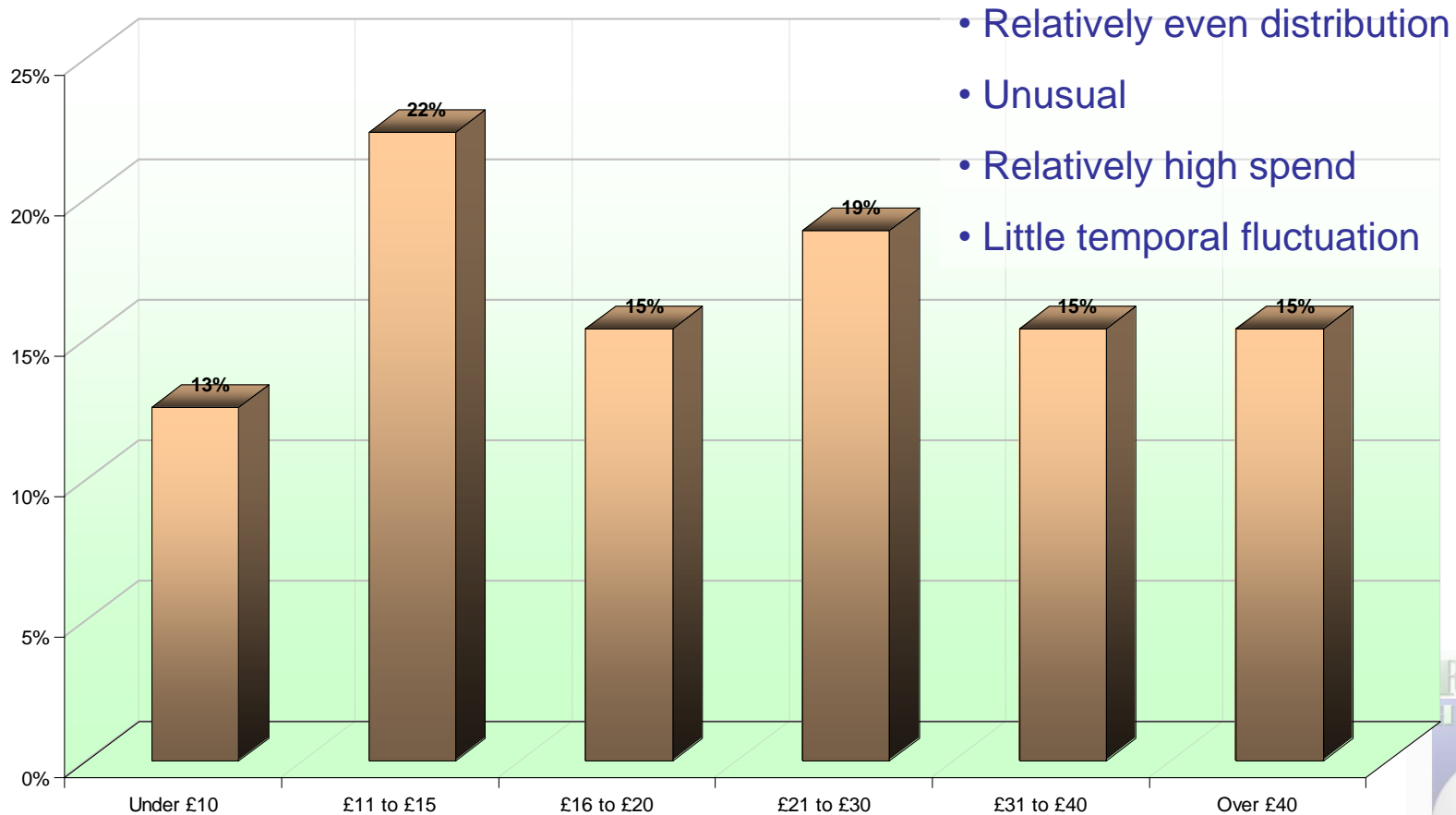
FAIL  
CHECK



# York (Murton): Spend

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

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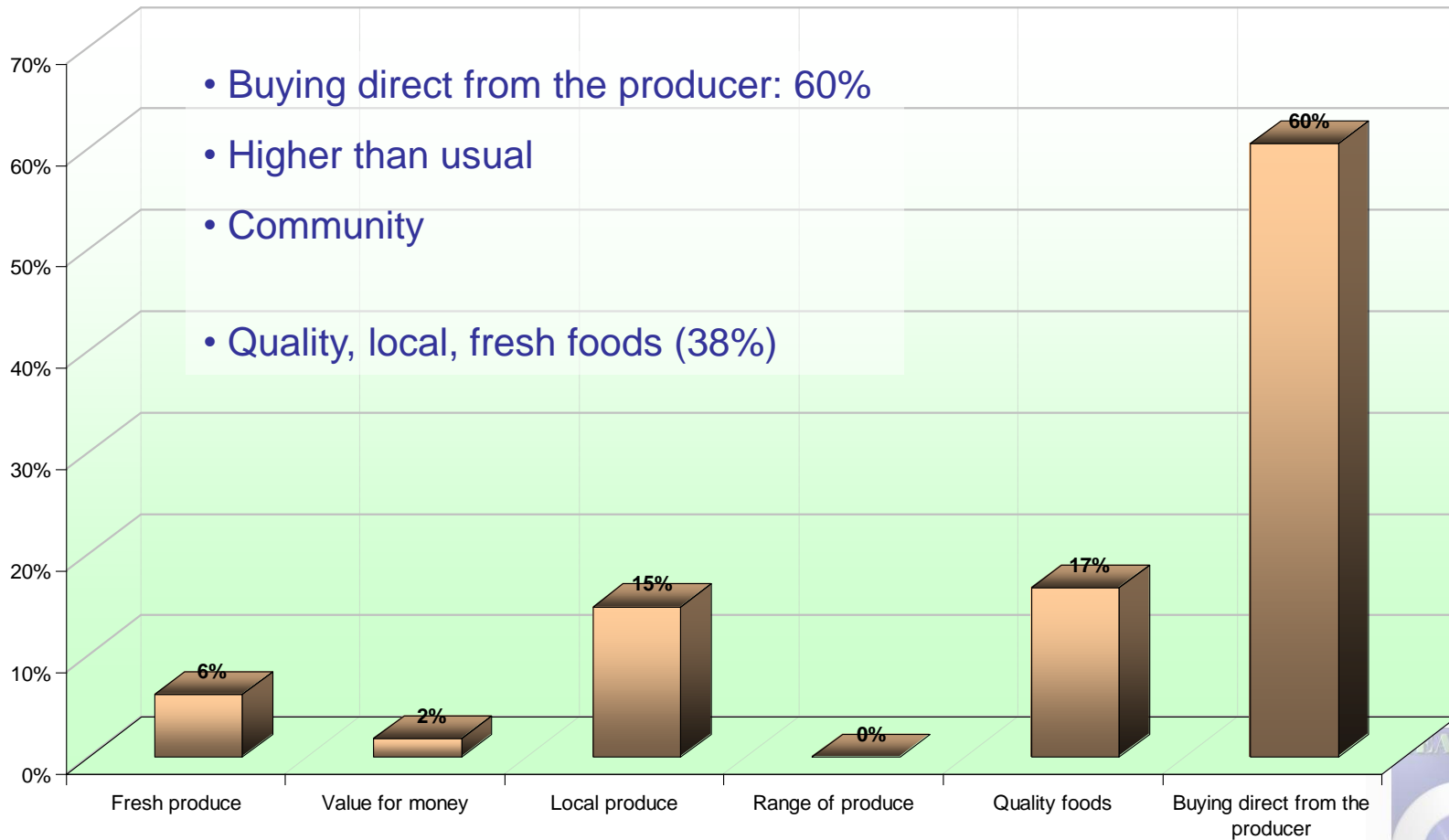




# York (Merton) Motivation

## 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](http://www.farma.org.uk)**

**[www.retailhealthcheck.com](http://www.retailhealthcheck.com)**