

Sally Jackson

FARMA

The Pink Pig Farm, Lincolnshire

The Pink Pig Farm Shop



The Pink Pig Farm Cafe



The Pink Pig Farm Adventure



The Farmer's Market



FARMA

- The Farmer's Markets and Retail Association
- Represents over 800 business in the UK
 - 'Not for profit' co-operative

Size of the Sector in the UK

- 4000 farm shops
- 750 farmer's markets (supporting 7500 producers)
- 600 'pick your own' farms
 - 300 box schemes

Meat



Battlefields



The Garlic Farm



The Garlic Farm



Cowdray Farm Shop



Production at Farm Shops



Local Foods direct from the producer

FARMA annual tracking surveys

- $1/3^{\text{rd}}$ UK households shop at Farm Shops
 - $1/3^{\text{rd}}$ at Farmer's Markets

Retail Healthchecks



Reasons to shop at farm shops and farmer's markets:

- Quality food + local food
- Traceability – relationship with the producer and product information
 - Supporting local jobs
 - A great experience

Certification

- Trust
- Introduced in 2002
- Independent inspection



Core Principles

- **PROVENANCE**, grown or reared or made by the stall holder
- **SOCIAL**, the stall holder must be able to talk to the customer about the product
- **LOCAL/CULTURAL**, distance criteria (usually 30 miles)
 - 250 CERTIFIED MARKETS IN THE UK

2010 LAUNCH OF 'GO' AND 'GOAL'

- Customer trust
- Shortest possible food chain
- Mystery shop
- Encouraging local production
- Costs: £120 pa GO, £300pa for GOAL
- Jointly funded by FARMA & development grants from the EU

Certification



Why?

‘Once you start to question if it’s really local or from the farm, you ask yourself, how do I know that any of it is true? Anyone could make that claim and we would be fooled’
(consumer focus group summer 2011)