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
Departments:

Every farm shop is different

Aim to provide a whole shopping basket
Staffing

Craft v Overhead
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 to Customers
Keeping our Promise

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

Inspection

180 farmers’ markets in UK achieving this status
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
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?

- Very low spend
- 55% below £10
- Only 5% above £30
- Comparatively low
Question 3: How much have you spent, or do you think you will spend at this Farmers’ Market today?

- Relatively even distribution
- Unusual
- Relatively high spend
- Little temporal fluctuation
Question 1: What do you like most about this Farmers’ Market?

- Buying direct from the producer: 60%
- Higher than usual
- Community
- Quality, local, fresh foods (38%)
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