

Alternative and local food: concepts and practices

Session 4 – Farmers’ markets: rural development or urban niche?

4th October 2013



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

In this session we will

Look again at Britain, this time at examples of the emergence as farmers' markets as a civil society response to concerns linked to modern industrialised agriculture.

Perceived benefits of FMs include:

- Economic: farmers realise the retail price of the food they grow
- Social: interacting with farmers to understand food qualities, farming methods, 'food with a face'. Enjoying the shopping experience, which can include dining.
- Environmental: farmers provide information in literature, discussion and certifications about their environmental credentials – arguably more than labels.

In this session we will (2)

Use farmers' markets as a way to briefly investigate a quantitative research tool used in local development.

What another short film which introduces a farmers' market through the voices of the organisers and the farmers (remember our concerns about the transferability of consumer or producer-led CSA models yesterday).

Finally, another short discussion exercise.

Reminder: policy and industry

- Tensions between European adherence to family farming and production subsidy pre 2003
- Insistence by politicians that food is safe despite a run of food safety scandals – salmonella in eggs, BSE in cattle, foot & mouth disease. Farmers blamed for some of these; but recast as victims after BSE.
- Retailers become market ‘gatekeepers’ during BSE

Why are FMs a civil society response?

- Because they were instituted by an alliance of the mainstream farmers' union, the organic certification body and the farm retail association. These groups formed NAFM (now FARMA).
- FARMA is an NGO which regulates FMs and helps provide training, legal advice and works closely with market authorities (councils).



Farmers' market principles

Three basic principles:

- retail relationship between producer and customer is direct
- the distance between the farm and the market is prescribed
- the producer must sell only what s/he makes

Farmers' Market models

...are varied:

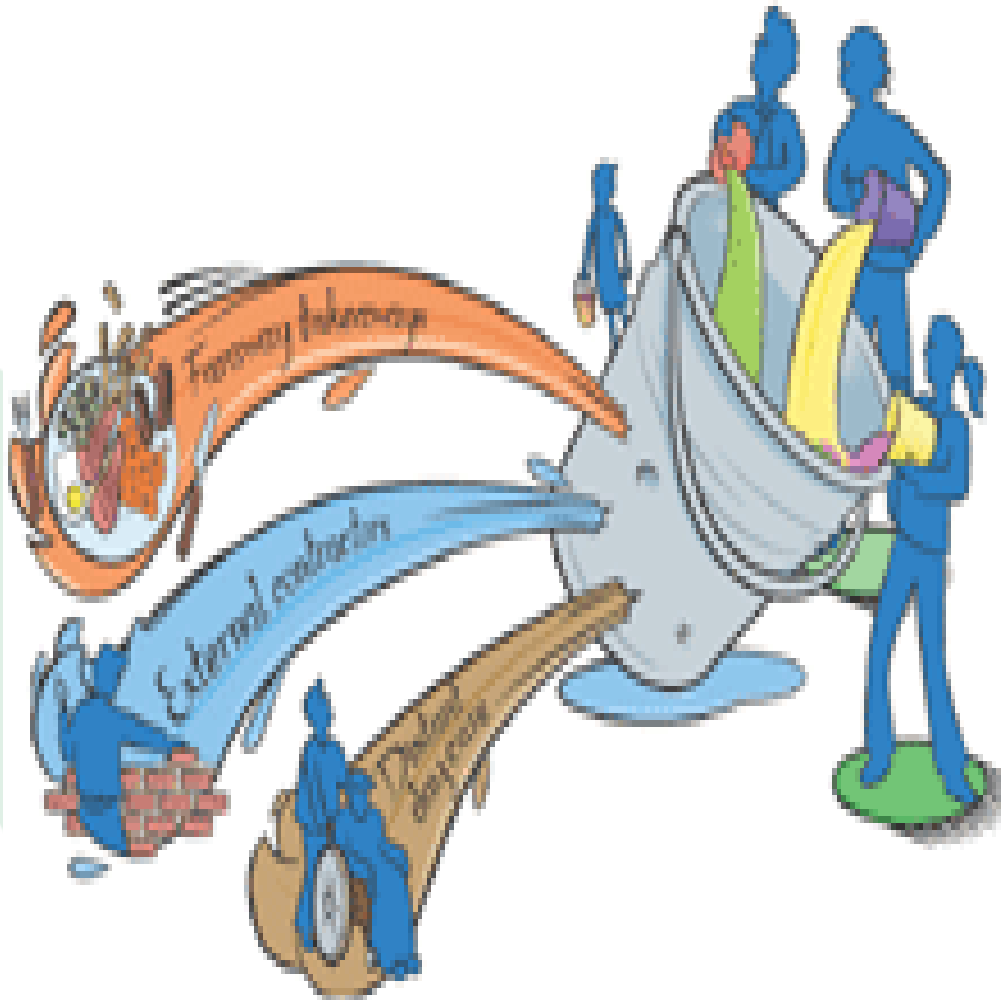
- Producer owned businesses or co-operatives (Somerset, Thames Valley, Hampshire)
- Private companies (London, Stroud)
- Council-run (Waverley Borough, North Lincolnshire District)
- Community Voluntary Groups (Deddington, Moseley)
- NGO – (Hadleigh Salvation Army, Maidenhead Friends of the Earth)

Benefits for consumers and producers

Producers	Consumers
<p>Low-cost operation and entry</p> <p>Full retail price return</p> <p>Contact (and possibly trade) with other local producers</p> <p>Face-to-face contact with customers</p> <p>Admin and marketing support from network/market manager</p>	<p>Attractive and convivial retail environment</p> <p>Seasonally changing produce</p> <p>Ability to question producers</p> <p>Unusual, high quality or rare breed foods</p> <p>Perception of 'civic agriculture*'</p>

(*Murdoch & Miele 1999, 'Back to Nature', Sociologia Ruralis 39, 4, 465-83.)

The leaky bucket



NEF proposed that local investment often leaves the area via:

- Central taxation
- Multi-national corporations
- Non-local services.

LM3

- Instead local businesses and services can recycle local investment, creating more local growth and preventing the leaking away of reinvestment opportunities.
- LM3 is a way to calculate the local multiplier over 3 rounds of reinvestment: initial spend by consumers; the re-use of that money by companies buying supplies; and (in this case study) the spend of the wages of the workers of the company.
- Research by nef and by Thatcher and Sharp (2008) using LM3 reveal a larger local multiplier when using local goods and services in the public sector and in food shops.

Bristol farmers' market

- Bristol was England's second farmers' market, opened in 1998 with 20 stall holders selling meat, fish, fruit and vegetables, bread. There are now 35 stalls. Stallholders must come from within 40 (c.75km) miles of Bristol.
- In 2008, Bristol City council decided to carry out LM3 research in the farmers' market.
- The council wanted to know what contribution the farmers' market made to the regional economy (ie. Bristol + 75km)

For the market of 35 stalls

<i>Income</i> £304,500	+	<i>Spent locally</i> £241,164	+	<i>Spent locally by stall holders/staff</i> £59,669		
-----					=	1.99 LM3
		<i>Income</i> £304,500				

This can also be done per stall holder:

<i>Income</i> £8,700	+	<i>Spent locally</i> £6,890.40	+	<i>Spent locally by stall holders/staff</i> £1,704.85		
-----					=	1.99 LM3
		<i>Income</i> £8,700				

LM3 results

- In other words, in the case of Bristol farmers' market, the LM3 calculation showed that, at that time, every £1 (or Kr30) spent at the market by shoppers was worth almost £2 to the regional economy.

Other potentials for FMs

- Urban regeneration: Southwark in London and St Nicholas in Bristol are promoted as ‘market quarters’ and have become very trendy.
- From Growing Communities we heard how FMs can also support box schemes and other supply routes as part of a portfolio of retail arrangements.
- FMs are their own supply chain – links to public and private catering are possible (South Moravia?)

Short film

- Winchester Farmers' Market
- <http://www.youtube.com/watch?v=A3NYMkN6Mbo>

Discussion

- In two groups discuss:

Walmart wants to open a new supermarket Zelny trh. The city council has asked the social studies faculty to evaluate the social and economic impacts of producer markets in Brno. What methods would you suggest? Qualitative, quantitative or mixed are fine.