

## The 3rd Annual FARMA Farmers' Market Conference

# NINE YEARS



# &

# COUNTING

### Where:

**Ashton-under-Lyne, Greater Manchester**

### When:

**Monday 26 June 2006: 09.00-17.00**

with a RETAIL HEALTHCHECK in  
Ashton-under-Lyne farmers' market  
on Sunday 25 June 2006 (09.00-15.00)

### THIS IS A CALL TO ACTION!



Conference Debate: Are Farmers' Markets pursuing an impossible dream? Your views count.

### IMPROVING PROFESSIONALISM - PUBLICITY & PROMOTION .

This Little Farmer Went To Market - meet **Simon Rimmer** presenter of the TV programme  
+ FARMERS' MARKETS & COMMUNITIES . MEASURING SUCCESS

# 1997

## a year to remember ...

The Labour Party won the general election in May and Tony Blair was a fresh-faced new prime minister.

In Spring 1997, Tesco was trialling Internet shopping in Ealing, West London

An IRA bomb threat caused the evacuation of the Aintree racecourse two days before the Grand National in April

Jeff Rooker - now Lord Rooker - was Minister of State at MAFF. In June he launched a new publication called 'Success with farm shops. Lord Rooker has just replaced Lord Bach at DEFRA.

The UK's first giant maize maze made its appearance on Millet's Farm in Oxfordshire in July - an idea brought over from the USA

In August 1997 another idea from the USA made its UK debut at Green Park Station in Bath: Farmers' markets were on the map ...

*There have been many more landmark events since then, of course, including Certification, developed by the farmers' market community to protect the concept of 'farmers' market'.*



**This conference covers a lot of ground** - nine years' worth in fact ...

**Network & Share** with your fellow delegates the great things that farmers' markets have brought to your part of the country ...

**Air your views** on the licensing laws and other frustrating regulations. We have more power if we all work together, and we'll take note of your resolutions to take further action.

**Delve** a little to try to find out the truth about the farmers' market movement.

**The Conference Debate** asks: Are we pursuing an impossible dream? Are the principles of Certification worth standing up for? Has the movement engaged in the right areas?

Where should we direct our energies from now on ...

**Learn how** farmers' markets should measure success (it's not all about money) and how to create a successful, urban market (it's not easy).

**Plus lots of great ideas** for publicity, promotion and engaging with food lovers

### **This conference is for everyone with an interest in farmers' markets**

*whether you are a farmers' market manager already  
or a prospective farmers' market manager  
a farmers' market stallholder  
local authority markets manager  
have environmental or urban/rural connection interest*

### **What you will achieve by attending this event**

*network with other farmers' market operators  
develop your professional skills  
get ideas for developing local promotions  
clarify your commitment to farmers' markets  
help set future directions for the movement  
be first to learn about publicity opportunities!*

## Some of your Speakers

Professor Larry Lev (pictured below) supported the first Retail Healthcheck in the UK as part of the FARMA Farmers' Market Conference 2004. He returns to the UK to offer more ideas from his work at the Agricultural Extension of Oregon State University, including developing further links in the local food chain from farmers' markets. Great food for thought.



If you listen to BBC Radio 4 early on Sunday mornings you will have heard Richard Uridge (below) presenting Open Country. He also helps people to work more effectively with the media. We can only give you a taster but we promise that even this sample will improve your confidence.



Simon Rimmer, pictured below, presented 'This Little Farmer Goes To Market' for BBC1. He's even more famous on Granada TV. The 'Little Farmer' got terrific audience figures, showing the great interest 'out there' in the topic. What did Simon learn - and what can you do to work with your local chef celebrities?

**Take Part** in a Retail Healthcheck at Ashton-under-Lyne farmers' market on



Sunday, 25 June: lots of volunteers needed, it's fun and fast. People love to 'vote' with their dots! To find out more go to [www.farma.org.uk](http://www.farma.org.uk) Please indicate on the booking form if you are able to take part, we'll send you more information.



# CONFERENCE PROGRAMME MONDAY 26 JUNE 2006

**09.00** Registration and refreshments

**Welcome** from Margaret Sidebottom, Civic Mayor of Tameside & from Malcolm Short, Tameside Markets Events Officer

## **Looking back - the first nine years of farmers' markets in the UK**

Your chance to share successes, problems, concerns & experiences of farmers' markets in the UK so far. Be with us! We want to hear from you!

## **How do you measure success?**

Not just financially - although that's important. What other factors should be measured? Speaker, Gareth Jones, FARMA & Larry Lev, OSU

**11.00** **TEA AND COFFEE BREAK**

**The View from Here** Julien Lewis, member of the National Market Traders Federation (NMTF) Executive Committee and President of the Stockport Branch of the NMTF comments on the rise of farmers' markets from the perspective of 'conventional' markets.

**THE CONFERENCE DEBATE** Motion: **Farmers' markets are pursuing an impossible dream.** Well, are we? What is the vision? Can we hold firm to principles? Where will it take us? The motion will be proposed and opposed briefly, then it's your chance to get into the discussion.

**'Community Bill'** - Stephen Shaw of Local Works talks about the progress of the Communities Bill, framing legislation that will create government from the community up, prioritising local issues and supporting local action. Good news for farmers' markets, here's how it will help you.

**13.00** Buffet lunch featuring locally grown produce plus local strawberries and cream.

## **What's up doc?**

Farmers' markets 'Retail Healthcheck' at Ashton-under-Lyne farmers' market Sunday 25 June - headline results and action pointers. Plus Professor Larry Lev tells us about new work from Oregon State University, USA on linking up more bits of the local food chain.

## **Professional development: Handling the media**

Farmers' market managers, makers and subjects of news stories, need to know how to get the best from the media. BBC Radio 4's Richard Uridge, who broadcasts to two million people a week, is also a trainer. Get the headlines here.

**15.15** **TEA & COFFEE BREAK**

## **This Little Farmer Went To Market**

Insights from Manchester restaurateur Simon Rimmer about the programme that followed people with good food ideas to their first sales pitch. How can you engage with chefs and food advocates in your community to enhance quality and innovation at your farmers' market?

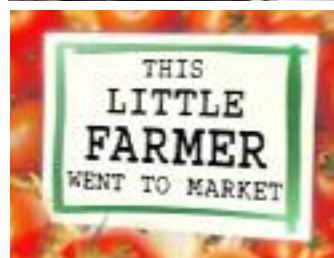
## **Urban Farmers' Markets 'Toolkit' and Community Gardens**

Keys to success for farmers' market development in cities and towns from Steve Garrett, Cardiff Riverside Farmers' Market Association, who has also brought allotments into production to bring veg to the market.

**UKTVFood launches a new campaign** - running from July to December, it's made for farmers' markets, linking customers and stallholders. Filming will take place at Certified farmers' markets. Roopa Gulati, Deputy Channel Editor, describes the campaign and your involvement.

**Let's plan a party!** Ideas for the tenth birthday of farmers' markets next year - get started now.

**17.00** Conference Closes - but it's not the end: You are warmly invited to a social evening from 19.30 with Ashton Farmers' Market stallholders and their guests. Live music, food and bar.



# ASHTON-UNDER-LYNE and getting there

Ashton-under-Lyne was founded around a church and a market. It became a manufacturing town in Victorian times, thriving through being at the junction of three canals and with local coal mining. Today, most of the cotton mills have been demolished and the nearby site of the deepest coal mine in Britain, Snipe Colliery, is now a retail park. The town is undergoing a major regeneration programme as new industry, particularly in IT, is coming in.

There is a market every day of the week in Ashton-under-Lyne and there are two market sites. The old Market Hall, a Victorian landmark was burnt to the ground in May 2004. It will be rebuilt but in the meantime the 'Phoenix' market hall has been established, behind the original building. In the town square outside the Town Hall (where the farmers' market conference will be held) there are rows of permanent market stalls with lighting and electricity. On the last Sunday of each month, these become the basis of the farmers' market with a few additional stalls around the periphery. Running alongside the farmers' market is a 'table-top' market, officially an opportunity for the people of Ashton-under-Lyne to empty their attics - but it's become a little more than that. The farmers' market is managed by the Tameside District Council Markets team, headed by Ian Kelly. Malcolm Short is Market Events Manager and manages the farmers' market which is lively, well-supported and friendly, well worth a visit.

**WHERE TO STAY:** With an early start on Monday, staying locally on Sunday night is strongly recommended. There is a good accommodation list on: [www.manchester2002-uk.com/hotels/suburban3.html](http://www.manchester2002-uk.com/hotels/suburban3.html) or call 0845 45 88 420 for a list. Options include e.g. Travelodge, 1mile from Ashton-under-Lyne on A635.



**By car:** Ashton-u-Lyne is about 10km(6miles) east of Manchester. Motorway is M60/Junction 23. There is ample parking in the town, charges are reasonable.

**Rail:** Nearest mainline railway station is Manchester Piccadilly. There is no direct service from there to Ashton-u-Lyne: instead take Metro to Victoria Station (approx 10 mins). From there, trains to Ashton-u-Lyne are approximately every 20 minutes (travel time 10 mins). The Town Hall is a short walk from the station. We will send maps with your booking confirmation.

## BOOKING : quick and easy booking - call 0845 45 88 420 with your credit/debit card to hand

Booking Contact .....

Address for Correspondence .....

..... Postcode .....

Tel: ..... Mobile .....

e-mail .....

Business Name or Market .....

You can pay by cheque: Please make your cheque payable to **NATIONAL FARMERS' RETAIL & MARKETS ASSOCIATION**

Or pay by credit/debit card:

Card No: .....

Expiry date ..... / .....

Issue No (Maestro/Delta) .....

Signature .....

Any special requirements for disability or special dietary requests? If yes, please specify .....

Delegate Name(s)	FARMA MEMBERS*	NON-MEMBERS	Do you wish to take part in the HealthCheck on Sunday 25 June 2006?
	£55.00	£95.00	
	£55.00	£95.00	
	£55.00	£95.00	
	£55.00	£95.00	
Sub-Total £			
Add 17.5% VAT £			Total £

Please send your completed booking form and payment to **FARMA**  
**P O Box 575**  
**SOUTHAMPTON**  
**SO15 7BZ**



Tel: 0845 45 88 420  
 Email: [justask@farma.org.uk](mailto:justask@farma.org.uk)  
 Cancellations: Refund less 20% for administration for cancellations up to 15 June 2006. No refunds after that date. You may substitute delegates at any time. FARMA reserves the right to change speakers if need arises, without prior notice.

\* Stallholders at FARMA Certified farmers' markets are welcome at the members' rate

Tick here if you will pay on an invoice.  
 Please write your purchase order number here:



This project is supported under the England Rural Development Programme by the Department for the Environment, Food and Rural Affairs and the European Agricultural Guidance and Guarantee Fund; and



Booking confirmation and VAT receipt will be sent