

University Farmers' Markets

Handbook





Produced by the Soil Association

March 2016

Soil Association
South Plaza
Marlborough Street
Bristol
BS1 3NX



LOTTERY FUNDED



Contents of the Pack

Page 4	Introduction
Page 6	What are University Farmers' Markets?
Page 7	Case Studies
Page 10	University Farmers' Markets FAQ
Page 14	Format of the Pack
	Stage 1 - Planning
Page 16	1.1 Background
Page 17–18	1.2 Training activity
Page 19	1.3 To-do list
	Stage 2 - Paperwork
Page 22–23	2.1 Background
Page 25–26	2.2 Training activity
Page 28	2.3 To-do list
	Stage 3 - Producers
Page 31–33	3.1 Background
Page 35–38	3.2 Training activity
Page 39	3.3 To-do list
	Stage 4 - Promoting
Page 42	4.1 Background
Page 43–44	4.2 Training activity
Page 45	4.3 To-do list
	Stage 5 - Preparing
Page 48	5.1 Background
Page 49	5.2 Training activity
Page 50	5.2 To-do list
Page 51	Evaluation
Page 52–53	University Farmers' Market – Customer Questionnaire
Page 54–55	University Farmers' Market – Producer Questionnaire

Introduction

University farmers' markets are real farmers' markets held on the university campus. The university community and members of the public have the opportunity to have access to and purchase fresh, local produce.

The University Farmers' Markets Handbook is a supporting resource designed to provide groups within the university all the information that they may need in order to set up and host a farmers' market on their campus. The pack gives participants a chance to immerse themselves in an exciting five stage enterprise project that enables universities to bring fresh, local food to their campuses.

About the Soil Association

The Soil Association was founded in 1946 by a group of farmers, scientists and nutritionists who observed a direct connection between farming practice and plant, animal, human and environmental health.

Today, we are the UK's leading membership charity campaigning for healthy, humane and sustainable food, farming and land use.

Good food, the best food, is organically grown, minimally processed, fairly traded, fresh and seasonal. And this food should be a right, not a privilege: we want to make sure everyone has access to food that is healthy for them and the planet.

Our work in schools, through Food for Life, shows that it is possible to transform food cultures for the better - improving the life and health chances of thousands of children. We are building on this work and helping other communities to build healthier food cultures.



Organic Farm

Taste Food

www.picksonline.co.uk

Tel: 0116

Project background

The University Farmers' Markets work is part of the Student Eats programme which is being run by the National Union of Students (NUS) in partnership with Sustain, and the Soil Association with additional support from the Plunkett Foundation. Student Eats is a UK-wide programme, funded by the Big Lottery Fund's Our Bright Future programme. Student Eats programme will take place on campuses of colleges and universities across the UK for five years from January 2016.

Project aim

To empower young people to change their local environment and gain valuable skills in that process. Young people will be making long-term environmental improvements that benefit their communities.

What are university farmers' markets?

University farmers' markets are 'real farmers' markets' held on campus, organised by universities, student unions and their students. Members of the local community are welcome both to browse and to shop for fresh local produce.

Setting up a farmers' market in a university has proven to be an exciting way of preparing students for the job market by developing skills through a real-life project. Individuals and groups taking part have the chance to take the lead on the development of their very own business enterprise, taking on a range of roles. There may also be the potential to use market projects as real world case studies in a wide range of undergraduate and postgraduate coursework assessments. A number of Universities are already running markets and you will find some case studies in the next section of this resource.

In addition, University farmers' markets support local food producers by providing an outlet for them to sell their produce and make links to new customers. In turn, this gives students access to fresh food, which invariably has lower food miles than much of the food that may be purchased in high street stores. Markets are also a great opportunity to develop campus culture, by creating a vibrant recreational space where fellow students can meet up whilst shopping for healthy food.

Background

Although farmers' markets would have been the norm in days gone by, the rise of supermarkets and global food chains over the past fifty years led to a disconnection between the producer and consumer. However, resurgence in interest in local food during the 1990's led to Bath setting up a farmers' market as part of its Local Agenda 21 initiative in 1997. Bristol soon followed and the Soil Association helped develop the concept and ran training days for local authorities throughout the UK. The farmers' market concept proved hugely popular and successful, and before long there were over 500 throughout the country. Rules were established to ensure that the farmers' markets were bona fide, and a farmers' market umbrella organisation was set up. This role is now undertaken by the National Farmers' and Markets Retail Association (FARMA). They provide excellent support and promotion of markets, and a certification scheme that registered farmers' markets are part of. We have referenced them in these materials.

In previous projects, the Soil Association has worked with over 200 schools to set up their own farmers' markets across the country – from Shropshire, Warwickshire and the Peak District to Durham, London and Devon. In each case, pupils have been instrumental in organising the markets and setting up and running their own stalls, selling their own grown and baked produce, and inviting local food producers to sell their goods. We are now working with the NUS to support universities in the same way.

Case Study

Sutton Bonnington



Sutton Bonnington farmers' market has been successfully developed over the last five years by Student Union committee members. There are currently five members on the committee, who take responsibility for the running of the market. There is the President who oversees the team and the Treasurer who handles the finances. Other roles include the Communications Officer who is responsible for liaising with stallholders and the Logistics Officer who works with the University Estates Department to ensure that tables, bins, electricity, etc, are all in place on the day. This team works closely with University staff, as well as external organisations including the local council.

The Sutton Bonnington campus is home to the University of Nottingham's School of Biosciences and School of Veterinary Medicine and Health. The very nature of the courses offered on campus, many of which link to animals and the environment, means that there is a continued interest amongst students in the market's ethos. There are a range of stallholders that attend the market. Items on sale include meats, vegetables, plants, strawberries when in season and some exceedingly tasty scotch eggs! When recruiting

stallholders, the organisers are careful to ensure that stallholders don't sell the same items as each other, as this can lead to unwanted competition between the stalls. Students are also encouraged to have stalls at the market, with several selling hand-made products to raise money for charity. Additionally, University staff, sometimes come along to advertise specific courses for the next academic year. There are seven markets each year and because the market is student run, all of these are held during term-time.

In order to ensure that the market runs smoothly, the organisers have been keen to ensure that all of the relevant paperwork is in place. They have worked with the local Council to get their Rival Market Licence in place - this is often required if a market runs on the same day as the council's market. The licence can often be quite expensive (in this instance around £250), but because the Student Union is classed as a charity they have been able to negotiate a significantly cheaper charity fee. They have also needed to have a Temporary Events Licence in place for every market where alcohol is sold. The group have also ensured that risk assessments and public liability insurance are always up to date.

Case Study

Sutton Bonnington

When asked to identify any challenges they have faced, the group did suggest that official 'red tape' can sometimes be frustrating. This can be overcome with good advance planning to ensure that required paperwork is completed well in advance. Stalls are charged a nominal fee of around £20 to £30 and all of the money that is generated goes back into the market to buy things such as signage. Recently the group used some of their money to get an electricity point installed outside to ensure that there was an accessible supply of power for stallholders.

The market has great links with the local community in Sutton Bonington and is well attended by members of the public and local primary school. The organisers are keen to stress the importance of outside support and feel that this link to the local community is imperative to ensuring that the market continues to thrive. It is because so many locals buy the high value products, that stallholders are happy to keep coming back. Campus car parks are free to the public on market day and good signage ensures that visitors are able to find the market easily. They offer membership to the Farmers' Market Society at £3 a year for students and £8 for members of the public. Membership offers a range of benefits including discounts on market day, brewery tours, wine tasting, cooking classes, a hessian bag and even access to a German Christmas Market trip in Cologne.

So what is the key to the continued success of market? The group says there are four key points to consider – getting the right location on campus; getting the right mix of stalls to ensure that there is a good balance of products; engaging with university staff and students to ensure the market runs smoothly; and finally, engaging with the local community so that the market becomes a well-loved community event.



Case Study

University of the West of England

The University of the West of England (UWE) in Bristol has been running its farmers' market for a number of years. Historically, the market has been coordinated by university staff members. The summer of 2016 will see an exciting change to this, as members of the Student Union (SU) will take over the responsibility of running the market. Students will be setting up a working group in the Student Union, whilst linking in with entrepreneurial groups and the Green Leaders Team. Elected officers such as the Communications Officer and Events Manager will also take on key roles in the management of the market. Links will also be continued with the Facilities Team (who have been invaluable when it comes to setting up) and the Sustainability Board.

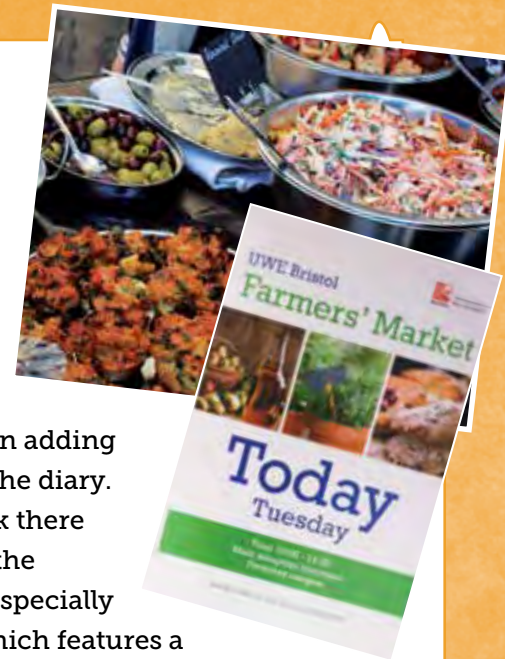
Currently, the market has a wide range of stallholders who attend. Popular foods include cheese, bread, fish, jams and ready-to-go healthy snacks such as pasties wraps and dips. Students have also traditionally been involved with selling at the market, with a host of societies and student entrepreneurs selling their wares and promoting their causes. Many students have linked their market involvement with their academic work by setting up enterprises and societies as part of their course work. Student engagement and involvement will be developed further as the market management is handed over to the Student Union. The plan is for the team to consult even closer with students to create a database of food enterprises that are personally recommended by and involving the student community.

It would be fair to say that, as with any project, there are challenges to be addressed when running a market. The structure of the academic year means that there are very

few students on campus during the exam season in April and May. Consequently, it has always been important to take this into consideration when adding market dates into the diary. During Green week there is lots going on at the university and the specially themed market, which features a food waste prevention stall, has always proved popular.

Footfall can also sometimes be an issue. This raises the question of how to ensure the maximum number of customers at the market? UWE addressed this by locating their market in a prime location on campus and by ensuring that markets were promoted through the SU and UWE Facebook and Twitter pages. Signs and A-boards were also used to point potential customers in the right direction on market day.

We asked UWE what their advice would be to any other universities who are interested in putting on a farmers' market. Top of their suggestions was – Location, location, location! Think carefully about where the market will be sited to ensure maximum footfall. They also advised on being flexible and accommodating with stallholders. If a stallholder is unhappy with their pitch, try your best to re-site them, always provide tables and don't charge stall fees to first timers. All this helps to create a good impression and will ensure that stallholders are willing to attend any future markets.



University Farmers' Markets FAQ



We want to run a market. What do we do first?

Speak to the rest of your team and university staff and then get a date in the diary for your market. Once you've done this, you can work backwards and plan your journey. A good timescale for the project is about eight to twelve weeks. This provides you with sufficient time to launch the project, find local food producers, promote the event to students and the community, grow and prepare certain products for your stalls and organise refreshments.

How often do we have to run a market?

This is entirely up to you and what fits best with the calendar of events at your university. Most organisations might run one every month or bi-monthly. You might opt for starting off slowly to gauge interest and only run one market each term. There is no right or wrong!

Can I combine my market with another event?

If you think it will work, then give it a go. You may consider running it alongside your Fresher's Fair or other such union event. The benefit of running such events together is that you can capitalise on the guaranteed influx of attendees. If you do decide to combine your market with another event, it is important that it maintains its integrity as a farmers' market. Placing producers in the room with the other events stands may 'water down' the market feel, so try to site your market stalls together and promote the space accordingly.

How do we fit this market work in with other university groups?

The ideas and activities presented in this booklet can be used flexibly within your university. Feel free to use the resources to fit with your circumstances. The 'five stage' layout presented is a framework for you to develop and use the resources in whatever order suits best. You may wish to run the market as part of

the Student Union, or a student group such as an Eco club or Food club. A group of students may wish to start a farmers' market group to specifically concentrate on this theme, or the university staff may help run it as a student benefit. You know your university best, so how you approach the project is up to you and depends upon what your market organising team feel comfortable with.

When is the best time to run the market?

A lot of the university markets that are currently running are held on a monthly basis. The University of Birmingham holds its market every fourth Wednesday of the month between 10am and 3pm. The University of the West of England holds its market once a month, on a Tuesday between 10am and 2.30pm. It's up to you to decide what day is best, but you may want to consider the dates of any other local farmers' markets and avoid clashing with them. Maybe ask any potential producers which days work best for them.

What types of food producers should I invite?

You may invite a range of food producers depending upon who is in the local area. You may consider inviting local bakers; butchers; vegetable growers; cheese makers; beekeepers; jam makers and chutney makers. There are no hard and fast rules, however we advise that you avoid having two of the same producer as this may lead to undue competition. You will also need to be aware of guidelines that determine whether or not you can call your event a Farmers' Market. The criteria that are set out for Farmers' Markets (in stage 2 of this resource) will determine who you invite.

How many producers should I invite?

Once again, there are no hard and fast rules. It may be that you want to start off slowly for your first market and only invite a handful of producers. Other universities / groups may have very strong links with their local food hub and may invite anything up to around ten producers. Do what is manageable and don't take on too much for yourself and others to handle.

Do I charge producers to have a stall at the event?

Most universities currently charge stallholders a £10 to £15 fee to have a stall at a market. The income generated by the stallholder is theirs to keep. You may wish to start at a lower introductory rate as footfall is likely to be lower before customers get to know what is on offer.

Is it possible for our university group to raise money?

Money is generated from the hire of stalls, as well as income from the products that the university clubs or societies may have produced. A large part of the income may also come from the sale of teas, coffees and cakes. Why not get the Student Union bar on board to help with this?

Can we have cake stalls or craft stalls?

Many places who have hosted farmers' markets have had a cake stall and/or craft stall, and either or both can make a nice addition to a farmers' market. From a healthy eating point of view (as well as it not being advisable to have more than one type of any stall at your market to avoid competition and reduced sales), we recommend one of either (or both) cake and craft stalls, although neither is essential! Often selling tea/coffee and cake at your market is a great way to make the event an even more social occasion as well as serving to keep people at your market for a little longer to buy more fresh produce! Many places have found the sale of tea/coffee and cake to be a good revenue earner at their market.



What can we grow / make to sell during different times of the year?

Students may wish to set up an enterprise to sell produce at the farmers' market. The NUS has worked with a number of universities that have developed student food enterprises.

Different seasons will favour different products / produce to sell. For a spring market, you may consider selling tomato, pea and runner bean seedlings – all of which can be germinated on windowsills if need be. Enjoy the fruits of your labours during the summer months. Lettuce and other salads are easy to grow, as are pot grown herbs. You may also have a glut of mange-tout which you planted back in the spring. During the autumn term you could consider making some pumpkin soup, as well as harvesting all of those runner beans which grew over the summer. You may very well have quite a few courgettes or marrows. Other products that you could prepare could include edible window boxes planted with herbs, nest boxes / insect hotels, herb oils, chutneys, jams and cakes.

Can we call it a farmers' market?

In order to call your market a farmers' market, your stallholders will have to meet certain criteria which have been laid out by the National Farmers' and Markets Retail Association (FARMA), whose role it is to certify farmers' markets. More information on this is available in the 'Stage 2 – Paperwork' section of this booklet. If you feel that it may be difficult to meet these criteria, you may consider calling your market a local produce market instead.

What legislation is involved in putting on a market?

There are a few pieces of legislation that you will need to think about. Some of it, such as Public Liability Insurance, will already be in place in your student union. The student union may very well also have risk assessments in place for similar events. Also, don't forget to speak to the local authority to see if you will need a market rights licence. Other considerations such as food retailing business registration and food hygiene certificates will be

the responsibility of your stallholders. In terms of labelling, stallholders will have to follow the Food Labelling Regulations 1996 if they are a registered food business. Any University clubs / societies that plans to have a stall may also need to be aware of producer requirements.

It is important that you as the market organiser are aware of all of these things. Further information is available in the 'Stage 2 – Paperwork' section of this booklet. We also advise that you contact your local Environmental Health Officer for advice and support.

Guidelines are slightly different if your event is classed as charity event and your stall isn't a registered food business. In general, labelling regulations won't apply to most food being sold for charity and so won't need to be labelled, including food sold at one-off events such as church fêtes and school fairs which are not registered. However, it could be a good idea to label items voluntarily – to state if it contains nuts for example.

For further information regarding all of this information, refer to the Food Standards Agency website and follow the links:

www.food.gov.uk - Business and industry - Guidance notes - Hygiene and food safety guidance - Catering advice for charity and community groups providing food.

Some students have said that farmers' markets are expensive. How should we respond to this?

Speak to your stallholders and see if you can encourage them to sell a couple of cheaper products. Many customers won't have £15 in their pocket to buy a vegetable box, but they will have £2 or £3 to buy a nice loaf of bread, a box of free-range eggs or a healthy lunchtime snack. Explain to your stallholders that, through consultation with fellow students, these are the type of products that they are keen to buy.

Parking on campus is quite heavily regulated. How do we encourage members of the public to attend?

This can often be a problem on campuses where parking is limited and permits are required for all cars. You may see if it is possible to arrange a university minibus to collect residents from local villages or a local nursing home. If this isn't possible, something as simple as adding bus numbers to promotional materials can increase attendance from off-site. It might also be worth chatting to facilities to see if they can allocate a few parking spaces on the day for market visitors. Do make sure that any parking is well advertised and signed on the day.

Other shops on site are concerned that the market may affect their sales. Is this true?

The type of food being sold at your market is probably very different than to the food sold in campus shops. Make it clear that your markets are not held all the time and will therefore, not impact the everyday sales of retailing outlets. You could also offer to promote the campus shops during your market, by putting out flyers for them. Explain to shop owners that your market is part of a funded enterprise project and has not been created to compete with them. Depending upon what produce the campus shops are selling, you might even consider inviting them to have a stall at your market.

Format of the Pack

A University Farmers' Market project is designed to run in five stages. The timescale of each stage is entirely up to you and the group responsible for hosting the market. For each of the five stages, you will find the following sections:

- 1 Background** information that relate to that specific stage of the project.
- 2 Training activities** which comprise activity sheets and other supporting materials to get you and your group thinking about the tasks that are required in the run up to your market.
- 3 To-do list** identifying the key steps to take as you journey towards market day.



1

STAGE 1

Planning

A decorative horizontal line with a repeating diagonal pattern of blue and green segments, extending from the left edge of the slide to the right edge of the yellow title bar.

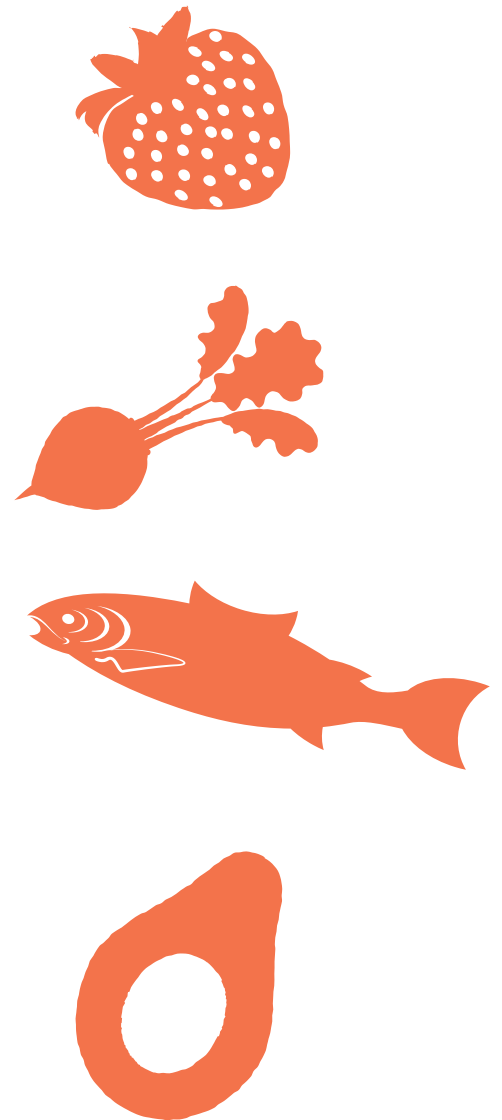
STAGE 1: Planning

1.1: Background

Introduction: The first stage of your project is one of the most important stages. Effective planning at this stage means that you develop a framework within which you are able to work and refer back to over the course of the project.

As part of the planning stage, it is important that you do some background research into what farmers' markets (if any) are currently being run in your area. You might then have one of two options as to how you might approach setting up your university market:

- Step one will be to talk to the elected officers within your Student Union. Explain your plan and they will be able to point you in the direction of any key contacts who will be able to help with setting up a market. Contacts may include other elected Student Union officers (events officers etc), paid members of university staff (Communications Officers, facilities staff), Enterprise / Entrepreneur groups, the University sustainability board and green societies amongst others. Explain your plan and set up a meeting with everybody. During this meeting, you may wish to set up a working group of individuals who are able to help you. Each person will have a different skill set, so allocate roles and responsibilities. You will be able to explore this further in training activity 1.2: Outline market plan.
- You will also need to think about how you will recruit stallholders for your market. The first method might be to approach all of your potential stallholders yourself. This would mean getting together a list of local food producers (farmers, small food enterprises etc) and then approaching them to see if they would like a stall at your market.
- The second method would be to approach an existing farmers' market organiser and see if they would like to use your student union as the venue for their market. Whichever method you choose, it is important that you work through this document in order to identify the key tasks involved in putting on a food market.



1.2: ACTIVITY

You will need to do a reasonable amount of planning to get your market underway; so as a minimum, you should try and set out a market plan.

On the next page you will find a template Market Plan. Using flipchart paper and pens, work as a group to start populating your market plan with some initial thoughts about organising your market. You don't need to go into too much detail at this stage. Rather, it is more of a brainstorming activity to enable you to start gathering your thoughts and ideas as a group.

Any plan is liable to change, so ensure that you meet regularly as a group. Use your Market Plan as a basis for the meeting to determine whether your timings are keeping to schedule and whether any of your actions need reassessing.



Project Summary

What are the aims and objectives of your market?

"For us to, we will need to"

Basic information about the market
eg: location, date, opening and closing times, frequency, etc.

A description of the target audience:

Who will your market be aimed at?

Timescales:

Add approximate times and dates to your five stage framework.

Roles and responsibilities:

Who will your market be managed by?

What will the key job roles be and who will be responsible for each of those roles?

Who are your key points of contact in the University staffing structure?

Are there any other key stakeholders that you will need to involve?

Resources:

What resources might you need during each of the five stages of your project

Budget:

How will your market be financed?

Which of the key stages might need funding and by how much?

TO DO LIST



- ✓ **Contact the Student Union to explain your plan.**

- ✓ **Research other local markets. Find out what days they run in order to avoid clashes.**

- ✓ **Book a date in the diary for your first market.**

- ✓ **Allocate job roles – eg. Market Manager, Marketing Officer, Producer Liaison and a Monitoring & Evaluation Officer.**

- ✓ **Establish a steering group comprised of key project stakeholders such as university facilities staff, student union officers, student society representatives, sustainability forum representatives etc. Hold regular meetings of the group.**

Take away street food is always popular with busy students



2

STAGE 2

Paperwork

A decorative horizontal line composed of many small, parallel diagonal strokes in a teal color, extending from the left edge of the page towards the right, ending just before the yellow box containing the title.

STAGE 2 : Paperwork

2.1: Background

Introduction: There will be a number of key policy, legislation, as well as health and safety considerations to think about when planning your market. The main points to address will include market certification, host requirements and producer requirements.

Certification

The types of produce that you have at your market will very much determine what you call your market and whether or not you wish to get official certification for it. In order to call yourself a "Farmers' Market", you will need to adhere to some key criteria:

The food is produced locally

The market must have a definition of local, which the market organisers will decide upon. This is typically 30 miles, extended to 50 miles for remote and coastal areas and 100 miles for London. Some market prefer to define local as within their county borders

The stall is attended by the producer or someone involved in production

Customers should be able to ask the producer about provenance, production, animal welfare and how to cook or prepare the food.

All the goods on sale will have been grown, reared or processed by the stallholders

Primary produce must be grown, reared etc within the defined local area and secondary produce must be brewed, pickled etc and using at least one ingredient of origin within the defined area.

These criteria distinguish farmers' markets from standard street markets, and guarantees provenance. The recommended standards are based on those adopted by the first UK farmers' market started in Bath in September 1997. The standards are overseen by FARMA – National Farmers' Retail and Markets Association. FARMA's role is to assess, maintain and reassess these standards. For further information relating to certification, you can access the FARMA website by following the link below:

<http://www.farma.org.uk/certification-farmers-market/>

Host Requirements

Local Authority registration – All premises used to store, prepare, distribute food must be registered with the local authority. Your Student Union will most probably already be registered, so speak to them for additional information.

Risk Assessment - As your market is open to the general public you should undertake a risk assessment in order to identify and eliminate potential hazards. Much of this is common sense but, if you have any doubts, ask for specialist advice.

Public liability – Because you will be running your market in the University, it should already be covered by Public Liability insurance. Often cover of £5,000,000 is recommended. Speak to your contact in the Student Union, as it will be worth having a copy of the certificate for your records.

Market rights licence – Some local authorities request that you obtain a market rights licence from them. This legislation dates back to medieval times when market towns could not be located within a day's travel from each other, in order to avoid unnecessary competition. These days, the right to establish markets within a local authority area is administered by the Council. Any person or organisation who establishes and operates a market within the boundaries of the authority and within a radius of six and two third miles (as the crow flies) from any of the District Council's legally constituted markets without the consent of the District Council is committing an unlawful act and may be subject to action at law. As an example, Mendip District Council in the South West requests that any person wishing to host a market obtains Market rights. In order to gain such approval, a commercial market must have less than 12 stalls, must not be on the same day as the Council market and must pay a fee of £35. For further information on your area, we advise that you contact your local council.

Producer Requirements

Whilst these requirements are not your responsibility, it is advisable to be aware of them and to check certification when registering food producers for your market. Whilst not required by legislation, it is also recommended that one person in the management team should attend a Food Hygiene course. It is also advisable that a First Aider is present on the day of the market.

Food Retailing Business registration - All food businesses must be registered. Registration is a straightforward procedure to letting the local authority know that they are running a food business. Businesses can contact their local Environmental Health Department for a form, which they fill in and return. There is no fee. For market stalls, they do not need to register each market site, only the premises where they normally keep the stall and its materials overnight. In most cases, this will be their home, farm or smallholding.

Food Hygiene & Labelling – These are controlled by strict environmental health regulation. If an individual intends to serve or process raw food, they will need basic food hygiene training and a certificate. All staff involved with processing food will also need a Hazard Analysis and Critical Control Points (HACCP). More information on HACCP can be found on the Food Standards Agency (FSA) website.

Trading Standards – Producers will need to adhere to Trading Standards for trades descriptions, weights and measures and the sale of goods. Further information can be found at the Trading Standards Institute (TSI) website.

Insurance - All stallholders must have sufficient Public and Product Liability Insurance, and this will need to be checked when recruiting stallholders.

On pages 32 and 33, you will find a 'Market Confirmation Form' that you can give to producers to check that you have received all of the relevant information from them.

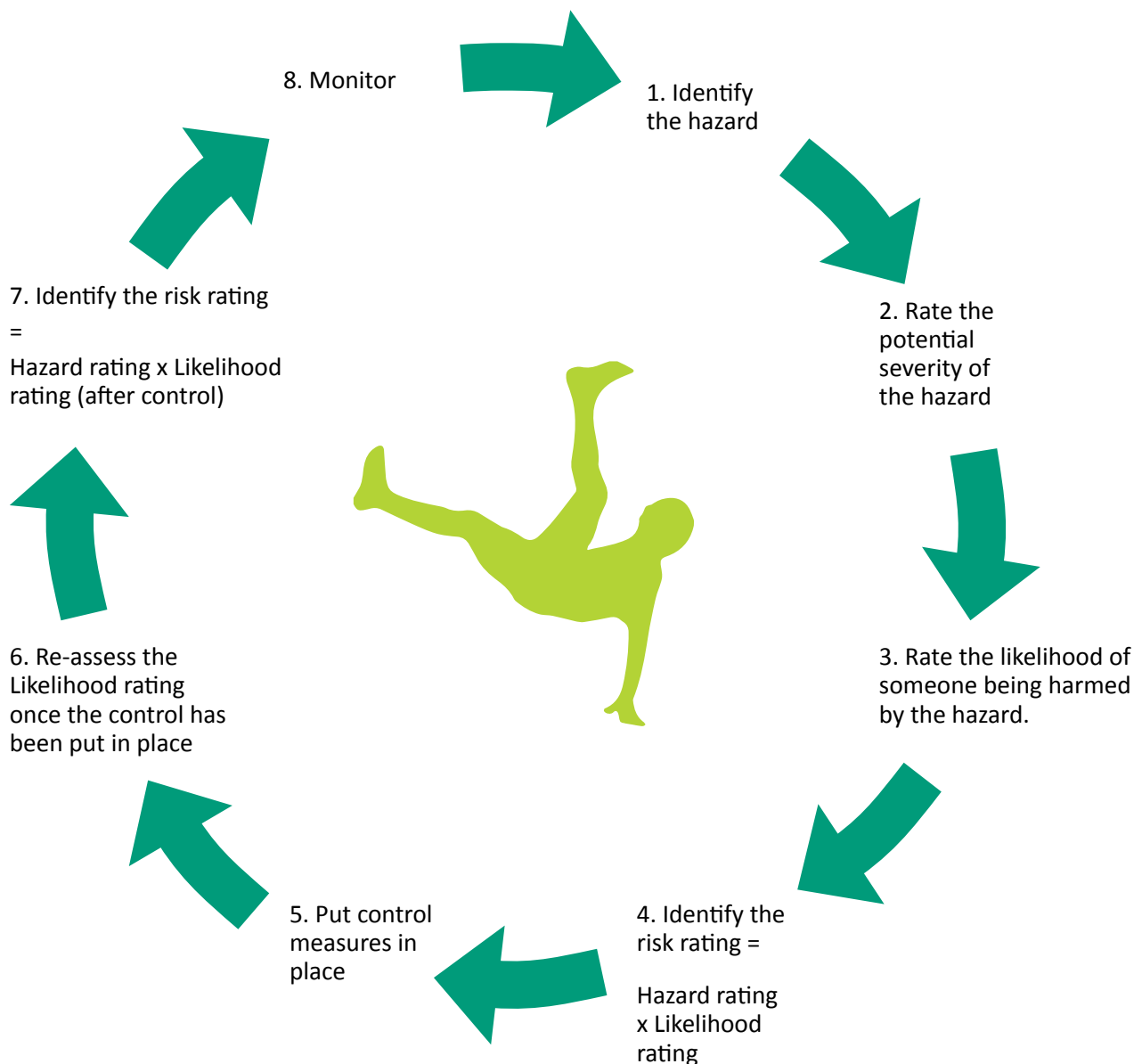


A good stall may sell hot food on the go, as well as fresh ingredients to take home and cook later.

2.2: ACTIVITY

On the next page, you will find a blank Risk Assessment template. As the organisers of the market, it is important that you are aware of any potential hazards that may create a level of risk to those involved with the market.

As a group, use the template to develop a working Risk Assessment that can be used as part of the preparations for your event. It may be that your Students' Union has their own risk assessment template, in which case you can transfer the information that you come up with today into the appropriate document. Ensure that a copy is available to any volunteers who help out on market day. All risk assessments will follow a similar general pattern:



RISK ASSESSMENT

ACTIVITY / PROCESS ASSESSED:

ASSESSORS:

DATE:

HAZARD (and rating)	LIKELIHOOD OF HARM (rating)	CONTROLS (and likelihood rating after control)	RISK RATING	OTHER CONTROLS
			Before controls = <u>After =</u> Before controls = <u>After =</u> Before controls = <u>After =</u>	
Hazards and Controls Measures relating to environmental and physical conditions on day of activity				
Hazard 1 = minor, 2 = serious, 3 = very serious / fatal			Risk = Hazard x Likelihood 1,2,3, = low 4 = medium 6+ = high	
			Likelihood of harm: 1 = very unlikely 2 = unlikely 3 = likely / very likely	
			Review Date:	

MEMBERS DISCOUNT
AVAILABLE TODAY

5
for
£10

 SUTTON BONINGTON
FARMERS' MARKET
Supporting local food since 2011

Staffordshire
Simply Delicious
Eggs

STAFFORDSHIRE
Simply Delicious
Created using the finest quality ingredients
Handmade in Staffordshire
STAFFORDSHIRE
A Simple Snack



GLUTEN FREE
FLAVOURS THERE'S
SOMETHING FOR
EVERYONE
GLUTEN FREE
&
VEGETARIAN
INCLUDED

Add a touch of
luxury
to your
picnic lunch today



2.3: TO-DO-LIST

TO DO LIST



- ☒ **Check with your local authority whether a market rights licence is required or not.**

- ☒ **Produce a risk assessment for the event. This will need to be updated on the morning of every market to ensure it is relevant to the event.**

- ☒ **Decide whether you want to call yourself a "farmers' market". Ensure that you adhere to the requirements and speak to FARMA.**

- ☒ **Check university public liability insurance**

- ☒ **Check all of the legislation requirements in the background section (2.1) of the 'Paperwork' stage of this booklet. Follow any actions up with the relevant organisations.**

3

STAGE 3

Producers

A decorative horizontal line composed of many small, parallel diagonal strokes in a teal color, extending from the left edge of the page towards the right, ending just before the yellow box containing the title.



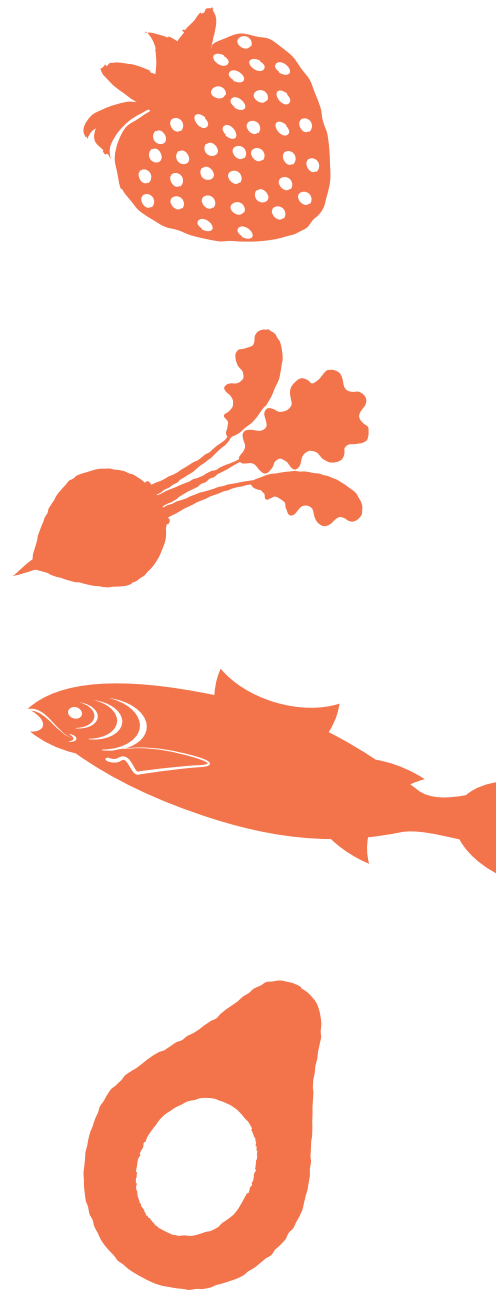
Introduction: Without food producers, there will be no market. Take time to do a thorough internet search to find suitable food producers in your area. You may also consider visiting your local farmers' market, as well as talking to local shopkeepers.

The first step to this stage will be to think about what type of food producers you would like to attend your market. This might very well be determined by your decision in the previous stage as to whether you wish you call your market a "farmers' market", or more simply, a "produce market". If you are going down the farmers' market route, there will be more requirements that your producers will need to adhere to (see stage 2 – Paperwork for further information). Alternatively, it may be that you have decided to speak to your local farmers' market in town to see if they wish to run their market in your union. This being the case, your contact will already have a good database of producers. Some distinct regions and local authorities publish a list of local food producers that can be an excellent starting point.

If you have chosen to organise your own "produce market", you might invite a range of food producers depending upon who is in the local area. You may consider inviting local bakers; butchers; vegetable growers; cheese makers; beekeepers; jam makers and chutney makers. There are no hard and fast rules, however we advise that you avoid having two of the same producer as this may lead to undue competition.

Some universities may already have clubs, societies or enterprise projects that are growing or producing other items of food. You may want to do some research and chat to any such groups in your university. They may very well wish to have a stall or may even have links that could be useful to you.

On the next two pages, you will find a template Market Confirmation Form. You can use this form to send out to producers once you have contacted them and they have agreed to have a stall at your market. The form enables you to collect all of the important information from the producers, whilst also providing them with details including market location, date, set up time, etc.



STAGE 1: Producers

MARKET CONFIRMATION FORM

I am pleased to confirm that you have a table booked at _____ (place)

market on _____ (date)

Tables will be made available by the University for your produce. Price per pitch will be charged at _____ (cost)

The market will open its doors at _____ (time) and university representatives will be present to greet you and show you to your tables from _____ (time) onwards.

PLEASE COMPLETE THIS FORM AND EMAIL IT BACK TO ME ON THE ADDRESS AT THE BOTTOM OF THE PAGE. MANY THANKS FOR YOUR SUPPORT.

Please note: You must possess adequate public liability insurance cover and a Food Hygiene Certificate. Evidence of PAT testing is required on all electrical equipment over 12 months old.

DETAILS OF STALLHOLDER

Name of stall:

Address of stallholder:

Telephone number:

Email address:

Contact name:

Produce on stall:

Additional requirements:

Electricity (single 13amp socket) required **YES / NO**

For further help, please email: _____ or call: _____

GUIDELINES FOR PRODUCERS

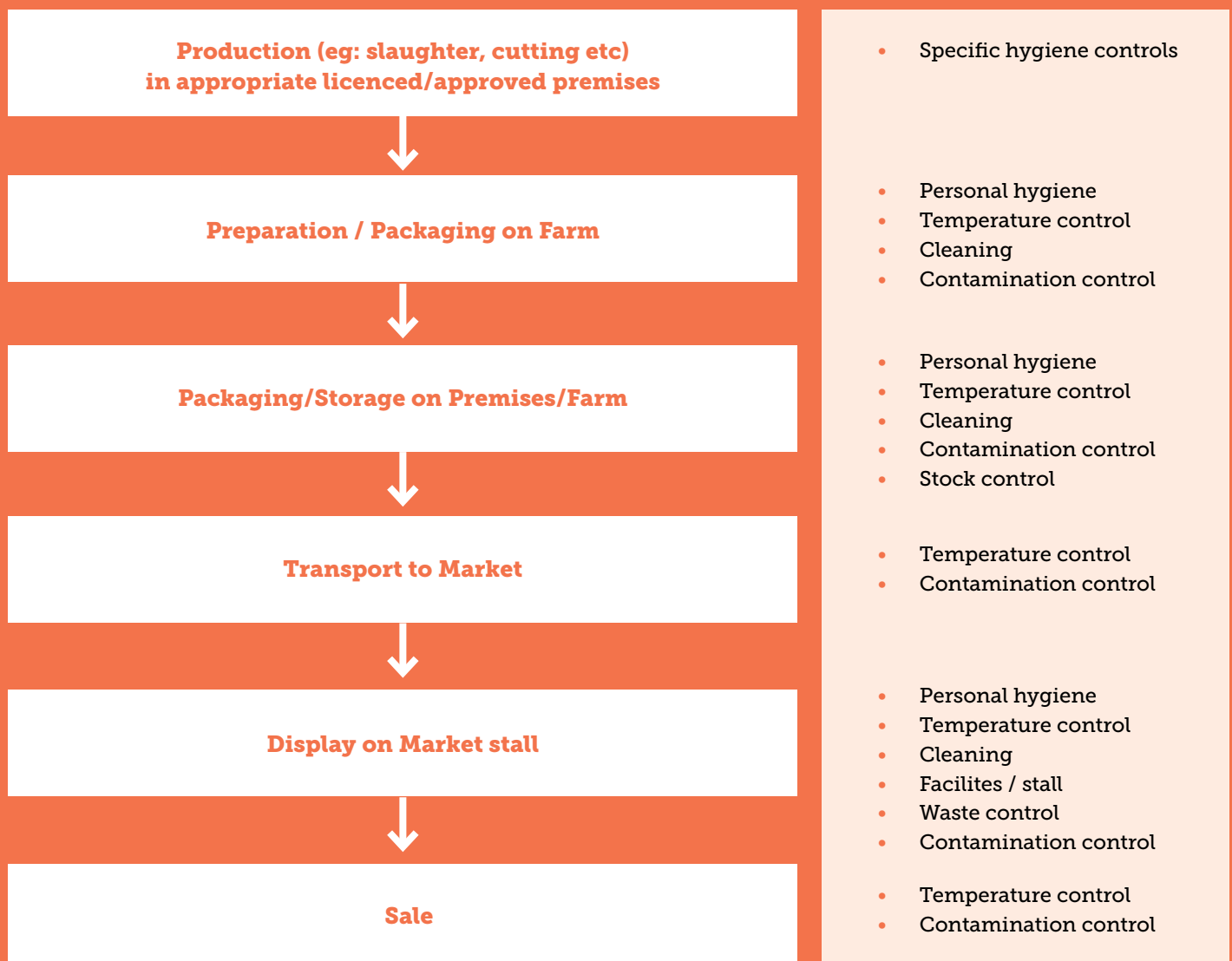
As a food business you have a responsibility to ensure that food is kept safe and free from contamination. Food safety legislation currently requires that all food business operators carry out a hazard analysis of all steps of the food process.

To do this you will need to identify those steps critical to food safety (which may be particular to the type of produce you wish to sell) and implement controls and monitoring procedures to minimise any food safety risks. You will be required to maintain food safety procedures based on HACCP (Hazard Analysis and Critical Control Points)

principles. We advise you to contact your local Environmental Health Department should you require advice on Hazard Analysis or HACCP.

Planning your preparation, transport, display etc and any other requirements in advance will help you to meet the requirements of the relevant legislation. Some examples of the steps that you may need to go through are shown in the diagram below. Not all steps will necessarily apply to you, however we need to point out, that it is your responsibility to ensure that appropriate controls are implemented and monitored.

Example HACCP Generic Flow Chart



Organic Fa

Taste Food &

www.picksongarden.co.uk

Tel: 0116 254 1161



3.2: ACTIVITY

STEP 1

On the next three pages, you will find a number of pieces of paper. Each piece of paper has a different food related word / phrase printed on it. Cut out each word and place them on the table. By sorting through the words, we will build up a clearer picture of what criteria should be involved when selecting producers for your market. Place all of the words that you have chosen on another table where you can refer to then during step 2 of this activity.

It is important at this stage to think about your target audience too. The answers to the questions below might dictate the type of producers that you invite.

- Who will be buying at your market and what might they like to buy?
- Which items of food would be the easiest to prepare – a joint of roast beef or some fresh bread and cheese?
- Which items of food would be cheapest – A box of vegetables or six eggs?

STEP 2

Below are three online databases that link to local food producers. Using your tablet or computer, carry out a brief online search to identify some suitable producers that you might like to invite to your market. Also have a think about any shops or organisations in the local area that you know of.

Big Barn - www.bigbarn.co.uk

Directory of local food producers selling directly to the public, including those selling online

Real Bread Campaign - www.realbreadcampaign.org

Contains a database of local bakers

FARMA – www.farma.org.uk/members-map

Includes a interactive map of Farmers' Markets and Farm Shops

STEP 3

Speak to clubs / societies / other enterprise projects in the university to see if they would like to have a stall at your market.

Print and cut out the following words for step 1 of the activity:



STAGE 3 : Producers

3.2: ACTIVITY

HEALTHY	FRESH
PRESERVED	PACKAGED
UNPACKAGED	SWEET
SAVOURY	PROCESSED
IMPORTED	5 MILES
30 MILES	50 MILES

REGIONAL	COUNTY
FARM	FARM SHOP
GROCERY SHOP	BAKERY
CHEESE	VEGETABLES
EGGS	SAUSAGES
BEEF	LAMB

STAGE 3 : Producers

3.2: ACTIVITY

ORANGES	CHUTNEY
JAM	APPLES
SEEDLINGS	SPICES
SUPERMARKET	SEASONAL
LOCAL FARMERS' MARKETS	HIGH STREET
LOCAL	CULTURAL

TO DO LIST



- ☒ **Conduct some online research into local producers.**

- ☒ **Draft an introductory email to stallholders.**

- ☒ **Follow up your email with a telephone call where possible to establish a personal connection.**

- ☒ **Start contacting stallholders to see if they would like to attend your market.**

- ☒ **Put together a database of interested attendees.**

- ☒ **Prepare, print / email out your stallholder booking forms.**

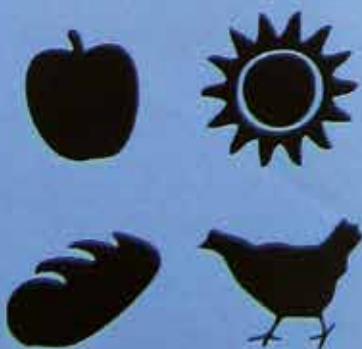
- ☒ **Visit your local farmers' market and speak to stallholders about your plans. They may be willing to attend or simply offer advice as to what does and doesn't work.**

- ☒ **Check stallholder environmental health, insurance and paperwork.**

MEMBERS DISCOUNT
AVAILABLE TODAY

£1 off any
Large pie

50p off
COOKED food



SUTTON BONINGT
FARMERS' MARKET

Supporting local & fresh since 2011

4

STAGE 4

Promoting

A decorative horizontal line composed of many small, parallel diagonal strokes in a teal color, extending from the left edge of the page towards the right, ending just before the yellow box containing the word 'Promoting'.

STAGE 4 : Promoting

4.1: Background

Introduction: To ensure sales and happy stallholders, it is imperative that potential customers know where your market will be, what day it will be on, what time it will be running and what will be available. This is where a well thought out and effective marketing campaign comes into its own.

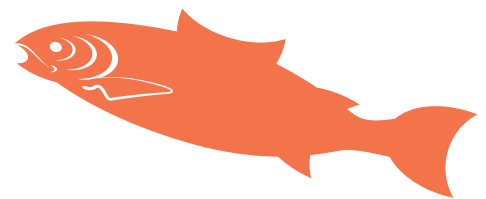
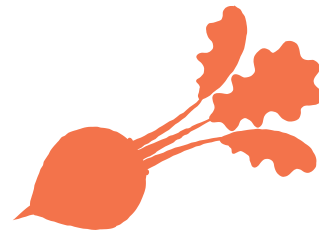
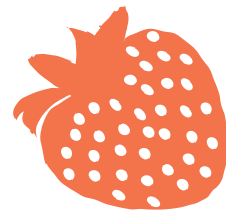
When promoting an event, a number of different methods can be used. Posters, flyers, social media, emails and press releases are all examples of ways in which you could promote your event. It is often a good idea to use a combination of these methods over the course of a few weeks as you move closer to the market date. Which methods you decide to use will depend on the likely audience, the best ways to reach that audience, and your promotional resources. Keep in mind the following questions when determining your marketing strategy.

Who is your primary audience?

Who is the primary group of people will have an interest in your market - Who would benefit most by attending this event? Aside from your primary audience (eg students), is there perhaps a secondary audience (eg local households) who may also be interested in attending?

What are your best communication vehicles?

What is the best way to communicate information about your event to your primary / secondary audiences? How do members of this group receive information? Can you reach them by e-mail? In what location (physical or virtual) would many members of this audience be likely to see your materials?



Using the prompts below, come up with a brief promotional plan. Once completed, fill out the blank planner on the next page with the key actions and dates that you came up with. You can then use this information as a reference when you are working towards your market.

Who will you be promoting the market to?

How will you promote the market?

Where will you promote the market?

When will you be promoting the market?



TO DO LIST



- ✓ **Get together a list of different marketing methods that you intend to use. Think about flyers and posters, email, social media and webpages.**

- ✓ **Contact the university and student union marketing teams for help with communications.**

- ✓ **Speak to any design or art students to see if they would like a live project of designing promotional materials.**

- ✓ **Prepare a press release to send to the local paper and radio stations.**

- ✓ **List your event on local 'What's On' sites.**

- ✓ **Develop a social media campaign to engage with all of your contacts.**

- ✓ **Think about how you will promote your event to audiences outside the university community, as well as internally.**

Where will you be placing the stallholders, which ones need a power socket, how many tables will you need and where will they be coming from?



5

STAGE 5

Preparing

A decorative horizontal line consisting of a series of parallel diagonal strokes, colored in a light green shade, extending from the left edge of the page towards the right, ending just before the yellow box containing the word 'Preparing'.

STAGE 5 : Preparing

5.1: Background

Introduction: This is the final stage of your project and encompasses all of the logistical elements that you will need to have in place in the run up to the market. How many tables will you need? Where will each stall be located in the site or room? All of these questions and more will be part of the preparation stage.

By now, market day will be fast approaching. Hosting your first market can be a stressful time. Minimise any stress by ensuring that you have planned well and that everything that you may need is in place. This is where good team working comes into its own. A couple of weeks before the market is due, sit down as a group and go over your previous tasks from previous stages to ensure that everything is in place. Two weeks before means that if you have missed anything, you still have plenty of time to get it in place:

STAGE 1

Planning: Revisit your market plan. Make sure that everyone is aware of their roles and responsibilities and that all allocated tasks have been carried out.

STAGE 2

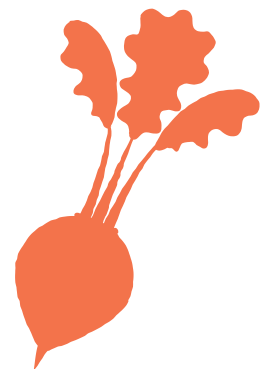
Paperwork: Check that all of the essential paperwork is in place for you as hosts. Also check that you have all of your producer booking forms and that they have sent copies of all of their required paperwork.

STAGE 3

Producers: You may consider double checking with all of your bookings (if you haven't heard from them already) that everything is okay and that they will still be attending.

STAGE 4

Promoting: look at your promotional plan again. Has everything been done as planned? Think about a final promotional run two weeks or so before the event. This may include putting flyers in the student union or sending a press release to the local paper.



During this stage, you will want to be thinking about the logistic of market day. You will need to ask questions such as: Where will you be placing the stallholders; which ones need a power socket; how many tables will you need and where will they be coming from; who will be running the refreshments on the day and have you spoken to them; where will car parking be; do you have signs up guiding people to the event? Do you need to recruit volunteers to help on the day?

5.2: ACTIVITY

With the rest of the team, take a walk around the venue for your market. Take some clipboards and pens and sketch out a plan on which you can allocate spaces to all of the stallholders. Put together a list of any tasks that need doing. Agree who will be responsible for the task, when it will need doing by and what resources will be required. We have provided you with a few ideas to start you off.

Task	Person responsible (initial)	When	Resources required
Allocate tables		1 week before	Market layout plan
Setting up tables for producers and put producer names on the tables		Market day	Tables, chairs and producer name signs
Greet producers and show them to their table		Market day	Member of market staff
Carry out an evaluation questionnaire		Market day	Printed questionnaires and pens
Be prepared for any local press photographers / local radio reporters		Market day	Copy of press release to read before interview
Put out signs directing customers to car parking and market		Market day	Printed and laminated signs, string and tape

TO DO LIST



- ✓ **Consult with the appropriate members of university staff regarding producer parking, siting of stalls etc to ensure that everything runs smoothly.**

- ✓ **Walk the site a few days before to get an idea of what the layout will be.**

- ✓ **Call producers in the week leading up to the market. Check that they have everything they will need.**

- ✓ **Ensure that everyone is clear about their role on the day (eg who is putting up A-boards; who is managing van and car parking; who is collecting stall fees).**

- ✓ **Print off your evaluation forms and ensure that there is someone to collect the data on market day.**

- ✓ **Organise a post-market meeting to evaluate its successes and any areas that may need improvement.**

Evaluation

Evaluation is key to monitoring the success of your market and to make any appropriate changes in the future. It is advisable to gather feedback at every market, and to have a dedicated person with a clipboard and questionnaires to gather the information first hand as very few feedback forms are filled in if they are just left on a table top. Ask both the stall holders and visitors about their experience, what worked well and what could be improved. This will then allow you to build on each market to make it more successful as time goes on.

As part of this project, you will also be required to complete the evaluation forms that have been produced by the NUS. Please do remember to download and print these forms from the project website. You can email: **studenteats@nus.org.uk** for further information.

Some example evaluation forms follow.



University Farmers' Market – Customer Questionnaire

We hope that you have enjoyed today's market. We would be very grateful if you could spend a couple of minutes answering a few questions about your experience today. Your feedback is valued and helps us to develop future markets. Many thanks for your time.

1. Did you enjoy today's market?

☐

YES

☐

NO

2. Where did you find out about the market?

☐

POSTER

☐

BANNER

☐

FLYER

☐

UNIVERSITY EMAIL

☐

WORD OF MOUTH

OTHER (please state):

3. What is your relationship with the university?

☐

STAFF

☐

STUDENT

☐

LOCAL RESIDENT

OTHER (please state):

4. How many items did you purchase today?

☐

NOTHING

☐

1-3 ITEMS

☐

4-7 ITEMS

☐

8+ ITEMS

5. Which product that you bought today was your favourite?

6. Which stall was your favourite?

7. Is there any produce not here today that you would like to see next time?

8. Do you know anyone who would like to have a stall at a local market?

(Please add your contact details so that we may contact you for more information)

9. Have you been to a farmers market before? ☐ YES ☐ NO

If YES, Where was this market located? _____

10. Would you come to another University farmers' market? ☐ YES ☐ NO

11. How do you think that we could improve our next market?

12. Any other comments?

Many thanks for your help. Your feedback is greatly appreciated.

University Farmers' Market – Producer Questionnaire

We hope that you have enjoyed today's school market. We would be very grateful if you could spend a couple of minutes answering a few questions about your experience today. Your feedback is valued and helps us to develop future markets. Many thanks for your time.

1. Did you enjoy today's market? ☐ YES ☐ NO

2. Was this the first farmers market hosted at a university you have sold produce at?

☐ YES ☐ NO

If NO, How many previous university farmers markets have you sold at?

☐ ONE ☐ 2-5 ☐ 6-10 ☐ 11+

3. Was this the first farmers market you have sold produce at?

☐ YES ☐ NO

If NO, How many previous farmers markets have you sold at?

☐ ONE ☐ 2-5 ☐ -10 ☐ 11+

4. What do you produce?

☐ VEGETABLES ☐ MEAT ☐ DAIRY ☐ FISH
☐ BAKERY ☐ JUICE/PRESERVES ☐ CRAFT

OTHER (please state): _____

5. WHERE ELSE DO YOU SELL YOUR PRODUCE?

☐ FARM SHOP ☐ FARMERS MARKET ☐ DIRECT SALES ☐ WI COUNTRY MARKET

OTHER (please state): _____

6. What is your average daily taking at a university farmers' market?

☐ £0 ☐ £1-25 ☐ £26-50 ☐ £51-100 ☐ £101-150 ☐ £151+

7. How does selling at a university farmers' market compare to others sales routes you might use? (think about all aspects of the day. E.g. convenience, organisation, revenue)

☐ BETTER ☐ SAME ☐ WORSE

8. Would you be interested in selling at future markets?

☐

YES

☐

NO

If YES, please provide your contact details.

Name:

Telephone:

Email:

9. Any other comments?

