

# Farmers Markets: a case study of local food supply in Greater Manchester



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The author would like to thank the traders who gave their time to be surveyed.

Front cover photograph – Ashton Farmers Market © Pete Abel

## 1 Introduction

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This case study was undertaken as part of a wider Kindling Trust project which seeks to explore a range of questions relating to food production supply and distribution in Greater Manchester. This work includes a study of New Smithfield Market and the role it plays in Manchester's food supply<sup>1</sup>.

This case study was informed by the Ricketts-Hein's work which developed an index of food relocalisation (2006). This index measured local food supply across a range of indicators:

- Number of local food directories
- Number of local food producers advertising in local food directories
- Number of organic farmers and growers licensed with the Soil Association
- Number of Women's Institute co-operative markets
- Number of Farmers Markets

Each indicator was used to rank counties within England and Wales and then an overall index was created which took each result into account. Greater Manchester fared badly in this study, with a ranking of 59 out of 61 counties.

The Kindling Trust felt that such a poor result merited further investigation and updating. Whilst we did not have the resources to re-run this study to determine whether Greater Manchester's score had improved we were able to visit 3 Farmers Markets to examine where producers were coming from and to begin to explore traders experiences of the markets studied. We visited 3 markets in Greater Manchester:

- Manchester Farmers Market, located in the city centre
- Northenden Farmers Market, located in South Manchester
- Ashton Under Lyne Farmers Market

Manchester FM runs twice a month from 10-6 pm and Northenden and Ashton's FM run once a month from – 10 – 4 pm and 10-2 pm respectively.

### 1.1 Why Farmers Markets?

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Farmers Markets are one of the most well known examples of 'alternative' food networks (AFN) which also include box schemes and farm shops offering consumers an opportunity to deal more directly with producers. In the case of Farmers Markets consumers are able to talk to stall holders, who can be producers or family members about the provenance of what they are buying. Within the generally urban setting of Greater Manchester FM are the most visible means for consumers to connect with those producing food.

For more research on AFN see Kneafsey et al. (2007) and Sustainweb which has a wealth of resources ([www.sustainweb.org](http://www.sustainweb.org)) and projects such as Local Food Works <http://www.localfoodworks.org/>; [www.makinglocalfoodwork.co.uk](http://www.makinglocalfoodwork.co.uk)

### 1.2 What do we mean by 'Local'?

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There are a number of definitions of local, a topic which is discussed at length elsewhere (Sustain, 2008). In this study we have used Sustain's definition of local as outlined in their

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<sup>1</sup> Please also see The Kindling Trust (2009) New Smithfield Wholesale Fruit And Vegetable Market and its role in Manchester's food supply.

report *Ethical Hijack: Why the terms "local", "seasonal" and "farmers' market" should be defended from abuse by the food industry* (2008). There are two elements to this definition. Firstly what is meant when we talk about 'local production' 'local food or locally grown' and secondly what distance is defined as being local.

## 1. Local production

This is expressed by what should not be labelled as local:

“the term(s) should not be used if the food is processed, transported, or packed outside of the defined area. The term "produced", when used for primary produce, should therefore mean the entire process from primary production to transport to the retail outlet. That is, the product is grown/reared, harvested/slaughtered, processed (e.g. washing, pasteurisation), packed/packaged, and transported/ distributed within the defined area.” (Sustain, 2008, p.16)

## 2. Distance defined as local

This aspect of the definition depends on locality, with major cities and metropolitan areas treated slightly differently.

**“For most areas, for primary produce, either:**

- Produced at a distance of no greater than 30 miles from the point of sale, and/or;
- Produced in the county or Joint Character Area (JCA) (e.g. Cheshire, the Cotswolds, Dartmoor) at the point of sale.

**For large towns and smaller cities** (population >200,000), either:

- Produced at a distance of no greater than 50 miles from the point of sale, and/or;
- Produced in the county/ies or JCA/s within 20 miles of the town/city boundary.

**For major cities and metropolitan areas, for primary produce, either:**

- Produced at a distance of no greater than 70 miles from the point of sale, and/or;
- Produced in a county or JCA within 50 miles of the metropolitan boundary (e.g. for London this would be from a county within 50 miles of the Greater London Authority boundary).

**For manufactured and heavily processed products**, the entire manufacturing process of the final product should take place within the defined area, as above.

**For manufactured and heavily processed products**, where the food and/or ingredients have undergone a substantive change, either:

- At least 50% by weight of the ingredients fulfil the criteria for 'local' primary produce (as above);
- Or that the characterising ingredient/s (e.g. strawberries in strawberry jam) fulfil the criteria for 'local' primary produce (as above)” (Sustain, 2008, p.16-17).

### 1.3 Methodology

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The main focus of this study was Manchester's FM. Manchester City Council has set a target to be a 'green city by 2015 (MCC, 2009<sup>2</sup>), yet the Ricketts-Hein study (2006) showed that local food provision is poor across the Greater Manchester county. As Farmers Markets are the most recognised means for people to access locally sourced food it was important to examine what contribution the city centre FM is making to the city's food supply.

The stallholders were visited in June 2008 and asked a short series of questions:

1. Could you tell me where you are based (postcode and address)
2. Do you produce the food being sold here on that site?
3. Which other Farmers markets do you go to?
4. Why do you come to this one?
5. How does this one compare with others? (expensive space, customer base, trade, return business
6. Are you listed in any local food directories    Online Yes / No    Paper Yes / No
- 6a Can you tell me what they are?
7. Would you be willing to be contacted again so I can ask you some further questions?

The results of this work therefore represent a snapshot only, as attendance at the market changes from month to month.

Following this data collection, results were collated and mapped using Googlemaps. Each stall holder's location was mapped and the distance measured between their postcode and the FM location in Piccadilly Gardens.

Further visits were then made to two other markets between August and December 2008. One, Ashton Under Lyne is both an award winning farmers market and the largest in the region (Tameside Council, 2009<sup>3</sup>) with up to 70 stalls. Northenden FM is the most recently established of the 3 markets visited. It runs on the first Saturday of each month in the South Manchester suburb of Northenden. Northenden market was visited largely so that a comparison could be made with the central Manchester FM.

Questions we sought to explore in Ashton/Northenden were:

- Did the range of stalls differ markedly between the two Manchester locations?
- Were there products sold different at the two Manchester locations?

Results from the visits to Ashton and Northenden were also mapped as described above.

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2 [http://www.manchester.gov.uk/site/scripts/documents\\_info.php?documentID=178](http://www.manchester.gov.uk/site/scripts/documents_info.php?documentID=178)

3 <http://www.tameside.gov.uk/ashton/market>

### 1.3.1 Limitations

This study presents a snapshot of three Farmers markets in Greater Manchester. Data were collected between June 2008 and December 2008. We therefore recognise that were the data to be collected again the picture could be different, as stall holders come and go, especially within the current economic climate.

At Northenden and Ashton markets stall holders were not asked the series of questions outlined above. In the case of Ashton FM this was not feasible due to the market's size and number of customers. It was not considered ethical to interrupt stall holders trade so that they could talk to the researcher<sup>4</sup>. It was however possible to gather information about the stallholders location – from the advertising they provide on the Market, with minimal disturbance. We were also able to note what they were selling by observation. One trader was interviewed, who sold vegetables. This was because the central Manchester FM did not include any fruit and vegetable stall<sup>5</sup>, so it was important to find out why this business did not attend the Manchester Market.<sup>6</sup>

No customers were approached during visits to the markets, so it is not possible to comment on their views on the range of stalls or the location of the market. This is an area that would merit research.

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4 Before visiting the market the researcher contacted the Markets Officer at Tameside Council to request a list of traders (to enable contacting them away from the market. This request was declined, so the only option was to visit the market and gather what information would be available on stalls.

<sup>5</sup> There is a daily stall which sells fruit and vegetables that operates in the area where the FM is held, but this stall is not part of the FM and was not part of the study. Furthermore Manchester Farmers Market was rebranded in April 2009 as Manchester Real Food Market

<sup>6</sup> Manchester Farmers Market was rebranded in April 2009 as *Manchester Real Food Market* and now includes a stall selling organic fruit and vegetables.

[http://www.manchester.gov.uk/info/200066/markets/1662/real\\_food\\_market/1](http://www.manchester.gov.uk/info/200066/markets/1662/real_food_market/1)

## 2 Manchester Farmers Market

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Manchester Farmers Market (MFM) is located in Piccadilly Gardens in central Manchester. The stalls boundary an area of open space that was re-developed in 2002 and in the past have also extended up Tib Street, though this is not currently the case. On the date visited there were 12 stalls; the smallest of the 3 markets visited in this study. This market also runs more frequently operating twice monthly on Fridays and Saturdays and stalls are operational from 10 am to 6 pm.

### 2.1 Range of stalls and distances travelled

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MFM is a FARMA certified market, which means that all stallholders must meet FARMA criteria for produce sold<sup>7</sup>. FARMA criteria are different to those outlined in section 1.2 above, but FARMA certification does mean customers should be confident that stallholders "are working within a framework which is intended to offer shoppers great local foods direct from the producer" (FARMA, 2009)

The breakdown of stalls at MFM was:

<b>Description</b>	<b>Number</b>
Bread and Baked goods	2
Confectionery	1
Diary produce	1
Fruit and Vegetables	0
Jams pickles and sauces	2
Juices	1
Meat products, including pies and burgers	4
Soup	1

The highest proportion of stalls were selling meat and/or takeaway food containing meat. The distances travelled by stall holders varied greatly, ranging from 6.3 miles to 77.8 miles (see figure 1).

If we take the Sustain definition of local for large metropolitan areas outlined in section 1.2 above, all the producers meet the criteria – as Cumbria is within 50 miles of the boundary of Greater Manchester, which is the county location of the producer who travels furthest to attend MFM.

Table 2 below provides details of all stalls present at MFM with their responses to the questions posed. Only one stallholder declined to take part.

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7 See <http://www.farmersmarkets.net/certification1.htm> for details. Further information can also be found in Appendix IV of Ethical Hijack (Sustain, 2008)

**Table 2: Data from Manchester Farmers market 13 June 2008**

NB Distance travelled is from the producers post code to M1 1LY – Piccadilly Gardens<sup>8</sup>

Distance Travelled*	Location	Produce Details	Other Markets	Why Manchester?	Comparison remarks	Food Directory listings
58.4 miles	Wrexham LL11	Meat products  All produced on site, various meat pies	Wrexham Neston Hale Alderley Edge Poynton Woodford	Tried it and works well for us – we sell out. On the edge of where we feel 'local' is – 60 Miles. Go where the £ is	Very good – marquee erected. One of the better ones, but not a proper farmers market. Better for food on the go. Hardly sells any sausages but all the pies go.	NW Fine Foods (NB have to pay to join and process involves being vetted, a farm inspection and then a check every two years).
36.5 miles	Kirkby L33	Bread  All produced on site Bread and pastries (mainly bread)	Wigan Chester Poulton Leeds Ashton U L Uppermill Ramsbottom Woolton Lytham St Annes Thornton (nr Blackpool) Penwortham	Man on stall not business owner – came because the owner wanted to.	Friday trade not as good as Saturday and Sunday. Trade is down generally (feels this is due to supermarkets producing similar bread cheaper) Stalls are good	D/K
29.9 miles	Burnley BB10	Toffee and fudge  All produced on site	36 different ones in north west, and West Yorkshire	Do well at it, told about it by someone else and come twice a month.	One of the better ones, good location, lots of passing trade, facilities OK. Cost wise its more expensive than others but this is balanced by the trade.	Made in Lancashire NW Fine Foods Food from Britain (national)
7.2 miles	Bury BL9	Patties and hot sauces	Did not want to take part			

<sup>8</sup> The full postcode for producers was used to calculate distance travelled, but is not displayed here.

Distance Travelled*	Location	Produce Details	Other Markets	Why Manchester?	Comparison remarks	Food Directory listings
33.9 miles	Halifax HX2	Cheese and prepared food  All produced on site	Harrogate Halifax	Because the owner does the fine foods festival in Manchester	A lot quieter and smaller. Lots of passing people but not many buying. Its half the size of Harrogate. Noticed a down turn in trade here	D/K
6.3 miles	Oldham OL8	Juices Uses fresh fruit purchased from Smithfield market	Ashton U L Ramsbottom Preston Hoghton Tower Preston Mossley	Likes the city centre location, good footfall Good mix of people, get healthy people but also visitors who know about juicing from their home country	A lot busier than others and spread over 2 days. Other markets often just 8-12. In M/C get lots of passing trade, other locations the market is the destination	NW Fine Food
77.8 miles	Lyth Valley LA8	Sell pork, beef pies and burgers, sausages etc. hot to take away Some meat sold comes from other farms – all pork is from the farm. Pies are made with their meat but made in Burbush in Pendle	Penwortham Ormskirk Woolton (Merseyside) Hoghton Tower Lark Lane (Liverpool)	They have been coming for 5 years and built up a loyal customer base. However, takings have fallen in the last 12 months (by around a third)	Pretty similar but take more on prepared food than meat. Used to be on Tib Street where meat sales were better. Demographic issues, MCC want A and B economic groupings up at Picc Gardens and also shop owners in St Anns Square (where they also do things) complain about market stalls!	NW Fine Foods Not Made in Cumbria because not everything is from Cumbria – they participate in an informal co-op of British White (Beef cattle) breeders and sell this meat as well (as they can't produce enough themselves.
12.9 miles	Bury BL9	Sell savoury and sweet pies (cold) and sausages (hot)  All produced on site	Lytham St Annes Wigan Helmshore, nr Rawtenstall Hoghton Tower Altrincham Chorley	Been coming since it started.	Facilities are fine. Sales-wise its not one of the best, because people don't come into Manchester for food shopping. They will buy hot food from stall holders	Made in Lancashire Lancashire Life Magazine (lists FMs and local producers) Other than that she doesn't advertise, relying on WoM and trade from the tea shop and garden centre up at the farm.

Distance Travelled*	Location	Produce Details	Other Markets	Why Manchester?	Comparison remarks	Food Directory listings
			Ashton on Ribble (nr Preston) Ashton U L Bolton		for lunch but her pies don't sell very well	
11.2 miles	Milnrow OL16	All produced on site	No others – new business, established 08/07	Local to Milnrow	No other markets to compare with	Not yet
71.2 miles	Lowgill LA2	Pork beef and Lamb plus hot prepared food from these animals for sale	Lytham St Annes Penwortham Maghull Helmshore Skipton Lancaster Ramsbottom Settle Gt Ecclestone Brough Hoghton Towers Grassington Southport Poulton Bolton	Cooked food goes very well, due to location and volume of people. Fresh meat doesn't sell as well.	Largest income from any FM comes from Manchester	Made in Lancashire NW Fine Foods Countryland Holders Association (CLA)
24.8 miles	Hebden Bridge HX7	Soups of many kinds All soups produced on the farm but not all produce used in them.	Ramsbottom, Otley, Northenden, Harrogate, Skipton, Grassington, Hebden Bridge, Knaresborough & Helmsley	Established here, also have a stall in the Arndale Market and about to open a permanent site on Gorton's new market	Average, not best not worst but small in comparison with others.	No – too many of them and needs convincing that they are a marketing aid.

## **2.2 Trader views on Manchester's Farmers Market**

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Traders were asked why they came to MFM and how it compared to other markets they visited. Table 2 above shows that the majority of stallholders attend numerous other Farmers Markets, some of which are certified by FARMA, others are not. They therefore have a good overview of these different markets in order to make a comparison between MFM and other Farmers Markets.

During conversations with traders a number commented that this market was not a 'proper' farmers market, because the majority of the trade was for hot take away food, rather than produce to take home for cooking. Traders felt that this was in part due to the location of the market, which was not a destination (in the way that many Farmers Markets are, including Ashton Farmers Market). People passed by rather than consciously visiting the market and the majority were not food shopping for cooking later. Rather they were buying a burger or a cup of soup for their lunch or to eat on the train home (the market is on the way up to Piccadilly railway station). Whilst the foot fall was very high the volume of trade for non-take away food was low.

For some types of produce this did not impact significantly on their trade. For example, the stall selling toffee and fudge was very happy with his trading at MFM. Others reported very low sales of non takeaway food and had modified their operation to suit the location, concentrating on cooking their food and selling it.

There were no traders selling fruit and vegetables at MFM. There is a permanent fruit and vegetable stall on the site (facing the opposite direction to the Farmers Market stalls), but this stall does not meet the criteria for a Farmers Market, as the produce sold is not locally sourced. One vegetable stallholder on Ashton Farmers Market was asked why they did not attend MFM and their reasons were:

- timing - two days from 10-6 p.m was too heavy a commitment for a small family business
- no parking for their vehicle on site and there were security concerns when parking it elsewhere in the city.

### 3 Northenden Farmers Market

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Northenden Farmers Market (NFM) is not listed on the FARMA website. It has only been running since February 2008 following a six month trial period. A further trial was carried out extending the opening of the market to twice a month, but this was not continued. The market runs on the first Saturday of each month from 10 am to 4 pm. The market was visited on Saturday 6 December 2008.

Northenden is a district centre in South Manchester and the Market is situated on a slip road off Palatine Road. Northenden Civic Society embraced the introduction of the Farmers Market:

"I am absolutely delighted, the market will definitely have a beneficial effect on the area. It will really boost Northenden as a district shopping centre. There has been a decline over the past 40 years but now things are on the up, a regular market will not only bring better shopping to Northenden, but contribute a huge amount to community spirit and cohesion." Dan Moynihan, of Northenden Civic Society (South Manchester Reporter, 2008)

#### 3.1 Observations on Northenden Farmers Market

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As detailed in section 1.3 traders were not formally surveyed at this market. A list of stall holders was created including details of what they sold and where they were based in order to compare this market in a district centre to the Manchester City Centre market. Where it was possible traders were spoken to and comments provided are given here. There were 13 stalls on NFM and 5 traders present also had stalls on Manchester FM<sup>9</sup>.

The breakdown of stalls was:

<b>Table 3: Breakdown of stalls at NFM</b>	
<b>Description</b>	<b>Number</b>
Bread and Baked goods	3
Confectionery	0
Diary produce	1
Eggs	2
Fish	1
Fruit and Vegetables	1
Jams pickles and sauces	3
Meat products, including pies and burgers	5
Soup	1

The breakdown for NFM is less straight forward than for Manchester FM, as some stalls sold a range of different items (for example a local Delicatessen). Consequently stalls may be listed in more than one category.

Despite visiting on a very cold day the key difference between this market and MFM was the number of customers both attending the market and purchasing items. There was a real buzz on the market. The location is good, with stalls facing other shops, away from

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9 One of these was a new arrival at MFM, and had not been present in June when the traders were surveyed.

the road. A much higher number of people visiting this market were purchasing items than was observed at MFM.

One of the stall holders commented that it is not very well publicised, but that locally people do know about it and do regularly visit. Passing traffic (quite heavy at times) is not alerted to the market as the stalls provided by the Council do not advertise the market roadside. All you see when sitting in traffic is the blank back of a stall.

One trader commented that the pilot to have two markets per month had not been profitable for her (selling jams and pickles). While this depends on what is being sold, with items like jams and pickles not needing replacement every two weeks, the vibrancy of the market as a whole depends upon a mix of stalls. One stall holder said that while they were present every other week they found that their takings were the same irrespective of whether they were there once a month or twice a month, but their costs went up (stall cost is £30 per market plus time to be there and travel costs). The shorter opening hours when compared to MFM may also help maximise takings, as many working people do their food shopping locally and on Saturdays.

Figure 1 below shows the distances travelled, which ranged from 77.8 miles to 2.4 miles. However, two stallholders have stalls within Wythenshawe market which is 2.4 miles away. Whilst this is very local to NFM their produce comes from a wide range of locations so this data is slightly misleading. However, once again all the stallholders would meet the Sustain definition of 'local' when taking the Greater Manchester boundary into consideration.



## 4 Ashton Farmers Market

Ashton Markets web site states that there are approximately 70 stalls at the Ashton Under Lyne Farmers' Market. The market was visited on 31 August 2008 and there were 55 stalls present. Using the description of FM provided by traders at Manchester FM this market is a destination market. It runs on the last Sunday of each month from 9 am to 2 pm. Ashton Market is another FARMA certified FM.

### 4.1 Observations on Ashton Farmers Market

Data were collected by working round the market noting what sort of produce was being sold, particularly looking to see if there were stalls selling fresh fruit and vegetables. Stalls were categorised in terms of the primary items being sold (Fish, Meat, Jams and Pickles etc.), though in some cases more than one type of produce was being sold.

While other shops are open in the area around the market it was clear that customers had come into Ashton to purchase items from the FM, rather than being passing trade as is predominantly the case at MFM. From the outset, despite an early start, the market was busy and the vegetable stalls present sold out of items quickly. Of the three markets visited, Ashton's was by far the busiest. Indeed, stallholders were so busy that it was not possible to speak to them without disrupting their trading.

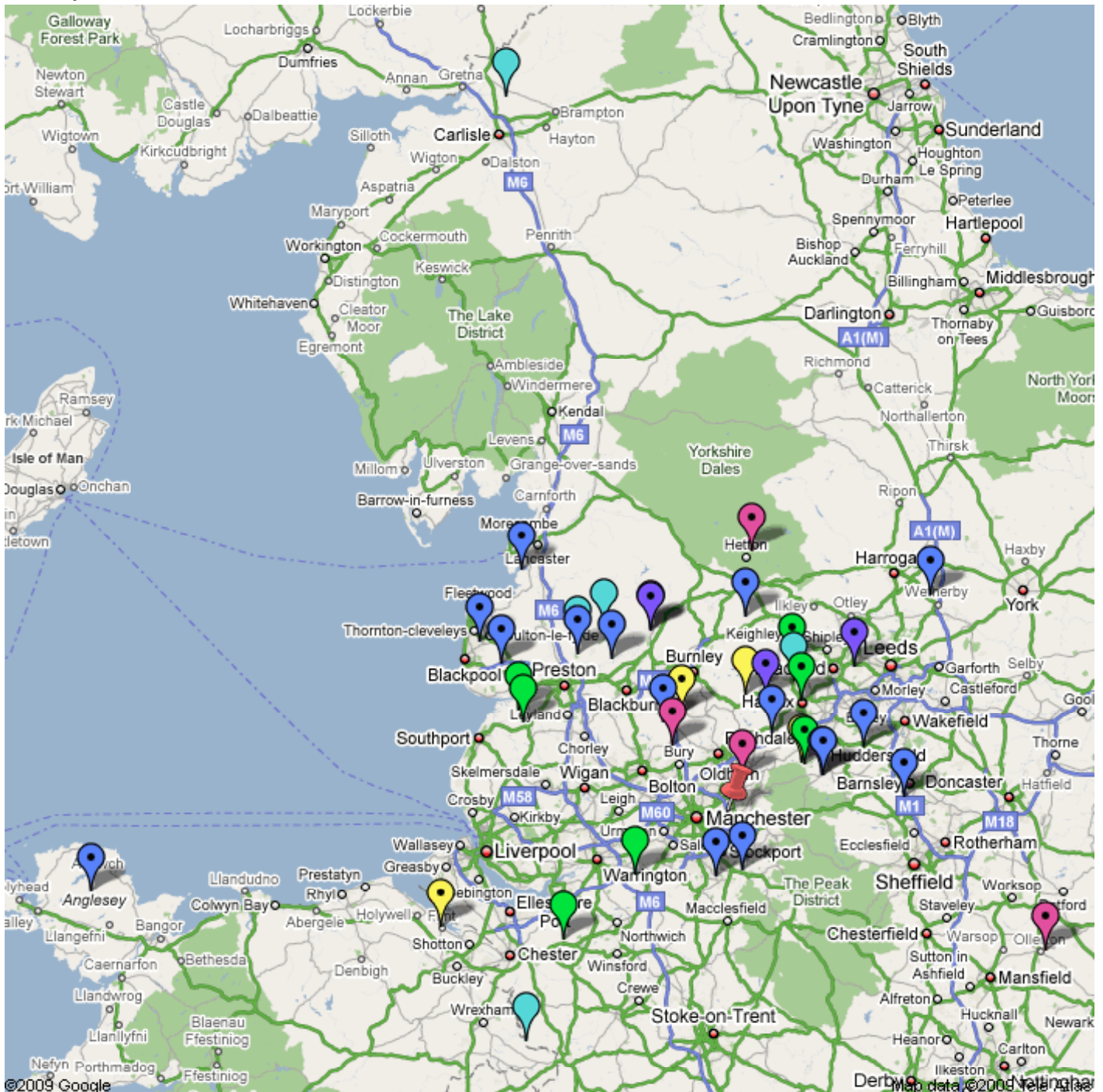
The largest percentage of stall holders were selling meat and poultry. This was followed by Cakes/Pies, Jams and Pickles, Dairy products (mainly cheeses). There were also quite a few stalls selling Olives and other Mediterranean produce (sun dried tomatoes, dried herbs)(4) and three stalls selling drinks of one kind or another. Two stalls sold eggs. Fruit and Vegetables were on sale but there were only 4 stalls in total (with one of these selling only potatoes and beetroot. Three stalls sold plants, including one selling organic herbs. There were also single stalls selling chocolate, fish (including wild alaska salmon). There were not a high number of organic products for sale. The two large stalls selling vegetables were very busy as was the stall selling fruit.

<b>Description</b>	<b>Number</b>
Bread and Baked goods	8
Confectionery	1
Dairy produce	6
Drinks (beer, non alcoholic and wine)	4
Eggs	2
Fish	1
Fruit and Vegetables	4
Jams pickles and sauces	6
Meat products, including pies and burgers	15
Mediterranean foods (olives, dried herbs etc)	4
Plants (bedding, herbs)	3

Figure 2 below shows where traders are located. Distances travelled ranged from 119 miles to 6.2 miles. Figure 2 also provides a breakdown of types of produce. Please see the key for further details.

One of the stallholders at AFM travels from Anglesey in Wales, a distance of 119 miles. This fails the definition of local used in this report.

**Figure 2: location of stall holders attending Ashton Farmers Market (31 August 2008)**



Red pin: Market location	Pink: Cakes and Pies
Blue: meat and poultry	Light green: fruit or vegetables
Light blue: Dairy	Light green with dot: Plants
Yellow: Eggs	Yellow with dot: Wines and Drinks

Distances travelled by traders to attend Ashton Market ranged from 119 miles to 6.2 miles. The average across the stallholders who attended the market on 31 August 2008 was 39.24 miles.<sup>10</sup>

<sup>10</sup> Not all traders who attended are mapped here, as ten did not display details of where they were located.

## 5 A need for relocalisation?

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It is estimated that between 20 and 30% of the global warming caused by human activity is contributed by our food and agriculture systems" (Sustain, 2007). Consequently, addressing ways of 'relocalising food supply' are a key area for policy makers (Ricketts-Hein, 2006).

The number of Farmers Markets in the UK has increased over recent years (FARMA, 2008). Research carried out at the University of Essex found that for every kilogram of produce purchased at a farmers market 187 grams of CO<sub>2</sub> is emitted. The equivalent produced purchased at a nearby supermarket will generate 431 grams of CO<sub>2</sub>. The difference in these two figures suggests that Farmers Markets, and other local food supply initiatives are going to be a key aspect of reducing the impact food production and supply has on the environment. In areas where locally sourced food supply is well developed (e.g. South West England) farms are selling 48% of their produce within 15 miles of their farm (Devon County Council, 2002). Ricketts-Hein's study (2006) showed that the opportunities for people in Greater Manchester to purchase locally sourced food are amongst the lowest in the country.

The results of this study demonstrate that whilst the majority of producers attending FM in Greater Manchester meet accepted definitions of 'local' there is limited provision of food at FM that has not travelled a considerable distance.

The results from Manchester's FM suggest that the city centre location is limiting the range of producers, because, in the view of a number of those who have stalls on the market, it does not operate as a FM. There was a clear difference between Manchester's FM and the markets in Northenden and Ashton, with Manchester relying much more on passing trade. Those passing by do not generally wish to buy food shopping, rather they are looking for food for lunch or a train or bus journey. Traders on the market have learnt to tailor their retail offer to this prepared takeaway food market, stocking much less fresh meat than they do at other Farmers Markets, simply because it does not sell as well. In contrast traders at Northenden and Ashoton markets were predominantly selling ingredients to be used in the home.

If Manchester City Council wishes to address the poor level of local food provision outlined in recent research (Ricketts-Hein, 2006) one way of doing this would be to consider establishing FM in district centres, where people do their food shopping. Another idea would be to seek NWDA or government funding to develop more local supply chains for FM and food supply more generally. Farmers more local to Manchester than those currently attending FM could be given incentives to grow fruit and vegetables for Manchester (both the FM and New Smithfield Market) as well as other produce. Within the context of climate change incentives and support for local farmers to convert to organic production would also be a key action.

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