

# Eat the view

Promoting sustainable local products



Working for people and places in rural England

## The Countryside Agency

The Countryside Agency is the statutory body working:

- to conserve and enhance England's countryside;
- to spread social and economic opportunity for the people who live there;
- to help everyone, wherever they live and whatever their background, to enjoy the countryside and share in this priceless national asset.

The Countryside Agency will work to achieve the very best for the English countryside – its people and places, by:

- influencing those whose decisions affect the countryside through our expertise, our research and by spreading good practice by showing what works;
- implementing specific work programmes reflecting priorities set by Parliament, the Government and the Agency Board.

To find out more about our work and for information about the countryside please visit our website: [www.countryside.gov.uk](http://www.countryside.gov.uk) or [www.eat-the-view.org.uk](http://www.eat-the-view.org.uk)

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# Foreword

The English countryside is often taken for granted, yet its character, diversity and environmental value are all sensitive to change. Land management practices, over the centuries, have created the unique quality and diversity of the countryside and farming and food production continue to play a vital role in shaping the English landscape and its natural resources. However, even before the recent outbreak of foot and mouth disease, many of those involved with food production realised that the industry was facing crisis.



Farmers are finding it difficult to compete in an increasingly globalised market place and despite very substantial public subsidy to agriculture, farm incomes are currently at an unsustainable level. This problem alone has serious implications for the countryside, but at the same time there are major concerns regarding animal health, food safety and the nutritional quality of food, as well as environmental degradation and the continued decline in wildlife.

Ensuring that competitive food production, environmental protection and the enhancement of our countryside go hand in hand is a huge challenge. It has become vitally important to understand exactly how the food industry impacts on the environment and landscape and to be able to identify how changes in farming practices might be influenced by regulation, by policy and through the market place.

There is now even greater pressure for subsidy payments based on production to be redirected towards improving environmental management. Both local and central government are beginning to realise the significance of food production to sustainable development and are starting to review policies and support local food initiatives. Consumers are also starting to show their concern about the negative effects of food production and supermarkets to recognise the competitive advantages that support for the countryside and environment might bring.

What has happened in the farming and food industry raises questions for all of us. As consumers, as visitors to the countryside, as taxpayers, or as producers and processors of food, we all have a role to play in encouraging more sustainable land management. The Countryside Agency through its Eat the View initiative is working to harness the power of the market, to encourage greater production and consumption of products that will help protect and enhance our countryside. This publication sets out how the Agency is doing this and gives examples of projects which are actively developing the market for local and sustainably produced products. It is hoped that you will find the examples interesting and that they will stimulate still more ideas to help sustain the English countryside.

A handwritten signature in blue ink, which appears to read 'Ewen Cameron'. The signature is written in a cursive style and is positioned above a thin blue horizontal line.

Ewen Cameron, Chairman

# Introduction

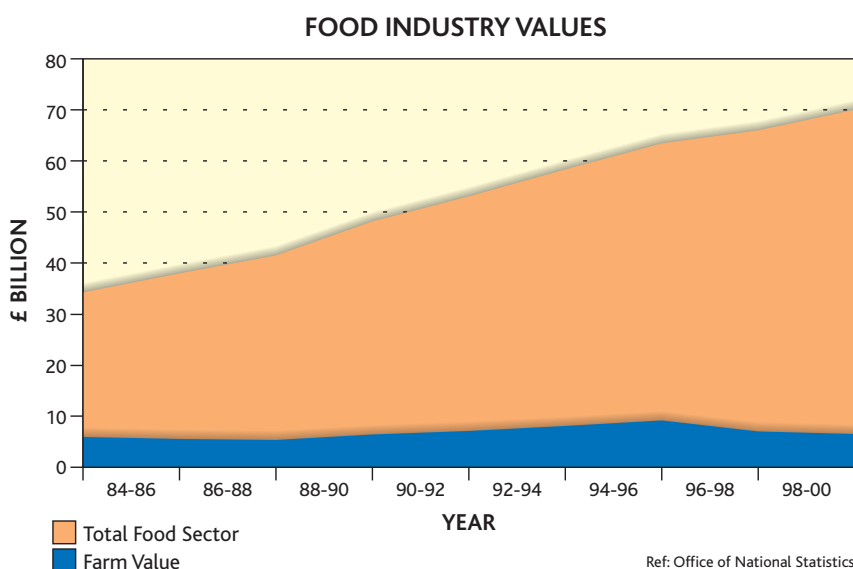
**Consumer support for England’s farmers and land managers is important to the future of our countryside. It is crucial that people make the link between the goods they buy and the countryside they cherish and that they understand that through their purchases they can exert a positive effect on the way the countryside is managed.**

**The Eat the View initiative is working to make these links and to help develop the market for products which support a more sustainable approach to farming and land management.**

Farming occupies 76 per cent of the land area in the United Kingdom and the greater part of this is managed to produce food. But this industry, that has shaped our rural landscapes over the centuries, is in crisis. Farm incomes have fallen to an unsustainable level, the environment continues to be damaged by intensive farming practices and most recently BSE and foot and mouth disease have caused widespread public concern about how our food is produced.

Consolidation in every sector of food production has led to fewer and larger businesses in agriculture, food processing, retailing, catering and distribution. A lengthy food chain has established itself between the farm gate and the shopping trolley, with the farmer getting a decreasing share of any profits.

The food industry accounts for almost eight per cent of the UK Gross Domestic Product (GDP) and 12 per cent of employment (DEFRA 2002). However, farmers and growers have seen their share of this food market shrink from approximately 50 per cent of consumer expenditure in the 1950s, to less than 10 per cent by the year 2000 (See graph on Food Industry Values). Farming now accounts for less than one per cent GDP and less than 600,000 people are employed directly in the industry.





**'intensification of agricultural production in response to agricultural policies, has resulted in the widespread destruction of many countryside features'**

Changes in land management over the past 40-50 years, especially the intensification of agricultural production in response to agricultural policies, has resulted in the widespread destruction of many countryside features. There have been major losses of valuable habitats and landscape features as a result of a continuing trend towards fewer, larger farms and more intensive and specialised production systems.

We have also seen significant changes in the way people shop and in what they eat. Most people buy the bulk of their food in supermarkets and there is a growing trend towards convenience and processed food, with little regard to seasonality. Distribution of food and other goods is more centralised, with some products travelling long distances between field and retail outlet. Despite recent food scares and the apparent concerns about how food is produced and how the countryside is managed, only 11 per cent of consumers are actively trying to improve their current understanding of food production methods and possibly changing their purchasing decisions as a result (Institute of Grocery Distribution).

**'there is a growing trend towards convenience and processed food'**

Education on rural and food production issues is sadly lacking in schools, with many children missing the opportunity to visit a working farm and teachers lacking training in rural issues. There is a need for children to make the links between what they eat and where it comes from and to understand how farming can help to conserve the countryside.

The "Food We Eat" survey was conducted in January 2001 by the Royal Highland Education Trust. Nine and ten year old schoolchildren from inner city areas of Aberdeen, Dundee, Edinburgh and Glasgow were asked what they knew about the sources of their food. More than half thought oranges grew in Scotland and 70 per cent thought cotton came from sheep.

## 'the time is ripe for change'

However the time is ripe for change. Foot and mouth, while devastating for those it affected, has brought a sense of urgency to the need to change the way we manage the countryside and has heightened awareness and interest in farming and food production. This needs to be capitalised upon at all levels. Consumers, producers and retailers are all showing a growing interest in supporting regional and local products. This has been witnessed in the marked growth in the consumption of organic products and in the demand for fresh, locally grown, seasonal food, particularly seen through the growing popularity of direct retailing outlets such as farmers' markets, farm shops, box delivery schemes and other speciality outlets.

By the end of 2001, farmers' markets had been held in over 380 towns and cities all over the United Kingdom, compared to 120 in 1999.

**The Report of the Policy Commission on the Future of Food and Farming, produced in the wake of foot and mouth, sets out many opportunities for change including that of "helping farmers to add value and retain a bigger slice of the retail value, by building on the public's increasing enthusiasm for local food, or food with a clear regional provenance"**



# What is Eat the View?

The Eat the View initiative is the Countryside Agency's response to a call from the Prime Minister at the Agriculture Summit held in March 2000, to reconnect the consumer with the countryside.

Through Eat the View the Agency is working in partnership with a wide range of organisations, to improve the market for products which:

- come from forms of land management which enhance or protect an area's distinctive landscape, wildlife, and historic features and which help conserve soil and water resources
- strengthen the sense of place of the area in which they are produced and in doing so provide an opportunity for the farmer to 'add value' to the product



Our activity is focused on:-

- Raising consumer awareness of the links between the products they buy and the countryside they value
- Helping increase demand for locally and regionally distinctive products that help reinforce the character of the countryside
- Working to enhance market opportunities for producers and growers as a result of product identity with land management systems that promote the character, diversity and environmental value of the landscape

Eat the View has been working with Regional Food Groups to raise the profile of regional food products through promotional events, web sites and consumer guides, helping to strengthen the links between products and locality.

We are looking at the potential to market products that will help to sustain the special qualities of England's protected areas.

**Through Eat the View we hope to achieve benefits for the countryside and for rural communities, as well as ultimately increasing the land area that is managed sustainably.**

## Environmental

Some products, because of the way they are produced, their area of origin, or other qualities, can help maintain the environmental quality

and diversity of the countryside. Farming systems that promote environmental responsibility, mixed farming and the use of traditional rotations can be of great benefit to wildlife and can also enhance the landscape.

However, farmers who are managing their land to high environmental standards currently receive few rewards or incentives through the market. The main incentives encouraging farmers and land managers to improve the natural beauty and diversity of the landscape come through the various agri-environment schemes.

Unfortunately many farmers are not currently eligible because of where they farm, or they do not register because potential costs outweigh any financial benefits.





The Countryside Agency and others have been exploring the potential for environmental standards which could build awareness and trust among consumers, enhance marketability and economic benefits to producers and demonstrate significant environmental benefits. Ideally these proposed standards should fit with any agri-environment schemes and also reflect regional and local environmental objectives and characteristics.

Located on the edge of northern Europe, the UK has long been a major importer of foodstuffs that we cannot produce ourselves to the advantage of the national diet and health. However, increasingly we are buying food from abroad which we have traditionally grown ourselves. Transporting food over long distances is inefficient in terms of energy and the carbon dioxide that is emitted has a harmful impact on the environment. The comparison between transporting food within the same county, as opposed to across the UK shows potential to reduce emissions substantially. However, comparison with emissions from air freighting from the other side of the world can show staggering reductions in carbon dioxide.

**'increasingly we are buying food from abroad which we have traditionally grown ourselves'**

When organic produce is imported by plane from New Zealand, the energy consumed in transport is 235 times greater than the energy savings due to its organic production (Eating Oil report - Sustain and Elm Farm Research Centre, 2001)

## Social

As shopping habits have changed we have seen a decline in local shops, in both rural and urban areas.

This has led to restricted access to fresh, local food in some areas, which coupled with low incomes and poor transport facilities, has meant that some people are now denied healthy food choices. These areas have become known as food deserts.

Community participation in the food culture allows for more local ownership of the food chain and can stimulate further community development. Direct retailing establishments are also helping this process by putting local communities back in touch with farmers and encouraging a greater awareness of how their food is produced.

**'the local food sector fosters local identity and pride in the local community'**

Seventy-eight per cent of rural settlements no longer have a general store, but 79 per cent of rural households live within 4 km of a supermarket (State of the Countryside Report - Rural Services in 2002, The Countryside Agency).

A recent study in Sandwell, West Bromwich found that around 90 per cent of households were within 500 metres of shops that sold crisps, soft drinks and ice cream, but less than 20 per cent of the same houses were within 500 metres of a shop selling fresh fruit and vegetables. (Sandwell Health Authority, 2002).

## Economic

Many of the products we are seeking to promote are processed and marketed in the area they come from, providing income and employment opportunities, as well as helping to connect local producers to the consumer.

Research supported by the Countryside Agency has shown that bringing producers closer to consumers within a more localised supply chain, can lead to a higher proportion of the value of the produce being retained within the local community.

Research by the New Economics Foundation has looked at how money flows out from local economies, rather like a leaky bucket. Initial figures show that the net effect of spending within the local economy could have considerable benefits for the whole local community (NEF June 2001)

**'large retailers and food processors have a valuable role to play in supporting sustainable products'**

However, direct retail outlets such as farmers markets and farm shops, while valuable to the local economy and helping to provide a diversity of outlets for producers, are only a small part of the market. We have to recognise that the bulk of food shopping is now done in supermarkets and that these large retailers and food processors have a valuable role to play in supporting sustainable products from the regions in which they are based. Many companies have already begun to realise the potential in this area. There is scope to build on this further, so that consumers are reconnected with the countryside they cherish while supporting a sustainable, profitable agricultural industry.



**However Eat the View is not just about food. The underlying emphasis on sustainable land management systems embraces all products from the countryside.**

**'Eat the view is not just about food'**

For instance there is great potential to increase the number and use of products from England's forests and woodlands and the Countryside Agency is working with the Forestry Commission to explore new opportunities.

Non food products can also play their part in strengthening rural communities and local economies as the case studies on page 20 and 22 illustrate.

# Our role in creating change

There are many different organisations and initiatives involved with supporting the regional and local food sector and to a lesser extent other countryside products. We have therefore been careful to concentrate our efforts on those areas where we can make a real difference and on activity which helps to strengthen the link between consumers, the products they buy and the countryside.



We are working with a wide range of partners at a national and regional level to help promote the messages behind Eat the View and to facilitate the joint working required to overcome any barriers to achieving our objectives, including identifying opportunities for increased funding and support where needed.

We are also supporting a number of demonstration or pilot projects that will help us and others show what can be achieved. For instance we are working with the Cotswolds Area of Outstanding Natural Beauty and the Peak District National Park to pilot the use of an environmental quality mark. In time this work might be used to help producers add value to products from all our protected landscapes, while also reminding consumers of the links between their purchases and the beautiful landscapes they come from.

**'market towns are important hubs for rural communities'**

We are supporting a number of organisations that can help increase and diversify the market for sustainable products from the countryside such as the Farm Retail Association and the National Association of Farmers' Markets. We are also carrying out research which will help us and others understand how to increase awareness amongst consumers and how to increase the market for countryside products.

It is also important to make the links between Eat the View and other areas of the Agency's work. For instance farmers' markets are playing an important part in helping rejuvenate market towns. Market towns are important hubs for rural communities and are being given a new lease of life through the Agency's Market Towns initiative. Our Vital Villages programme is helping address the needs of more remote rural communities, as many do not have easy access to shops and other services. Farm shops could be one way of supplying fresh food to these communities.



**'The Countryside Agency is uniquely placed as a national body and advisor to the Government to take a lead role in delivering Eat the View in partnership with others'**

**The changing context**

The context of our work under Eat the View has changed since the inception of the project and there is now much more interest in and awareness of the issues and opportunities in this area. We particularly welcome the Policy Commission for Food and Farming's recommendation to mainstream the management and promotion of local and regional food and we are currently engaged in discussions with DEFRA and others on how this might be implemented and adequately resourced. We will however continue to pursue our objectives as planned, adjusting priorities as necessary in light of activity elsewhere.

The Countryside Agency is uniquely placed as a national body and advisor to Government to take a lead role in delivering Eat the View in partnership with others.

## Case Studies

This next section presents some good practice case studies to illustrate the range of activity being undertaken through our partnerships. If you are interested in finding more information on any of the examples, contact details are given at the back of this publication.

The Farm Retail Association is a national organisation representing farmers who sell direct to the public. Countryside Agency support through the Eat the View programme has enabled the Farm Retail Association to substantially increase its membership and develop a farm shop accreditation scheme.

## The Freerangers

Four farming families in the Devon and West Dorset area have come together under the name The Freerangers, to support each other and collaborate in the marketing and sales of their diverse range of meats and meat products.

The families discovered each other at the first Cullompton Farmers' Market in 1999 and quickly recognised that the way in which they



Pigs breed and rear their young in the fields at Lashbrook Farm, near Ottery St. Mary, Devon.





Graeme Wallace serves a customer at his farm shop near Hemyock, Devon.

**'Farm Retail Association membership is currently around 500 and is growing by 100 a year'**

farmed offered them all an opportunity to expand and diversify. Several factors helped to create a collective vibrant business. Each farm was family-run, and followed similar beliefs in free range systems, low intensity and natural rearing and feeding. The farm enterprises also complemented each other offering a wide range of meats and meat products - beef, lamb, venison, chicken, quail, guinea fowl, bison, eggs, pork and bacon.

Sales grew as farmers'

markets developed. Two existing farm shops were shared by all the Freerangers and other local and regional outlets were built up through village stores and post offices. As the business grew other outlets were pursued and expanded in the form of local hotels and restaurants, public houses and guest houses, a specialist London retailer, local butchers, regional shows and through mail order.

With the help of a postgraduate student at Exeter University, existing individual web sites were combined and the Freerangers web site was launched. The site was marketed through farmers' markets and the response, from tourists visiting Devon and West Dorset, was particularly encouraging. The Freerangers mission statement was simple, 'home produced meat you can trust'. During this critical time of development, the support, advice and encouragement of the Farm Retail Association was vital.

From these markets a database of some 1,600 customers was built and boxes packed by a local butcher were created for purchase on the web site.

The Freerangers wanted to 'put their farms into people's homes' and loyal farmers' market customers play an important part in the continued success of the business. Like many of the tourists to the area, they visit the farms to see for themselves how the animals and fowl are reared.

The Freerangers have also learnt a great deal. They have learnt to sell and to interact with the customer, something farmers who sell into large multiples or wholesale markets are rarely able to do.

Local Food Works is a new partnership project which builds upon the expertise of the Soil Association in developing local food initiatives and on the Countryside Agency's understanding of sustainable rural development. The project will act as a catalyst for the establishment and development of local food networks supported by a national service, which provides information, advice and facilitation. It builds upon the Soil Association's successful Food Futures programme, as illustrated in the following case study.

## Calderdale and Kirklees Food Futures

Calderdale and Kirklees Food Futures was set up as one of 12 partnership programmes, co-ordinated at a national level by the Soil Association. The project ran from October 1999 to May 2001 and was co-ordinated locally by Kirklees Metropolitan Council Sustainable Development Unit and Calderdale Metropolitan Borough Council.

The aims of the project were to:

- strengthen the local food sector by developing robust networks;
- support local farmers and food producers;
- increase access by people on low incomes to fresh, locally produced food, as well as providing better information on the source of food;
- establish new food initiatives such as farmers' markets, food co-operatives and community supported agriculture;
- develop a strategy for ongoing development of a sustainable local food economy, and to establish a partnership network that could take the work forward after completion of the pilot phase.



*The project is bringing local food into towns like Sowerby.*

Fresh, local produce was a key part of the Food Futures strategy.



The programme has been highly successful, securing over £197,000 for food projects in this disadvantaged area, including employment of a Food Development Worker to support local food projects and financial assistance to local community food projects. Eighteen projects have been awarded funding so far. These include providing nutrition education at a community café, designing and planting community gardens and orchards, reclaiming derelict allotments, developing an Asian gardening group and an edible fish rearing scheme at a rural therapeutic centre. The project has produced its own web site, local food directory and a regular newsletter.

The overall development of the work will continue through the newly formed Calderdale and Kirklees Food Futures Partnership and co-ordinated with the assistance of the Food Development Worker. Funding has been secured for three years from the Health Improvement Programme and the Social, Economic and Environmental Development (SEED) programme of the New Opportunities Fund.

The project also resulted in the Grassroots Food Network, an umbrella organisation which aims to develop the links between local food producers and consumers. The Yorkshire Farmers' Market Group, funded by Yorkshire Forward has subsequently been established to co-ordinate and support all farmers' markets in the region, including three new markets established by the Food Futures project.

**Calderdale & Kirklees Food Futures**

Eat the View is not just about food, other products from sustainable land management can also play a part in strengthening rural communities and local economies. Work is in progress with the Forestry Commission to develop a framework for increasing the market for English woodland products.

## Dean Oak



Throne made by Helen Schell, pictured.

In the Forest of Dean, Gloucestershire, the Countryside Agency has joined with the Forest Regeneration Partnership to look for ways of helping new enterprise opportunities, through a series of local projects developed in close co-operation with local communities and other organisations.

In the past Dean Oak was historically prized for its use in building warships and 2002 is the 200th anniversary of a visit from Lord Nelson to the Forest of Dean, who insisted on the oak for his fleet. While oak for ships is no longer needed, the forests are still an important feature in the landscape and a new project Dean Oak has been set up in association with the Forestry Commission, to explore the craft and trade work potential from local oak thinnings.

Thirty-eight local wood artists and craftspeople were challenged to create items which could be marketed as individual products. Each person volunteered to work with free samples of the oak and to feedback views on its suitability as a material for carving, sculpting, turning, furniture making and joinery.

The Dean Oak experiment used thinnings from 20th century plantings, that would normally have been destined for pulping, leaving the remaining trees with more room to grow. The Forestry Commission





*A pair of oak doors made by Collier and Brain of Drybrook.*

**'thinnings would normally be pulped'**

were particularly interested in finding out if a more creative option could generate new local income for foresters, for craftsmen and for the area's tourism.

The results were outstanding and the range of work created was both broad and imaginative. Examples included dining tables, cabinets, candlesticks and a 'throne'. This success was shared with local Forest of Dean communities through a travelling exhibition.

A business plan, launched at the exhibition, suggested a potential £1 million annual turnover, with the term Dean Oak used as a marketing brand.

The Countryside Agency, Forest Enterprise and a group of interested people, including local craftsmen, are now working to transform the experiment into a fully fledged business.

In 2000, the Countryside Agency funded a study to look at the feasibility of bracken composting in the Mendips and to hold a few pilot trials. As a result of this a new business has been set up which provides a valuable economic return and also helps the better management of this beautiful area.

## Bracken Down Composting



Turning the composted windrows.

**'bracken spreads at an alarming rate'**



**'bracken is cut around the second week in August, before it goes to spore'**



Bracken on the Mendip Hills AONB.

Six years ago, the warden for the Mendip Hills Area of Outstanding Natural Beauty (AONB), read an article in the English Nature magazine on bracken composting and the idea of composting the bracken on the Mendip Hills was formed. By early 2002 it became a reality when the first 'Bracken Down Compost' was sold on the market.

Bracken can spread at an alarming rate - up to two per cent a year - and its coverage in the UK is now in excess of 12,000 square kilometres. Regular harvesting helps keep the spread of bracken in check, while leaving sufficient to provide ecological support.

In order to make the compost the Mendips Hills AONB entered a partnership with Fountain Bark Products who specialise in selling green products in the South West. Other stakeholders included the Langford Court Estates and Burrington Court Estates. Currently 40 acres are harvested on the Mendip Hills, using a forage harvester, with the bracken cut around the second week in August before it goes to spore.

In the first year of sales, the bags of soil conditioner compost were launched in Cadbury Garden stores. The team also supply in bulk to landscape gardeners and interest in the Bracken Down compost initiative continues to grow in the South West, as the Quantock Hills and Bodmin Moor consider the possibility.

The project is a classic example of sustainable land management. The Bracken Down compost makes locally distinctive, sustainable peat-free garden compost, using an available natural resource. The processes have been around for a long time and using new technology and practices, the Mendips can now boast of its own branded product. The AONB is also working with other bracken composting initiatives such as Lakeland Gold in Cumbria.

The Eat the View programme is working in partnership with Food from Britain to expand the role and capacity of the Regional Food Groups. Project officers are being supported to develop consumer awareness of regional farm products, to expand farmer membership of the Regional Food Groups, to provide improved marketing for locally and regionally distinctive products, and to encourage members to adopt sustainable forms of production.

## Tastes of Anglia



In the last ten years Tastes of Anglia, the regional food group for East Anglia, has successfully brought speciality food and drink out of the shadows and helped develop consumer awareness of not only speciality food and drink, but of a much broader availability of local products from the East of England.

Tastes of Anglia are celebrating a decade of successes in promoting local and regional products and recent additional funding has meant a huge amount of extra activity has been undertaken, showing what can be achieved:

- Tastes of Anglia Table, a pilot distribution company was launched, taking Tastes of Anglia members' products direct to retailers such as hotels, delicatessens, farm shops and catering establishments.
- A new angle on promoting regional food producers was launched, the 'Discover the Tastes' brand aims to promote local food on a county by county basis.
- Tastes of Anglia co-ordinated the food hall at the annual Game Fair where members presented and sold their wares directly to the public.





*Cream ice made from Suffolk fruits.*

- Tastes of Anglia has been promoting Farmers' Markets on a regional basis, organising events, supporting publicity and promotional drives and advising their members.

Eat the View funding has also helped more farm based primary producers and farm shops to be successfully recruited into the fold, meaning more local farm produce can now be offered as part of Tastes of Anglia's portfolio. They now have over 205 members, of which 129 are primary producers, reflecting a year-on-year growth of over 25 per cent.

Among recent recruits are a miller of

stoneground wholemeal flour, an organic egg producer and a producer of naturally reared game meats.

Tastes of Anglia have also joined forces with the Countryside Agency and Essex County Council to support the Essex Spring Campaign, revitalising people's confidence in visiting the countryside post foot and mouth. The linking of a good day out in the Essex countryside with the opportunities to sample local food has boosted Essex tourism.

This work is contributing to the overall change in perception about local food, as farmers actively seek to diversify and look to Tastes of Anglia to see what is on offer in terms of training, marketing opportunities and promotion.

**'year on year growth is over 25 per cent'**



*Adding value by creating locally distinctive fruit juices from Suffolk.*

The Eat the View programme helped to establish and continues to fund the National Association of Farmers' Markets. The Association supports and promotes farmers' markets, assists in the creation of new markets, defines and accredits member markets and represents the interests of its membership nationally. The Association currently has over 200 member markets and has recently launched its certification scheme.

## Hampshire Farmers' Markets

The aim of the farmers' market is to put the consumer in contact with the producer and to provide local, fresh, quality produce. They can aid environmental sustainability by encouraging organic production, reducing transportation miles, packaging and waste as well as supporting agricultural diversification. Farmers' markets can also encourage better use of inner city locations and engender co-operation between local councils and people who live in the local area.

Farmers' markets are an important diversification opportunity for farmers. They fit with the Eat the View vision, where products are produced, processed and marketed locally, creating new income and employment opportunities and strengthening the links between farmers and consumers. They give farmers the opportunity to sell directly to the public, thus maximising the return on their products.

Hampshire Farmers' Markets started in 1999 after an approach to Hampshire County Council from a local farmer. A working party was established, and an initial four markets were tried in Winchester and proved to be extremely successful. In 2000, the working party was widened to incorporate the stallholders and together they formulated a



Shopping at Petersfield farmers' market which is within East Hampshire AONB.



Choosing fresh produce at Petersfield farmers' market.

**'Hampshire's structure is an important template'**



programme of markets for the year, comprising 32 markets in a variety of venues.

The National Association of Farmers' Markets believes the inclusive democratic management structure introduced at an early stage, involving stallholders with the development of their markets, has been an essential part of the success of the Hampshire experience.

From the outset the markets have rigidly enforced three key criteria which are

in line with the criteria set out by the Association.

- All produce to be sold must be grown, raised, baked or caught in Hampshire or within 10 miles of the border.
- The stallholders must grow and produce the produce themselves
- No bought-in produce is allowed to be sold

By 2001 there were 62 markets taking place in 13 towns across Hampshire. Each market attracts around 4,000 customers, except Winchester, where the market regularly attracts over 11,000 people every month, making it the largest farmers' market in England.

In 2001 turnover for the Hampshire markets was estimated at £1.5 million. The success in Hampshire can be put down to upholding of the strict criteria for eligible produce, which ensures consumer confidence in their purchases. Effective local advertising and sign posting has also played a key part.

In 2001 Hampshire Farmers' Market Limited, a company limited by guarantee, was formed, employing a market manager and taking on the running of the markets.

Hampshire's experience and structured development provides an important template for the expansion of markets across England. The county is developing its support of the local food economy and widening its areas of community involvement and is investigating sources of funding to promote abattoir facilities, to promote local purchasing and to provide continued support for the local food group, Hampshire Fare.

# Contacts



Tastes of Anglia is an organisation supporting the food and drink industry in the six counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. It was formed in 1992 to promote and raise awareness of the region's fine variety of food and drink. As a regional food group it provides a service package to members which offers marketing support, business development activities, workshops and seminars, PR and access to both trade and consumer shows. Its aim is to provide a vital link between producers of high quality food and drink and the consumer and help members promote their products and services to increase sales in the Anglia region and beyond.

**Contact: Tastes of Anglia, Charity Farm House, Otley, Ipswich, Suffolk. IP6 9EY**

**Tel: 01473 785883 Fax: 01473 785894**

**Website: [www.tastesofanglia.com](http://www.tastesofanglia.com) for more information**



Food From Britain's UK role aims to foster the regional speciality food and drink industry using a range of tailored business development and marketing services. Regional Food Groups - one of which is Tastes of Anglia - offer support and advise producers, through training, marketing and promotional advice.

For more information on Food From Britain and links to regional food groups use the links via:

**[www.foodfrombritain.com/speciality\\_food.html](http://www.foodfrombritain.com/speciality_food.html)**



Two of the prime aims of NAFM are to assist development of farmers' markets and provide a national platform and profile for accredited and member markets. Members receive special services such as access to training and website advice.

**Contact: NAFM, South Vaults, Green Park Station, Green Park Road, Bath, BA1 1JB**

**Tel: 01225 787914 Fax: 01225 460840**

**For more information on farmers' markets visit their website on: [www.farmersmarkets.net](http://www.farmersmarkets.net)**

**HAMPSHIRE  
FARMERS' MARKETS LTD**

Hampshire Farmers' Markets Limited  
**Contact: Room 328, The Castle, Winchester, Hampshire SO23 8UJ**  
**Tel: 01962 845135 Fax: 01962 878131**  
**E-mail: [tessa-driscoll@hants.gov.uk](mailto:tessa-driscoll@hants.gov.uk)**  
**Website: [www.hants.gov.uk/farmersmarkets](http://www.hants.gov.uk/farmersmarkets)**



The Farm Retail Association is comprised of and works for farmers and farm-based producers who sell directly to the public, offering advice and support.

**Contact: The Greenhouse, PO Box 575, Southampton, Hampshire S015 7ZB**  
**Tel and Fax: 02380 362150**  
**E-mail [fra@farmshopping.com](mailto:fra@farmshopping.com) or visit their website at [www.farmshopping.com](http://www.farmshopping.com)**



The Freerangers are four farms which can be found on the **website: [www.thefreerangers.co.uk](http://www.thefreerangers.co.uk) or contact Graeme Wallace on 01823 680307 or via e-mail on [enquiries@thefreerangers.co.uk](mailto:enquiries@thefreerangers.co.uk)**



The Soil Association is both a campaigning organisation and certification body in the UK for organic food and farming. They offer a range of services to organic and in-conversion producers, with technical support, advice, market information and technical guides.

**Contact: Bristol House, 40-56 Victoria Street, Bristol BS1 6BY**  
**Tel: 0117 929 0661 Fax 0117 925 2504**  
**E-mail: [info@soilassociation.org](mailto:info@soilassociation.org) Website: [www.soilassociation.org](http://www.soilassociation.org)**



**Contact: Anna Watson - Food Development Worker**  
**Calderdale and Kirklees Food Futures**  
**c/o Health Promotion Unit,**  
**Princess Royal Community Health Centre, Greenhead Road,**  
**Huddersfield HD1 4EW**  
**Tel: 01484 344286 Fax: 01484 344281**  
**email: [anna@foodfutures.org.uk](mailto:anna@foodfutures.org.uk)**  
**[www.foodfutures.org.uk](http://www.foodfutures.org.uk)**



Local Food Works is a new partnership initiative between the Countryside Agency and the Soil Association. It is based on a set of objectives for the local food community which both organisations agree and share. They are:

- development of systems of production and marketing that sustain rural food economies
- encouragement of community-based production and marketing systems which directly link farmers and consumers and encourage local employment and social equity;
- creation of new market opportunities for sustainable land management systems which respect and enhance local landscape features and encourage locally distinctive products;
- expansion of sustainable farming by providing advice and fostering more stable markets.

**For more information, contact:**

**Local Food Works: Bristol House, 40-56 Victoria Street,  
Bristol BS1 6BY**

**Tel: 0117 914 2424 Fax: 0117 925 2504**

**E-mail: [lfw@locafoodworks.org](mailto:lfw@locafoodworks.org) or visit the website  
[www.localfoodworks.org.uk](http://www.localfoodworks.org.uk)**



**Fountain Bark Products, Brockley Combe, Backwell, Bristol BS48 3DF.**

**Tel: 01934 862710 E-mail: [advice@weedless.co.uk](mailto:advice@weedless.co.uk)**

**Website: [www.weedless.co.uk](http://www.weedless.co.uk)**

**Mendip Hills AONB**

**Charterhouse Centre, Nr Blagdon, Bristol BS40 7XR.**

**Tel: 01761 462338**

**Website: [www.somerset.gov.uk/Mendip](http://www.somerset.gov.uk/Mendip)**



**Contact: Rob Guest, Forest Enterprise, Bank House, Bank Street,  
Coleford GL16 8BA**

**Tel: 01594 833057 Fax: 01594 833908**

**The Countryside Agency**

**Kaley Hart, Bridge House, Sion Place, Clifton, Bristol BS8 4AS**

**Tel: 0117 973 9966 Fax: 0117 923 8086**

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# Location of case study areas



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[www.countryside.gov.uk](http://www.countryside.gov.uk) or [www.eat-the-view.org.uk](http://www.eat-the-view.org.uk)

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