

Dumfries and Galloway Farmers' & Community Markets Association

Marketing and Development Programme

Year One Progress Report

The overarching aim of this project is to raise awareness of farmers' and community markets across Dumfries and Galloway, and by doing so to increase consumer footfall and increase sales. In achieving this aim the markets will become increasingly commercially viable, with more stallholders, more sales and a more stable network of farmers' markets. This will add significant value to the ongoing development of the food and drink sector within Dumfries & Galloway.

All participating markets have unanimously agreed that at the end of year one, other existing and new farmers' and community markets within Dumfries & Galloway will be invited to join this project for year two.

Project Aims:

- Create a co-ordinated schedule of marketing and communications activity for all the participating markets
- Support the development of a local food culture and communicate the region's quality food credentials
- Increase consumer awareness of the availability of quality local food and drink
- Increase consumer knowledge of the range and the variety of local produce
- Address preconceptions that locally produced food and drink is comparatively expensive
- Develop linkages between food and environment, communicating the environmental impact of food choices and the link between Dumfries & Galloway's food offering and its rural environment
- Use the historic strengths of the region's traditions to develop marketing initiatives in keeping with the culture of the area
- Improve the food and drink tourism offering, encouraging engagement with local food and drink as part of the Dumfries & Galloway holiday experience

The project activities broadly fall into four categories, and will be refined over the course of the project as monitoring, feedback and experience suggest.

These include:

- Marketing Initiatives
- Direct Promotion
- Business Development/Improvement
- Press Releases

Project Outcomes:

There have been unavoidable delays in the first year of this project due to distances between market organisers to co-ordinate meetings although most has been done via email. It was agreed initially that it would be more cost effective to get quotes to develop a marketing strategy before appointing PR & Marketing Services and Project Design. This has delayed the project, but these delays have had

their benefits, giving the project an opportunity to mature and enabling good, strong communication between the project partners. As a result the project is now ready to implement a robust marketing action plan, more complex than originally anticipated which will have a much stronger impact on the project in this coming year which, in turn, will leave a meaningful legacy.

Project outcomes so far have included:

- Appointment of contractor to develop a marketing strategy
- Appointment of supporting services for new project including PR & Marketing Services, Project Design
- Appointment of new part time post for Web Development Officer
- Setting baseline figures for measurement of footfall and stall numbers via a stallholders survey and market organisers survey
- Develop overarching brand
- Commencement of regular radio advertising in D&G and Cumbria, and test newspaper advertising in Lanarkshire to target day tripper audiences
- Commencement of social media activities, plus social media one-to-one training sessions for producers to maximise value of social media communication channels
- Agreement on a schedule of marketing activity to include magnetic date reminder cards, recipe book development and SMS reminder service (to be launched spring 2013)

D&G MARKETS

MAKING MORE OF YOUR WEEKLY SHOP

Langholm Producers' Market	Sat 1st Sep	9am-1pm
Dumfries Farmers' Market	Sun 2nd Sep	11am-3pm
Creetown Produce Market	Sun 9th Sep	10am-3pm
Moffat Farmers' Market	Sun 9th Sep	11am-3pm
Lockerbie Farmers' Market	Sat 15th Sep	10am-2pm
Wigtown Street Market	Every Sat	10am-4pm

DISCOVER THE DELICIOUS DAYS OUT TO BE HAD AT D&G MARKETS.

Several meetings have taken place to inform the development of the marketing plan, and these meetings have also proven to be highly productive from a product development point of view, sparking ideas which the markets themselves are exploring, such as family entertainment and special activities for pre-Christmas markets. The informal discussion and knowledge sharing that has taken place at these meetings has proven to be very valuable, supporting the development and long term sustainability of the markets.

The day tripper marketing has already proven to be effective, and out of region marketing is being tested on a 3 month basis to assess impact. This marketing focuses firmly on highlighting the markets as a great day out.

The specific reasons for shopping at farmers' markets are being highlighted within more localised marketing, in particular the concepts of quality and value. Individual markets are continuing to maintain their own local media links, with the project adding value and support to market specific activities. Advertising has been used to leverage editorial coverage, such as in D&G Standard's Taste supplement.

The project is now progressing at a strong and steady pace, with the main project outputs, the SMS reminder service and the recipe book, scheduled for development over the winter for a spring launch.