

SCOTTISH FOOD ADVISORY COMMITTEE
SURVEY OF FARMERS' MARKETS
FINAL REPORT

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28



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INTRODUCTION AND OBJECTIVES

This report describes the results of a survey of farmers' markets commissioned by the Scottish Food Advisory Committee (SFAC) and conducted by Scotinform Ltd. The study is part of a wider review of food safety standards at farmers' markets in Scotland by the SFAC. The SFAC's review aims to look at the regulation of farmers' markets, specifically in order to review the regulations in relation to other retail outlets. Although markets currently have to comply with general food hygiene and temperature control regulations, there are a number of grey areas which the SFAC wishes to clarify.

The survey aimed to find out the views of stallholders, local authority enforcers and consumers on farmers' markets. The specific research aims, as defined in the brief from SFAC were:

- to identify the issues affecting stallholders' and consumers' attendance at farmers' markets
- to identify the involvement and role of the local authority enforcement officers
- to assess consumer perceptions of food safety issues

In the following sections we describe the methodology used for the research and the main results. Throughout the report * denotes less than 1%.

METHODOLOGY AND SAMPLE

Interviews were completed with the three target groups using questionnaires drawn up by the FSA and SFAC and finalised by Scotinform (see Appendix One). The methodologies are described in detail below:

Survey of Consumers

A total of 209 interviews were completed with consumers visiting 10 farmers' markets (see Appendix Four for list of markets) between 22nd September – 3rd November. Between 20-21 interviews were conducted randomly, face to face at each market.

Survey of Stallholders

Stallholders were surveyed through a self-completion questionnaire (see Appendix Two) which was distributed through a number of methods described below. The questionnaires had a letter from the SFAC explaining the survey and a freepost envelope attached. A total of 254 questionnaires were distributed and 92 were returned, an overall response rate of 36%. 87 of the returns were useable for analysis. Whilst this response rate is average for a self-completion survey, it suggests a lack of interest/willingness to participate in the survey amongst stallholders. The lack of interest was confirmed by feedback from the organisers. They said that the lack of response from stallholders was because of a perception that the survey was 'extra paperwork' for them and were concerned that it would lead to an increase in regulations for farmers' markets.

- 105 questionnaires were handed out to stallholders at the 10 farmers' markets that were used for the survey of consumers. Stallholders were encouraged to complete the questionnaire and hand it back to the interviewer, where possible. 47 questionnaires were returned by stallholders either in person or by post. Details of the returns by specific location are shown in Appendix Five.
- 86 questionnaires were sent directly to organisers to distribute to stallholders in their area. The contacts for this survey were provided by the FSA. A total of 27 questionnaires were returned. A list of organisers and responses are shown in Appendix Five. Organisers of markets where there was a below average response from stallholders were contacted to find out the reasons for the poor returns. As already noted, the main reason was a lack of interest amongst stallholders, although organisers also commented that many of their stallholders had already been handed a copy of the questionnaire at one of the markets. This attendance at multiple markets was confirmed by the results of the stallholders' survey.

- 63 questionnaires were mailed to individual stallholders using a mailing list compiled by the FSA. These questionnaires were sent to stallholders who had not been handed questionnaires at the farmers' markets. A total of 18 questionnaires were returned.

The response rates for each methodology are shown below:

	Number distributed	No useable returns	Response rate
Distributed at farmers' markets	105	47	45%
Distributed by organisers	86	27	31%
Sent direct to individual stallholders	63	13	24%
TOTAL	254	87	35%

Survey of Local Authority Enforcers

Twenty telephone interviews were completed with enforcers in a range of local authorities (see Appendix Four). Interviewees were the persons responsible for farmers' markets in the area, usually an Environmental Health Officer (or equivalent), responsible for inspecting markets. A letter was sent to the main contact (identified by the FSA) prior to the interview to explain the nature of the survey. The individual enforcers were generally interested in the study and keen to take part in the interview.

The report on the results of the enforcer interviews shows the analysis in terms of number of respondents (rather than percentages) because of the small sample sizes.

RESEARCH RESULTS: CONSUMERS

These results are based on face to face interviews with 209 consumers interviewed at farmers' markets in September and November, 2001.

Profile of Consumers

The profile of consumers visiting farmers' markets were predominantly female, aged over 45 years old and in full time employment or retired. The table below shows the detailed breakdown of the demographic profile.

Table One: Profile of Consumers

Base = all respondents

	%
Gender:	
Male	24
Female	76
Children in household:	
None	69
One	14
Two	11
Three plus	4
Working status:	
Full time employment	40
Part time employment	16
Retired	32
Full time education	1
Unemployed (seeking work)	1
Unemployed (not seeking work)	9
Age:	
16-24 years old	1
25-34 years old	8
35-44 years old	19
45-54 years old	25
55-64 years old	26
65 plus years old	20

Consumers were unlikely to live outside the local authority area in which the market was held. In Ayr, Haddington and Irvine all consumers were resident in the local authority area. Only 2% of consumers were resident outside Scotland, with Kelso the only market to record significant numbers of non-Scottish consumers (four of the 20 consumers interviewed were resident elsewhere).

Frequency of Visits to Farmers' Markets

Over half the consumers interviewed said that they visited farmers' markets monthly, reflecting the frequency of the markets they were attending. Only in Edinburgh and Glasgow were consumers visiting markets fortnightly. 18% of consumers said that they visited markets every six months or less frequently, with consumers in Banff and Dundee the least frequent visitors.

Table Two: Frequency of visits
Base = all respondents

	%
Weekly	*
Fortnightly	11
Monthly	52
Every 2 months	7
Every 3-4 months	7
Every 6 months	3
Once a year	3
Less often than once a year	12
This is my first visit	4

Distance Travelled to Farmers' Market

The distances travelled to reach the farmers' market were comparatively low, reflecting the local profile of consumers. 45% of respondents said that they had travelled under 2 miles to reach the market and a further 43% said they travelled between 3-15 miles.

Table Three: Distance travelled
Base = all respondents

	%
Under 2 miles	45
3-15 miles	43
16-30 miles	7
31-45 miles	2
Over 45 miles	3

Visits to Other Farmers' Markets

The likelihood of consumers visiting other farmers' markets was low: 75% said that they had not visited any other markets. Other markets visited were likely to be close to the interview location as illustrated below in the table. The table shows, for each interview location, the other markets visited by more than one respondent. It should be noted that none of the markets had been visited by more than 5 respondents, confirming the unlikelihood of visiting across the markets.

Table Four: Visits to other markets
Base = all respondents

	Ayr	Dundee	Edin- burgh	Elgin	Glasgow- Barras	Kilmar- nock	Perth
Ayr						x	
Banff				x			
Glasgow – Byres Rd			x		x		
Dundee							x
Edinburgh							x
Irvine	x					x	
Perth		x					

Purchasing of Food

94% of consumers said that they usually bought food or food products at farmers' markets. The most important reason for purchasing food was the quality of products, followed by supporting local producers/farmers.

Table Five: Reasons for purchasing foods (unprompted)
Base = all respondents

	%
Quality of products	72
Support/buy direct from local producers and farmers	31
Organic/less/no pesticide and chemicals	17
Know origin of food/where food produced	12
Fresher	10
Price/cost	9
Different foods available (venison, wild boar, etc)	7
Safer food	4
For a change, different from supermarkets	4
Can ask for details of how food produced/talk to stallholders	3
Don't like/trust supermarkets	2
Variety of produce	2
Like atmosphere/ambience	2
Convenient/handy	2
Looks good/tempting	2

Vegetables and fruit are the most frequently purchased products, followed by 'other' products (such as preserves, confectionery, etc) and red meat. The least likely products to be purchased are drinks, fish, white meat and eggs, probably reflecting availability of these products at the markets.

There were some differences between the demographic types in the purchase of foods. Men, for instance, were more likely than women to buy red meat, meat products and dairy products, whereas women more likely than men to buy fruit and vegetables and drinks.

Table Six: Frequency of purchase of food types
Base = all respondents

	Usually buy %	Occasionally buy %	Never buy %
Vegetables and fruit	55	27	18
Red meat (lamb, beef, game, etc)	36	34	29
Other products (preserves, honey, confectionery, etc)	24	46	29
Meat products (sausages, burgers, pies, etc)	38	27	34
Home baking	31	33	34
Dairy products (cheese, milk, yoghurt, butter, etc)	29	35	34
Eggs	34	26	40
White meat (chicken, pork, etc)	26	28	45
Fish/fish products	19	33	48
Drinks	5	22	68

The main spontaneous reason for not purchasing vegetables and fruit, meat, dairy products and drinks was that consumers preferred purchasing in a supermarket. Fish was likely to be sourced elsewhere and home baking was likely to be baked at home or not eaten.

The results show that consumers were unlikely to mention health or safety concerns or cost as reasons for not purchasing foods. Concerns over the origin or quality of products or uncertainty about ingredients were also very unlikely to be mentioned.

Table Seven: Reasons for not purchasing food types (unprompted)
Base = respondents who never purchase products

	Red meat	White meat	Meat product	Fish	Dairy	Veg fruit	Eggs	Home baking	Other food	Drink
no of respondents	68	97	76	102	77	46	87	77	67	140
	%	%	%	%	%	%	%	%	%	%
Prefer supermarkets	16	32	22	15	47	39	30	17	27	24
Get it elsewhere	15	10	-	26	6	7	25	6	4	3
Cost	12	7	4	7	6	15	11	6	9	4
Vegetarian/vegan	10	2	8	2		-	1	-	-	
Never buy it/don't eat	10	3	25	13	10	-	2	22	27	9
Health/safety/hygiene concerns	4	5	5	4	1	-	2	-	-	
Buy in bulk/wholesale	4	-	-	1	-	-	1	-	-	
Presentation/packaging of food poor	3	2	3	1	1	-	1	-	-	1
Concerns over quality of products	1	-	-	-	-	-	1	-	-	
Uncertainty over product ingredients	1	2	1	-	-	-	1	-	-	
Difficult to carry/transport	1	1	12	-	4	2	6	1	1	8
Uncertainty of product origins	0	1	-	-	-	-	2	-	-	
Limited choice here	-	-	-	3	5	-	1	-	1	11
Not organic	-	-	-	-	1	-	2	-		
Make/Grow our own	-	-	-	-	-	9	1	34	13	
Not available here	0	5	1	3	1	-	1	-		23

Perceptions of Food Safety

In order to explore consumer perceptions of food safety, respondents were asked how concerned they were about food safety in five locations. The table below shows the results, with the mean score in the final column based on 1=very concerned and 5=not at all concerned.

Table Eight: Perceptions of food safety
Base = all respondents

	Very concerned	Quite concerned	Neither/nor	Not very concerned	Not at all concerned	Mean score
	%	%	%	%	%	
Home	15	15	11	29	28	3.41
Farmers markets	14	17	11	34	24	3.36
Local butchers	16	21	17	30	17	3.10
Local corner/ grocery shop	23	29	22	20	6	2.57
Supermarkets	26	36	11	19	7	2.44
Abattoirs/ slaughterhouse	32	40	8	13	8	2.26

The results showed a positive perception of food safety at farmers' markets, with nearly 60% of respondents saying they were not very or not at all concerned. The positive image was shown by the fact that farmers' markets were ranked second of the locations, with food safety at home the only area with a more positive perception. By comparison, perceptions of food safety in abattoirs and supermarkets were low, with only a fifth saying they were not concerned about food safety in abattoirs and a quarter saying they were not concerned about food safety in supermarkets.

Women were the group most likely to be concerned about safety in all the locations listed, possibly reflecting high awareness of the current issues.

The 31% of consumers who were concerned about food safety at farmers' markets said that their main reasons were concerns over health, safety or hygiene (55%) or concerns over the quality of the product (17%).

Table Nine: Reasons for concerns about food safety at farmers' markets (unprompted)
Base = respondents who are concerned (65)

	%
Concerns about quality of products	17
Health/safety/hygiene concerns	55
Uncertainty over product ingredients	6
Uncertainty over product origins	8
Presentation/packaging of food poor	2
Wary of food poisoning/e-coli/diseases	6
Everyone should be aware of food safety/not just issue for markets	6
Refrigeration – no fridges here (Ayr and Edinburgh)	5
Because it's outside/exposed to flies, etc	5
Concerned about following health and safety codes/observing standards	5
Because of bad publicity over food/bad history	5
Concerned about cutting corners/difficult to maintain standards	3

Food Labelling

88% of consumers said that they looked at food labels when purchasing food. The likelihood of looking at food labels appeared to be linked to age: all respondents aged under 35 years old said that they looked at labels, whereas 79% of those aged over 65 years old looked at labels.

The main information read was the use by/best by date, which 93% of people looked at always and 7% looked at sometimes. Approximately half the respondents always looked at the list of ingredients, country of origin or nutritional information, suggesting these were all less likely to be read than the end date.

Table Ten: Frequency of looking for information food labels
Base = those who look at labels (184)

	Always	Sometimes	Never
	%	%	%
Use by/best by date	93	7	0
List of ingredients	51	38	12
Country of origin/where food is produced	46	37	17
Nutritional information	46	33	22

Other information read on labels was: fat content (8 respondents) , calories (5), if organic or not (3), E-numbers (2), preservatives (2), wheat/gluten free (2), salt content (2)

The food labelling on produce sold at farmers' markets was considered about the same as on similar foods sold elsewhere by three quarters (74%) of consumers. 7% thought that it was worse than elsewhere and 16% said that it was better.

The main reason for thinking that food labelling was better at farmers' markets were:

- can ask stallholder to explain things/get feedback (9 respondents)
- gives you more information/tells you exactly what's in it (6 respondents)
- more information about the sources/where it's from (5)
- can rely on quality/fresher (5)
- clear/easy to read (3)
- know who you're buying from/ trust producers (2)

The main reasons for saying it is worse than elsewhere were that there was not enough information on labels/ nothing about fat content, calories, etc (7 respondents); and some things are not labelled (2 respondents).

Overall Satisfaction with Visit to Farmers' Market

92% of consumers said that they were very or quite satisfied with their visit to the market, with only 1% saying they were dissatisfied (the rest being neutral). Women were slightly more likely to be satisfied with the visit than men.

The mean score in the final row is based on 5=very satisfied and 1=very dissatisfied.

Table Eleven: Satisfaction with visit
Base = all respondents

	%
Very satisfied	60
Quite satisfied	32
No views either way	6
Quite dissatisfied	1
Very dissatisfied	*
<i>Mean score</i>	<i>4.5</i>

The high levels of satisfaction can be seen by the fact that only 17% of respondents made unprompted suggestions for improving the food safety at markets. The main suggestion related to a non-food safety topic: increasing the number and variety of stalls (mentioned by 10 respondents, mostly at Ayr). Other suggestions were: better refrigeration (4 respondents); better facilities for stallholders (3); protection for crates of food (3); and better quality/better tasting produce (3).

RESEARCH RESULTS: STALLHOLDERS

The findings described in this section are based on a self completion survey of 254 stallholders, 87 of whom returned a completed questionnaire. The results are shown in percentage of respondents, unless otherwise stated, but the small sample size should be noted when considering these tables.

Profile of Stallholders

Stallholders who completed the questionnaire were based in local authority areas across Scotland, although those based in Aberdeenshire, Borders, East Lothian, Fife, Perth and the Highlands accounted for over half the sample.

Table Twelve: Local Authority area based in
Base = all respondents

	%
Aberdeenshire	10
Angus	6
Argyll and Bute	6
Borders	8
Clackmannanshire	2
East Ayrshire	3
East Lothian	8
Edinburgh	5
Fife	10
Highland	11
Midlothian	1
Moray	3
North Ayrshire	2
Perth and Kinross	8
South Ayrshire	3
South Lanarkshire	5
Stirling	6
Western Isles	2

Attendance at Farmers' Markets

The most likely farmers' markets for stallholders to attend was Edinburgh, which 41% of stallholders said they attended. Stallholders from Borders, East Ayrshire, East Lothian, Fife Perth and Kinross and South Lanarkshire visited the Edinburgh market.

The next most popular market for stallholders was Glasgow Byres Road (25%), particularly popular with stallholders based in Borders, East Ayrshire, Fife, Perth and Kinross and South Lanarkshire.

Kirkcaldy (17%), Perth (17%), Haddington (14%) and Stirling(14%) were the other markets to attract more than 10% of stallholders. Stallholders visiting these markets were likely to be mainly locally based.

The table below showing the markets attended gives percentages and numbers in order that comparisons can be made with the actual number of food stallholders at these markets.

Table Thirteen: Markets Attended
Base = all respondents

	No of stallholders	%
Aberdeen	2	2
Angus	5	6
Adrishalg	2	2
Ayr	7	8
Banff	6	7
Cambuslang	0	0
Campbeltown	3	3
Dalkeith	1	1
Dornoch	0	0
Dundee	6	7
East Dunbartonshire	0	0
Edinburgh	36	41
Elgin	8	9
Forfar	8	9
Fort William	2	2
Galashiels	7	8
Glasgow – Byres Road	22	25
Glasgow – Barras	6	7
Glasgow – Candleriggs	2	2
Glasgow – Enoch Square	1	1
Haddington	12	14
Hamilton	2	2
Inverness	9	10
Irvine	5	6
Kelso	9	10
Kilmarnock	5	6
Kirkcaldy	15	17
Largs	1	1
Lochwinnoch	0	0
Nairn	2	2
Orkney	1	1
Paisley	7	8
Peebles	9	10
Perth	15	17
Rothesay	0	0
Skye and Lochalsh	5	6
Stirling	12	14
Stornoway	0	0
Tain	0	0
Uist and Benbecula	2	2
Wick	0	0

Other markets that stallholders said they attended were: Freeport (4 stallholders), Tarbert (2), Tillicoultry (2), Portree (1), Aberfeldy (1), Royal Highland Show (1) and New Lanark Food Fair (1).

Frequency of Attending Farmers' Markets

39% of stallholders said that they sold food products at farmers' markets weekly and a further 15% said that they sold products fortnightly. Given that few, if any, farmers' markets are held weekly, this confirms the likelihood of attendance at multiple markets. In total, 88% of stallholders sold food products every month or more frequently. 8% of stallholders (7 respondents) said they only sold produce in the summer/seasonally, with these stallholders likely to sell vegetables, fruit or other seasonal foods.

Table Fourteen: Frequency of selling food products at farmers' markets
Base = all respondents

	%
Weekly	39
Fortnightly	15
Monthly	34
3 times a month	6
Every two months	1
Every 3-4 months	2
Seasonal/only in summer	8

Foods Sold at Farmers' Markets

Vegetables, lamb/mutton, home baking and fruit were the most likely food products sold. In total, 36% of stallholders (32 respondents) sold meat, compared with 21% selling vegetables.

Table Fifteen: Foods sold
Base = all respondents

	%
Vegetables	21
Lamb and Mutton	18
Preserves	18
Home baking	17
Fruit	16
Eggs	15
Beef	14
Meat products, eg burgers, pies	14
Herbs	14
Pork and Bacon	10
Game and Venison	7
Honey	7
Fish/shellfish	6
Confectionery	5
Cheese	3
Other dairy products	3
Other meat (chicken, ostrich, etc)	4
Drinks	2

Location of Food Production

Over two thirds of stallholders produced their food on the farm, with a further 24% saying the food was produced at home/kitchen/kitchen garden. A fifth of stallholders had their own manufacturing premises for food production, with manufacture most likely in the dairy products sector. 8% of stallholders had their food produced at another local manufacturer.

Table Sixteen: Location of Food Production

Base = all respondents

	%
On the farm	68
At home/kitchen/kitchen garden	24
At own manufacturing premises	21
At another local manufacturer	8
Other	7

Outlets for Food Products

A fifth of stallholders only sold their food produce through farmers' markets. The 79% who used other outlets were most likely to use caterers, such as hotels or restaurants, shops (other than their own) or their own farm shop. Meat producers were more likely than other stallholders to have their own shop, whereas dairy product and fish stallholders were more likely than average to sell through caterers and wholesalers.

Table Seventeen: Outlets for food products

Base = all respondents using other outlets (69)

	%
Caterers(hotels/restaurants)	61
Other shop/s	42
Own farm shop	32
Wholesalers	29
On the Internet	17
Other farm shop/s	14
Supermarket	14
Own shop	13
Box delivery scheme	6
Mail order	3

Transport of Food Products

Three quarters of the meat stallholders transported their produce to markets in a chilled refrigerated van, truck or lorry, with 16% saying they used a non-refrigerated van and 9% using a car. Stallholders selling other produce were more likely to use a non-refrigerated van or private car.

Table Eighteen: Transport of food
Base = all respondents

	Meat products	All products
No of respondents	32	87
	%	%
By van/lorry/truck (non-refrigerated)	16	36
By van/lorry/truck (chilled refrigerated)	75	37
By car	9	37
In coolboxes	13	5

Refrigerated units were used to display goods by 43% of stallholders, including all but one of the meat stallholders.

One stallholder commented specifically on the problem he had with refrigeration:

“We sell from a refrigerator, but transport it in insulated boxes in an unrefrigerated vehicle. The temperature (approx. 2degC) is the same when we arrive at the market a max. of 1 hr later. Some authorities request “refrigerated” transport, not “temperature controlled”. The same goes for display. Fish can be sold from polystyrene boxes filled with ice, but apparently not vacuum packed meat. Where is the logic in that? A refrigerator costs £35 per day to hire.

Distance Travelled to Farmers' Markets

Stallholders were asked to indicate the minimum and maximum distances covered to transport goods to farmers' markets.

The minimum distances to farmers' markets for the majority of stallholders was 15 miles or less, although meat stallholders were likely to be covering far greater distances: nearly a third of meat stallholders said the minimum distance they covered to reach a farmers' market was 16-30 miles.

The maximum distance covered was more evenly spread: nearly a quarter of stallholders covered less than 15 miles, whereas a third travelled over 45 miles maximum to reach farmers' markets.

Table Nineteen: Distances Travelled
Base = all respondents

	Minimum One way %	Maximum One way %
Under 2 miles	15	1
3-15 miles	53	22
16-30 miles	20	18
31-45 miles	6	18
Over 45 miles	6	33

Sources of Advice and Guidance on Participation in Farmers' Markets

The most important source of advice and guidance on farmers' markets was the local authority. Stallholders in all the local authority areas had received advice. The advice provided by local authorities was rated very positively, with over half the stallholders saying it was very useful and a quarter saying that it was quite useful.

Other participants were the second most likely source of advice and their advice was also rated very positively, despite the presumably informal nature of the guidance.

Just under a third of stallholders (28 respondents) said they had received advice from their Local Enterprise Company (LEC). The likelihood of having received advice from the LECs varied across the areas, with Borders the only area in which all stallholders said they had advice from the LEC. Although the levels of satisfaction with the advice is lower, the small sample sizes involved should be noted.

A small proportion of stallholders had also received advice from friends, leaflets and the Farmers' Market Web site, and levels of satisfaction with this advice are high, although the small sample sizes again have to be considered. The mean score is based on 1 = not at all useful and 5 = very useful.

Table Twenty: Usefulness of advice/guidance
Base = all respondents

	Source of advice %	Usefulness of Advice/Guidance					Mean score
		Not at all useful %	Not very useful %	Average %	Quite useful %	Very useful %	
Local authority	61	4	2	13	25	53	4.25
Other participants	33	0	3	10	17	52	4.42
Local Enterprise Company	32	11	4	21	25	36	3.74
Friends	13	0	0	9	27	45	4.44
Leaflets	7	0	0	33	33	17	3.80
Farmers' Market Web Site	6	0	0	40	40	20	3.80

Other sources of advice mentioned, unprompted, were: market organisers (9%) and the Horticultural Development Association (5%). These sources were rated highly by those that had accessed them.

The most likely topics for stallholders to have received written guidance on were Food Hygiene, Food Labelling and Food Handling. Stallholders based in Aberdeenshire were least likely to have received written guidance on these three aspects, possibly because of the high proportion of vegetable stallholders based in Aberdeenshire (although there was also a high proportion of vegetable stallholders in Highlands, and they had received written guidance).

The aspects that stallholders were least likely to have received written guidance on were Food Processing/Manufacturing and Food Composition.

Three respondents (all based in Aberdeenshire) said they had received no written guidance.

Table Twenty-one: Usefulness of written guidance
Base = all respondents who have received written guidance

	Received written guidance %	Usefulness of Advice/Guidance					<i>Mean score</i>
		Not at all useful	Not very useful	Average	Quite useful	Very useful	
		%	%	%	%	%	
Food Hygiene	91	1	1	24	24	37	4.07
Food Labelling	82	1	3	20	23	42	4.14
Food Handling	76	2	0	21	24	41	4.17
Food Storage	68	2	2	22	22	41	4.12
Food Packaging	61	4	0	13	21	49	4.28
Food Processing/ Manufacturing	38	3	0	6	33	45	4.34
Food Composition	25	5	0	5	18	55	4.44

The local authority was the main source of written guidance for all 7 areas covered in the questionnaire, with the Scottish Association of Farmers' Markets the next most important source of written guidance. Very little written guidance was provided by the LECs or other sources.

Table Twenty-two: Source of written guidance
Base = all respondents who had received written guidance

	Local Authority %	Scottish Assoc. of Farmers Markets %	LEC %	Leaflets %	Other %
Food Hygiene	67	18	9	10	16
Food Labelling	52	16	8	9	17
Food Handling	57	14	7	7	15
Food Storage	47	13	9	7	14
Food Packaging	41	16	6	6	16
Food Processing/ Manufacturing	25	9	5	3	9
Food Composition	16	7	3	0	6
None/not stated	30	79	89	86	79

Food Safety Training/Qualifications

Nearly one in five stallholders did not personally have any food safety training or qualifications and 26% said that they had on the job training. Stallholders selling produce other than meat, dairy products or fish were least likely to have food safety training.

Just over half the stallholders held a Basic Hygiene Certificate, with meat stallholders more likely than average to have this qualification. 15% of stallholders had the Intermediate Hygiene Certificate (one in four meat stallholders) and 5% had the Advanced Hygiene Certificate.

Other training mentioned (in each case by only one respondent) was: HNC Meat Supervisory Management, BA Hotel and Catering Management, Hazard Analysis Course, BSc Food Science, PJA (Poultry), Degree Agriculture, Natural Choices, BSc Applied Biology, National Diploma in Dairying, City and Guilds Dairy Management, City and Guilds Cake Decoration, First Aid.

The likelihood of staff, other than the stallholder, having training or qualifications was low, although this may be a reflection of stallholders not employing staff rather than their staff not receiving training. Over half the respondents said that their staff had no training or that the question was not applicable to them. The qualification that staff were most likely to have was the Basic Hygiene Certificate (32%), followed by on the job training (26%). Levels of involvement in other types of training/qualifications were very low.

Table Twenty-three: Food safety training/qualifications held
Base = all respondents

	Stallholder	Other staff
	%	%
On the job training	26	26
Basic Hygiene Certificate	53	32
Intermediate Hygiene Certificate	15	6
Advanced Hygiene Certificate	5	3
Other	13	5
None/not stated	18	52

Local authorities and colleges were the main providers of training, as the table below shows, although the low sample sizes for this table should be noted.

Table Twenty-four: Providers of training
Base = those who have received the training

	On the job	Basic Hygiene	Intermediate Hygiene	Advanced Hygiene	Other
No of respondents	33	59	17	7	12
	%	%	%	%	%
Local authority	12	34	35	29	8
LEC	0	3	0	0	8
College	6	46	18	29	33
Private Provider	24	10	24	29	17
Other	21	5	12	0	17
Not stated	39	8	0	14	42

The main reasons for not taking up food safety training were that stallholders did not have enough time, already had sufficient knowledge or felt it was not necessary. Cost was also an issue.

Table Twenty-five: Most relevant reasons for not taking up food safety training (prompted)
Base = all respondents

	%
Not enough time	21
Plan to go in the future	18
Already have sufficient knowledge	17
Not necessary	14
Costs too much	13
Courses not run locally	3
Courses not aimed at growers/farmers	3
Courses at inconvenient times	2
Not stated	34

Six respondents had suggestions for other food safety training. These were: ITC, lifting, bending and carrying, courses in food safety for stallholders, First Aid, food safety relevant to mail order, Health and Safety, and the Basic Hygiene Certificate should be repeated every 2 years as a refresher course.

Risk Management

53% of stallholders have risk management procedures in place. All stallholders selling dairy and fish products and two thirds of those selling meat had procedures.

The main procedure was HACCP, which two thirds of those with procedures said they had (33% of all stallholders). Other procedures mentioned (each by one respondent) were:

- Assured Produce Scheme
- in-house temperature control
- shellfish tested in the lab
- Butchers Licence, Health and Safety policy
- NFU public liability insurance
- First Aid training and check premises for hazards
- full risk assessment with recorded in-storage (daily) and on-site recordings
- Risk Assessment for small businesses (EAC and Tayside)
- COSHH
- have studied other procedures and drawn from them as necessary
- Chills and Freezer book on stock
- market as a whole has completed full risk assessment

Licensing

Nearly one in five stallholders (18%) said they did not have a licence. The licences that stallholders were most likely to have were a Food Premises Licence (30%) or a Street Traders Licence (22%). 13% had a Market Operators Licence and a further 10% said that the farmers' market as a whole was covered by a licence.

Table Twenty-six : Licences held

Base = all respondents

	%
Food Premises Licence	30
Street Traders Licence	22
Market Operators Licence	13
Full Market Licence	9
Game Licence	8
Butchers Licence	7
Other	8
No licence	18
Not stated	6

Other licences mentioned were: Milk Licence, Organic Certification, Farmed Game Processing and Slaughter Licence, Venison Dealers Licence, Low Throughput Meat Processing Licence, Cutting Plant Licence.

Availability of Facilities at Farmers Markets

The table below shows the facilities stallholders said were available at the markets they attended. This is shown in terms of number of respondents due to the small sample sizes involved.

Table Twenty-seven: Facilities at markets
Base = all respondents

Market (total no respondents in brackets)	Elec. for refrig.	Rubbish collection	Cleaning after market	Hand washing facilities	Toilet facilities
	no of respondents	no of respondents	no of respondents	no of respondents	no of respondents
Aberdeen (2)	1	1	1	2	2
Aberfeldy (1)	1	1	1	1	0
Angus (2)	2	2	2	1	1
Ardrishaig (1)	1	1	1	1	1
Ayr (6)	5	4	3	6	1
Banff (6)	6	3	6	4	4
Cambeltown (2)	2	2	2	2	1
Dundee (6)	5	4	4	6	5
Edinburgh (34)	30	28	29	33	27
Elgin (8)	8	2	5	6	2
Forfar (8)	7	6	6	5	8
Fort William (2)	2	2	0	2	2
Freeport (3)	3	3	3	3	3
Galashiels (5)	5	3	5	5	4
Glasgow – Barras (2)	2	2	2	2	2
Glasgow – Byres (21)	17	16	17	21	19
Haddington (12)	12	11	12	12	10
Hamilton (2)	2	2	2	2	2
Inverness (8)	8	4	2	5	3
Irvine (4)	4	1	1	4	0
Kelso (8)	8	6	8	8	6
Kilmarnock (5)	4	1	1	5	1
Kirkcaldy (13)	10	5	6	13	11
Orkney (1)	1	1	1	1	0
Paisley (6)	5	6	5	6	2
Peebles (8)	8	6	8	8	7
Perth (13)	12	12	11	13	9
Portree (1)	1	0	0	0	0

Market (total no respondents in brackets)	Elec. for refrig.	Rubbish collection	Cleaning after market	Hand washing facilities	Toilet facilities
	no of respondents	no of respondents	no of respondents	no of respondents	no of respondents
Skye and L/alsk (4)	1	2	1	4	4
Stirling (12)	12	7	5	11	8
Tarbert (1)	1	1	1	1	1
Tillicoutry (1)	1	0	0	1	1
Uist and Benbecula (2)	1	2	2	2	1

Local Authority Inspections

Only 6% of stallholders said local authority inspectors visited every market attended. 37% said that there were regular inspections and 51% said that inspections were only 'sometimes'.

The results indicate that the local authorities with the least frequent inspections (ie all stallholders based in the area saying that inspections were sometimes or never) were: Aberdeenshire, Argyll and Bute, East Ayrshire and Moray.

Table Twenty-eight: Frequency of local authority inspections
Base = all respondents

	%
Always (every market I attend)	6
Regularly (almost at every market I attend)	37
Sometimes (not often)	51
Never	1
Not stated	6

Satisfaction with Facilities at Farmers' Markets

Levels of satisfaction with the facilities at farmers' markets were high: 45% of stallholders said that they were very satisfied and a further 47% said that they were quite satisfied. Only 3% (3 respondents said that they were dissatisfied.

Table Twenty-eight : Satisfaction with farmers' markets
Base = all respondents

	%
Very satisfied	45
Quite satisfied	47
No views either way	2
Quite dissatisfied	1
Very dissatisfied	2
<i>Mean score</i>	<i>4.34</i>

Three quarters of stallholders had no suggestions for improving food safety at farmers' markets. The suggestions made are listed in full below. All suggestions were made by one respondent unless otherwise stated:

- more/better handwashing facilities (5 respondents – mainly from Angus)
- more/better toilets (3 – all from Angus)
- main electricity rather than generators/petrol generators shouldn't be allowed (2)
- proper cooking demonstration facility
- Moray Council being more helpful/approachable
- prohibit dogs from market stalls
- ensure all stallholders handling food have Basic Hygiene Certificate
- greater involvement of EHO
- back-up power supply in case of failure
- more dedicated parking for refrigerated vans
- possibly side shades for stalls
- internal FM quality control (eg Farmers' Market accredited)
- same standards of inspection across all regions
- refrigeration must be used where appropriate
- rubbish collection
- guidance note to consumers on tasting
- resent selling produce to full red meat standard when game venison is never inspected
- power must be provided early enough to enable chills to reach correct temperature
- better location on concrete or tarmac

Meat Stallholders

The 32 stallholders who sold meat at farmers' markets were asked to complete the final section of the questionnaire asking about their views on the current regulations on the processing of meat for sale, including the requirement that meat is processed in a licenced abattoir.

Only five of the meat stallholders, all from different areas, had experienced difficulties with legal requirements for the processing of meat. The difficulties that these stallholders had related to the expense entailed in going to an abattoir and the fact that "because of restrictions, abattoir / processing units are not always able to hang meat long enough to mature properly before cutting and packing" .

Other comments were:

"They are very inflexible, burdensome and expensive!"

“The fact that there is no abattoir in Uist with licence for butchering meat for the market means that we have to send our beasts to Barra via ferry and that costs a lot of money and time.”

“No problem with the legislation, however all our meat is packed by a licensed packer and I am very suspicious that we do not get all our meat back – only solution is to pack our own product.”

Five meat stallholders felt that the current regulations restricted their participation in farmers’ markets. The main issues for these respondents related to difficulties in finding licensed cutting plants locally and the suggestion that butchers should also be licensed.

“I do not have a butcher’s shop, but do have approved premises. I sell bacon, ham and sausages, but am only allowed to sell the same amount of meat at markets as I can sell at the farm gate. (This would be resolved if my premises were classed as a butcher’s shop). It’s crazy.”

“The ruling is that all meat after being slaughtered at an E.U. abattoir must be cut at a licensed E.U. cutting plant. I used to sell lamb but am unable to find a suitable cutting plant able to provide the service locally (including Aberdeenshire).”

“The requirement to have meat processed through a licensed cutting plant is very restrictive and costly. The work could be done by a high street butcher, which would be a welcome source of income for them in difficult times.”

“Because we have to use the only cutting plant in the area, product diversity is limited. Therefore we are unable to supply our market adequately.”

One stallholder commented specifically on the danger of adding to the regulations for farmers’ markets:

“We are very much aware of the pressures for more stringent regulations despite the declared aim of environmental health regulation to achieve the desired standard rather than merely following a rigid line. For example, perishable goods sent in securely chilled containers is allowed rather than needing small refrigerators! Market and processing regulations could become overkill and will certainly start restricting diversity etc.”

A number of stallholders commented on the changes they would like to be made to current regulations to make trading in meat at farmers' markets easier, whilst continuing to safeguard the consumer. The main comments confirmed the demand that butchers' should be licensed to process meat for farmers and highlighted concerns over the restrictions imposed by having to use licensed cutting plants.

"There should be some flexibility in the regulations to allow selected, specially licensed butchers' premises to process for farmers. It is wrong that we have to rely solely on cutting plants. We are restricted to their processing capabilities, which is not satisfactory."

"Do away with the requirement of having meat processed through a licensed cutting plant, which is restrictive and costly."

"The problem is there are so very few packers, and they are hard to replace. The solution is to pack your own, but capital cost and economies of scale are a real problem."

"By granting certain butchers permission to act as cutting and vac-packing plant without increasing the food safety risk. This would allow meat to be processed locally."

"Instead of insisting that fresh meat is only handled through a cutting plant, allow it to be handled by an approved butcher."

The need for fresh meat to be cut in a licensed cutting plant is restrictive and in some cases calls for many more food miles to be travelled, when a licensed butcher's premises could provide the same service. Cutting plants have little or no interest in the provenance of the meat and this leads to indifferent handling, packing and labelling. (This complaint has been made time and time again) There should be a system whereby a butcher can be approved to handle fresh meat for a farmers' market retailer.

Other comments are shown in full below:

"We could look at the restrictions placed on similar marketing ventures in Europe, for example, the open markets of France, the salami processing and marketing in Italy, the selling of raw meat. It would be interesting to know if the incidence of sickness / contamination is higher or lower as a result of the existing regulations, especially in the hotter regions. Is there outside pressure on the "environmental health" system to turn the existing valuable "guidance" into "regulation"?"

“If labelling of meat was better i.e. country of origin as well as country of cutting and/or processing, there would not be such a reliance on Farmers’ Markets as our produce would be easier to sell in supermarkets etc. The consumer would be in a position to pick truly British or Scottish produce and would eventually knock out imports. For the success of marketing of Scottish meat, we must all be on a level playing field. Will the regulations applied after this survey be followed to the letter in other E.U. countries, or will they be applied at all?”

“How the vendor chooses to keep his produce below this temperature is immaterial, so it could be electric refrigeration, ice, insulation, icegel or a combination. I maintain that an insulated container is more efficient at maintaining temperature than an overcrowded refrigerator unit with the sun blazing down on it!”

RESEARCH RESULTS: ENFORCERS

Market Inspections

Eighteen of the twenty interviewees inspected one market in their area, with only one (at Borders Council) inspecting more than one market. One interviewee did not inspect the market in his area “because it is on a Saturday”. Where there was more than one market in a local authority area (such as Glasgow), different enforcers would attend each market.

Three enforcers visited the markets in their area every time it was held (Edinburgh, Orkney and Western Isles), and a further five said they visited the market almost every time it was held. Ten of the enforcers inspected markets occasionally, usually saying that they visited the market between 2-3 times a year. Only one interviewee mentioned, unprompted, that, in addition to visiting the market in his area “about once a month”, he would make a specific visit to inspect a new stallholder.

Foods Sold

Vegetables, home baking (usually bread), lamb, pork, beef, fruit and preserves were the main products that enforcers were aware of being sold at the market/s in their areas. Many products were described as ‘seasonal’, suggesting that the presence of many stallholders varied depending on the time of year.

Table Twenty-nine: Foods sold at farmers’ markets
Base = all respondents

	No of respondents
Vegetables	20
Home Baking	18
Lamb and Mutton	17
Pork and Bacon	17
Beef	16
Fruit	16
Preserves	16
Fish	15
Herbs	15
Eggs	15
Game and Venison	14
Cheese	14
Meat Products e.g. burgers and pies	12
Honey	12
Confectionery	11
Chicken	9
Drinks	9
Ostrich	8
Milk/butter/yog	5
Ice cream	3

Provision of Facilities

The provision of facilities by the local authorities varied enormously. The fact that some markets were adjacent to local authority property meant that the council was able to supply electricity, hand washing facilities and toilets through an existing property. In other cases the local authorities did not provide facilities at all because the markets were in area in which facilities were available, such as adjacent to a shopping centre or next to a public toilet. In one case the enforcer said that the stallholders had an agreement with the local pub to use their hand washing and toilet facilities.

Local authorities were most likely to provide (usually through existing sources) electricity, hand washing facilities and rubbish collection. The 'provision' of rubbish collection often consisted of no more than supplying bin bags to the stallholders. Cleaning up after a market was usually the responsibility of the stallholders and toilet facilities were most commonly available through public toilets.

Table Thirty: Provision of facilities
Base = all respondents

	No of respondents		
	local authority	stallholders/organiser	other/not known
Electricity for refrigeration	14	2	4
Rubbish collection	11	6	3
Cleaning up after the market	5	8	7
Hand washing facilities	11	3	6
Toilet facilities	5	-	15

All the enforcers interviewed said that refrigerated units were used to display and sell food products at the markets, although one said that some stallholders "used ice instead". The refrigerated units were, in some cases, supplied by the market organisers to stallholders who did not have their own. One enforcer described how "the market organiser will supply a limited number of units to relevant stallholders".

The amount of preparation work done by local authorities varied, as you would expect, according to the location of the market. In many cases the market was held on a site that required no preparation, with 13 local authorities saying they did not have to prepare the site as it was held in 'dead' space or a location such as a car park or town square.

Table Thirty-one: Preparation of Outdoor Farmers' Markets Sites by Local Authority
Base = all respondents

	No of respondents
Road closures	6
Parking restrictions	6
Cleansing and waste disposal	2
Electricity supply	5

Provision of Written Guidance

Most local authorities provided written guidance on food storage, handling and hygiene, but they were less likely to cover food processing/manufacture and composition. The two local authorities who did not provide written guidance, said that this was provided to stallholders by other local authorities (unspecified). Comments suggested that the guidance often consisted of a leaflet or series of information sheets, with the Perth and Kinross Council guidelines used as the basis for the advice.

There was very low awareness of what other sources of written guidance were given to stallholders.

Table Thirty-two: Written guidance provided to stallholders by the local authority
Base = all respondents

	No of respondents
Food Storage	18
Food Hygiene	18
Food Handling	18
Food Labelling	16
Food Packaging	16
Food Composition	14
Food Processing/manufacturing	13

Other areas covered in the written guidance to stallholders were Health and Safety, First Aid, Weights and Measures and Trading Standards

Provision of Food Safety Training

Only seven local authorities provided training on food safety, with all the rest saying that local Colleges were the main source of training. Local authority training was likely to cover the Basic Hygiene Certificate and Intermediate Hygiene Certificate. One local authority specifically said that they 'liked' their stallholders to have the Basic Hygiene Certificate.

Table Thirty-three: Training provision
Base = all respondents

	No of respondents	
	Local authority	College
Basic Hygiene Certificate	7	12
Intermediate Hygiene Certificate	4	15
Advanced Hygiene Certificate	0	15
Other Qualifications	2	9

Licences Issued to Stallholders

Four of the 20 interviewees did not issue licences to farmers' markets. One interviewee said they did not issue a licence because "it's held on Council land so we assume the market complies to our regulations". Another respondent said they asked stallholders to complete a 'food safety form'.

The most likely licence to be issued was the Market Operators Licence, which ten of the enforcers mentioned. Three of the authorities issued a Street Traders Licence to individual stallholders (in one case they said they waived the fee), two said they issued a Market Traders Licence and in one case they issued a Full Market Licence.

Table Thirty-four: Licences issued
Base = all respondents

	No of respondents
Market Operators Licence	10
Street Traders Licence	3
Market Traders Licence	2
Full Market Licence	1
Game Licence	1
Food Premises Licence	0
Butchers Licence	0
No licences issued	4

Monitoring of licences seemed to fairly relaxed, with seven respondents saying the monitoring was done through ‘visits’ and three saying they were unsure how it was done. In five local authority areas licences were monitored as it was done through the Legal section. Five enforcers did not comment on this aspect of licences. The relaxed approach to monitoring was summed up by one respondent: “we’re fairly relaxed about markets because we’re used to running other markets and we have a file on all the stallholders”.

Food Labelling

Thirteen enforcers felt that the food labelling requirements were being met on produce sold at farmers’ markets always and a further 5 thought that the requirements were being met ‘sometimes’.

Monitoring of the requirements for labelling was most likely to be undertaken through looking at labels (11 enforcers), with five saying they conducted monitoring through ‘inspections’ and three respondents saying that they took samples. One enforcer said that there was no monitoring of food labelling at farmers’ markets because “hygiene is more of a priority than labelling”.

Table Thirty-five: Monitoring of labelling
Base = all respondents

	No of respondents
Look at labels	11
Take samples	3
Visits/inspections	5
No	1

Monitoring Food Hygiene

The most common method of monitoring food hygiene requirements at farmers’ markets was through visits or inspections. Three enforcers said that they relied on their relationship with ‘the main players’ and allowed stallholders to self-regulate. Only one stallholder mentioned specifically that they checked for the availability of hand washing or hygiene wipes on the stall and carried out temperature checks. Since this question was unprompted, these actions may be part of the visits carried out.

Satisfaction with Farmers' Markets

There were high levels of satisfaction with the way in which farmers' markets were managed. Eight interviewees said they were very satisfied and ten said that they were quite satisfied. Only one enforcer was dissatisfied with the management of the market (one had no views as he did not visit the market). The one enforcer who was dissatisfied was in an area where the organisation running the farmers' markets had only been set up in the last year. She said that "the only problem was that street traders licences were complicated. Now the organisation has been set up it is more straightforward".

Table Thirty-six: Satisfaction with management of farmers' markets
Base = all respondents

	No of respondents
Very satisfied	8
Quite satisfied	10
No views either way	1
Quite dissatisfied	1
Very dissatisfied	0

The main reasons for high satisfaction was that the market organisers were considered to be well organised and know what they were doing. This clearly led the enforcers to have confidence in the standards of the market in their area.

The main suggestions for improving markets related to introducing hand washing facilities and developing better protection for the stalls in bad weather. The fact that most food was pre-packaged meant that enforcers saw very few problems. The comments on food safety are shown below in full:

"I'm relatively happy. There's very little open food."

"Most products are pre-packed."

"We're happy as everything is pre-packed."

"Possibly markets are oversafe – nice to have less packaging."

"There's only half a dozen stalls. Better stall protection from adverse weather conditions."

"Clearer requirements on refrigeration and clearer legislation on how a stall should be run/covered."

"Marquees/coverings should be big enough to cover stalls and there should be handwashing facilities."

"Greater refrigeration."

"Additional refrigeration."

“There should be handwashing facilities.”

“It’s low risk food. A better water supply and hand washing facilities

“There should be a national standard on food safety, covering labelling, hygiene and advice for stallholders trying to sell meat on slaughter, packaging and labelling.”

Other comments suggested that the local authorities were keen to see farmers’ markets develop, although the extent to which the council would assist the development varied. In most cases the enforcers saw the authority as having a relatively passive role in the development, as illustrated by a comment from one interviewee: “Stallholders were told about regulations at the start and accepted them. The Council is seen as helping the market, not as an outside agency.” The Local Enterprise Company (LEC) was mentioned as the organisation most likely to actively support the market.

In a few areas the local authority had taken an active role in developing the market. One enforcer described how the Council and LEC had gone into partnership to help the local market develop because it was seen as an important way of helping farmers’:

“There is extensive help provided by the Council with funding, marketing, etc. The LEC, Economic Development, Environmental Health and Licensing Departments and the Association representing the farmers’ market are working together to develop the farmers’ market.”

Views on Meat Sales

Meat was sold at 19 of the markets. Stornoway was the only market not to sell meat. Four of the enforcers had experienced difficulties in enforcing the current regulations regarding the processing of meat for sale at farmers’ markets. Three enforcers described problems relating to the availability of cutting facilities. In one area the enforcer commented: “I’ve heard rumours that butchers are cutting meat but not selling it and they are not licensed to do so.” In another area the enforcer said that they had had to ‘relax’ the absolute requirements for meat processing initially and the system worked a lot better now.

Nine enforcers felt that the current regulations restricted the selling of meat by stallholders at farmers’ markets. The main restriction was felt to be the difficulty in stallholders accessing abattoirs locally. Several enforcers felt that the problem would be overcome if butchers were able to process meat for stallholders.

“Local butchers should be allowed to cut fresh meat, this should be at the discretion of the local authority.”

“Now that butchers are licensed, stallholders should be able to use local butchers.”

“Allow licensed butchers to do the job for stallholders – we need to look at that.”

SUMMARY AND CONCLUSIONS

Consumers

- The profile of consumers visiting farmers' markets was predominantly female, aged over 45 years old and in full time employment or retired.
- Consumers are travelling short distances to visit their local markets about once a month or less often and the research suggests that they are unlikely to visit markets other than the one held locally.
- The quality of products was the main reason for purchasing foods from farmers' markets, although consumers also mentioned a desire to support local producers and farmers as being an important reason.
- The most frequently purchased products were vegetables and fruit, followed by red meat, and other products (such as preserves, honey, etc). Not surprisingly, there appears to be link between likelihood of purchase and availability: the products least likely to be purchased were drinks, fish, white meat and eggs.
- The main reason for not purchasing from farmers markets was the convenience of supermarket shopping and consumers were unlikely to mention (unprompted) concerns about health and safety issues at farmers' markets.
- The low level of concern about health/hygiene related issues was confirmed by the fact that consumers were much less likely to be concerned about food safety at farmers' markets than supermarkets or local grocery shops. Nearly 60% of consumers said they were not concerned with food safety at markets, compared with 25% saying they were not concerned about supermarkets.
- Food labelling appears to be an important issue for consumers: nearly 90% said that they looked at food labels when purchasing food. Younger consumers (aged under 35 years old) were more likely than older respondents to look at labels.
- The main information consumers read on labels is the use by/best by date, although a high percentage also read the list of ingredients, country of origin and nutritional information.
- Food labelling on food products was considered about the same as food sold elsewhere, with only 7% of consumers perceiving it as worse (and 16% saying it was better).

- Consumers' positive experience of farmers' markets was confirmed by the high levels of satisfaction expressed with the visit.
- Overall, the results suggest that the consumers currently visiting farmers' markets are most likely to be concerned about the quality of food sold and they appear to have few concerns about food safety or hygiene. The fact that farmers' markets are perceived more positively than supermarkets in terms of food safety, is an indication of the positive perceptions.

Stallholders

- The response rate to the stallholders' survey was disappointing, given the nature of the research. Feedback from the organisers suggests that stallholders were concerned about the results of the study being used to increase regulations relating to food sales and this should be considered in the actions taken as a result of the study.
- Replies were received from 18 local authority areas in Scotland, giving good cross section of views from across the country.
- The results suggest that stallholders are regularly attending markets outside the local authority area in which they are based. The two markets that stallholders were most likely to visit were Edinburgh and Glasgow Byres Road.
- Vegetables, red meat and preserves were the most likely products to be sold by stallholders, reflecting the purchasing habits of the consumers.
- Two thirds of stallholders produced their food on the farm and a quarter used their home, kitchen or kitchen garden. Approximately a fifth had their own manufacturing premises and only 8% said they used another local manufacturer.
- Stallholders were likely to be using a range of outlets for selling their products. Catering outlets and shops were the two main outlets used. A fifth of stallholders did not use outlets other than farmers' markets.
- Chilled refrigerated vans were used by three quarters of the meat stallholders to transport their goods to the markets. 16% of meat stallholders transported their produce in non-refrigerated vans.

- The distances travelled to markets reflected the fact that stallholders were likely to visit several markets. Over half the stallholders travelled a maximum distance of more than 30 miles to reach farmers' markets.
- The main source of advice for stallholders was local authorities, mentioned by 61% of stallholders,. Other participants and LECs had provided advice/guidance to around a third of stallholders.
- Local authorities were also the main source of written advice, providing advice on Food Hygiene, Food Labelling and Food Handling. Very few stallholders had received advice on Food Composition or Food Processing/Manufacture. This was confirmed in the interviews with local authority enforcers.
- Just over half the stallholders held a Basic Hygiene Certificate and 15% had the Intermediate Hygiene Certificate. The likelihood of staff, other than stallholders, having training or qualifications was low, although this may be because stallholders did not employ staff. Local authorities and colleges were the main sources of training.
- Stallholders were likely to hold a Food Premises Licence and/or a Street Traders Licence. One in five stallholders did not have any Licence.
- Satisfaction with the facilities at farmers' markets was high: 45% of stallholders were very satisfied and 47% were quite satisfied.
- The main suggestions for improving food safety related to the improvement of hand washing and toilet facilities.
- A minority of meat stallholders felt that the current regulation on the use of licensed abattoir restricted their participation in farmers' markets. Some stallholders had difficulties in accessing abattoirs and others found the services offered restricted their business. The main suggestion for developing regulations was that butchers should be licensed to process meat for farmers.

Enforcers

- The interviews with enforcers confirmed the findings from the farmers' markets that inspections were most likely to be carried out occasionally.
- The provision of facilities varied across the local authorities. In some cases facilities were via an adjacent local authority building, or other premises (such as a pub). Local

authorities were most likely to provide (through existing premises) electricity, hand washing facilities and rubbish collection. The provision of rubbish collection often consisted of no more than supplying bin bags to the stallholders.

- Enforcers said that refrigerated units were used at all the markets. Stallholders or market organisers were often responsible for supplying the units.
- Very few authorities had to prepare the market site since the locations were often on car parks or 'dead' spaces.
- Only two local authorities did not provide written guidance to stallholders, saying that guidance was provided by other local authorities.
- The provision of food safety training by local authorities was limited and interviewees saw local colleges as the main source of training.
- A fifth of the local authorities interviewed said that they did not issue licences to stallholders or farmers' markets, reflecting the results of the stallholders' survey. A Market Operators Licence was the most likely licence to be issued, followed by a Street Traders Licence and Market Traders Licence.
- Monitoring of licences by local authorities appeared to be fairly relaxed, with seven respondents saying that monitoring was done through 'visits' and three saying they were unsure how it was done. This may be due to the fact that monitoring of licences is done through the Legal department rather than Environmental Health (or equivalent).
- Enforcers expressed high levels of satisfaction with the management of farmers' markets in their area, considering them well organised. The main comments on improving markets related to introducing hand washing facilities and developing better protection for bad weather.
- Only a small minority of enforcers had experienced problems in enforcing the current regulations relating to processing of meat for sale at farmers' markets. The difficulties were the same as those expressed by the stallholders: the lack of local facilities for meat processing. The difficulties of farmers accessing local abattoirs was seen as the main restriction to meat sales and enforcers suggested that butchers should also be licensed to process meat.

- Comments by the local authorities indicated that, on the whole, they were keen to see farmers' markets develop in their area, although the extent to which the council would involve itself in the development varied.

APPENDIX ONE:

QUESTIONNAIRE FOR CONSUMERS

SCOTTISH FOOD ADVISORY COMMITTEE

Consumers Questionnaire: Face to Face Interviews – Final

Respondent's full name Tel Number

Address

City/Town Post code Interview date

Interviewed by ID

I declare that this interview has been carried out strictly in accordance with the MRS Code of Conduct and with a person unknown to me.

Signed

Classification

***Gender**

Male 1
Female 2

***Age SHOW CARD**

16-24 1
25-34 2
35-44 3
45-54 4
55-64 5
65 plus 6

No of children in h/hold

None 0
One 1
Two 2
Three plus 3

Market location

Ayr 1
Banff 2
Byres Rd, Glasgow 3
Dundee 4
Edinburgh 5
Haddington 6
Irvine 7
Inverness 8
Kelso 9
Perth 10

***Working status of respondent**

Full time employment 1
Part time employment 2
Retired 3
Full time education 4
Unemployed (seeking work) 5
Unemployed (not seeking work) 6

Local authority area (resident) ASK RESPONDENT

Aberdeen City	1	East Renfrewshire	12	Orkney Islands	23
Aberdeenshire	2	Edinburgh	13	Perth & Kinross	24
Angus	3	Falkirk	14	Renfrewshire	25
Argyll and Bute	4	Fife	15	Shetland Islands	26
Borders	5	Glasgow	16	South Ayrshire	27
Clackmannanshire	6	Highland	17	South Lanarkshire	28
Dumfries and Galloway	7	Inverclyde	18	Stirling	29
Dundee City	8	Midlothian	19	West Dunbartonshire	30
East Ayrshire	9	Moray	20	West Lothian	31
East Dunbartonshire	10	North Ayrshire	21	Western Isles	32
East Lothian	11	North Lanarkshire	22	Resident outside Scotland	33

Good morning/afternoon, my name is, I am working on behalf of Scotinform, an independent market research company. I am asking people for their views on food and food products sold at farmers markets.

A Do you or your close family work in any of the following?

- Journalism 1 CLOSE
- Marketing/market research 2 CLOSE
- Farmers' market stallholder or organiser 3 CLOSE
- Local authority 4 CLOSE
- Food manufacture or retailing 5 CLOSE

Q1 How often do you visit farmers' markets? **PROMPT IF NECESSARY**

- Weekly 1
- Fortnightly 2
- Monthly 3
- Every 2 months 4
- Every 3-4 months 5
- Every 6 months 6
- Once a year 7
- Less often than once a year 8

Q2 How far did you travel to reach this farmers' market?

- Under 2 miles 1
- 3-15 miles 2
- 16-30 miles 3
- 31 - 45 miles 4
- Over 45 miles 5
- IF OVER 45 MILES PLEASE SPECIFY

Q3 Have you visited any other farmers' markets in the past 12 months? **PROMPT IF NECESSARY**
NOTE THIS EXCLUDES THE INTERVIEW LOCATION

- | | | | |
|------------------------|----|-----------------------|----|
| No/none | 0 | Hamilton | 22 |
| Aberdeen | 1 | Inverness | 23 |
| Angus | 2 | Irvine | 24 |
| Ardrihaig | 3 | Kelso | 25 |
| Ayr | 4 | Kilmarnock | 26 |
| Banff | 5 | Kirkcaldy | 27 |
| Cambuslang | 6 | Largs | 28 |
| Campbeltown | 7 | Lochwinnoch | 29 |
| Dalkeith | 8 | Nairn | 30 |
| Dornoch | 9 | Orkney | 31 |
| Dundee | 10 | Paisley | 32 |
| East Dunbartonshire | 11 | Peebles | 33 |
| Edinburgh | 12 | Perth | 34 |
| Elgin | 13 | Rothesay | 35 |
| Forfar | 14 | Skye and Lochalsh | 36 |
| Fort William | 15 | Stirling | 37 |
| Galashiels | 16 | Stornoway | 38 |
| Glasgow – Byres Road | 17 | Tain | 39 |
| Glasgow – Barras | 18 | Uist and Benbecula | 40 |
| Glasgow – Candleriggs | 19 | Wick | 41 |
| Glasgow – Enoch Square | 20 | Other please write in | x |
| Haddington | 21 | | |
| | | | |

Q4 Do you usually buy food or food products (including drinks) at the farmers' markets

- Yes 1 ASK Q4a
- No 2 GO TO Q6

Q4a What are the main reasons for purchasing foods at farmers markets?

DO NOT PROMPT

- Price/cost 1
- Quality of products 2
- Can ask for details of how food produced/talk to stallholders 3
- Safer food 4
- Know origin of food/where goods are produced 5
- Organic/Less/no pesticides and chemicals used in production 6
- Support/buy direct from local producers/farmers 7
- Don't like/trust supermarkets 8
- Other x

.....

Q5 How often do you buy the following food types at farmers' markets? **READ OUT LIST OF FOODS**

	Usually buy	Occasionally buy	Never buy
Red meat (lamb, beef, game, etc)	1	2	3
White meat (chicken, pork, etc)	1	2	3
Meat products (sausages, burgers, pies, etc)	1	2	3
Fish/fish products	1	2	3
Dairy products (cheese, milk, yoghurt, butter, etc)	1	2	3
Vegetables and fruit	1	2	3
Eggs	1	2	3
Home baking	1	2	3
Other products (preserves, honey, confectionery, etc)	1	2	3
Drinks	1	2	3

ASK Q6 OF THOSE WHO NEVER PURCHASE FOODS (ANY CODE 3 AT Q5) OR DO NOT PURCHASE AT Q4 ALL OTHERS GO TO Q7

Q6 What are the reasons for not purchasing foods? **DO NOT PROMPT**

	Red meat	White meat	Meat p/duct	Fish	Dairy	Veg/fruit	Eggs	Home	Other food	Drink
Cost	1	1	1	1	1	1	1	1	1	1
Concerns over quality of products	2	2	2	2	2	2	2	2	2	2
Health/safety/hygiene concerns	3	3	3	3	3	3	3	3	3	3
Uncertainty over product ingredients	4	4	4	4	4	4	4	4	4	4
Uncertainty of product origins	5	5	5	5	5	5	5	5	5	5
Vegetarian/vegan	6	6	6	6	6	6	6	6	6	6
Prefer supermarkets	7	7	7	7	7	7	7	7	7	7
Presentation/packaging of food poor	8	8	8	8	8	8	8	8	8	8
Difficult to carry/transport	9	9	9	9	9	9	9	9	9	9
Other reason SPECIFY	x	x	x	x	x	x	x	x	x	x

ASK ALL
SHOW CARD

*Q7 Now thinking about food safety, how concerned are you about food safety in the following places?
PLEASE SAY IF NECESSARY: 'we are interested in your perceptions of these places, even if you don't shop in them'

	Not at all concerned	Not very concerned	Neither concerned/nor unconcerned	Quite concerned	Very concerned
Abattoirs/slaughterhouses	1	2	3	4	5
Supermarkets	1	2	3	4	5
Local corner/grocery shops	1	2	3	4	5
Farmers markets	1	2	3	4	5
Local butchers	1	2	3	4	5
At home	1	2	3	4	5

ASK Q7 IF QUITE OR VERY CONCERNED (CODE 4 OR 5) ABOUT FARMERS MARKETS IF CODE 1, 2 OR 3 GO TO Q8

Q7a Why do you say that? **DO NOT PROMPT**

Concerns over quality of products	1
Health/safety/hygiene concerns	2
Uncertainty over product ingredients	3
Uncertainty of product origins	4
Presentation/packaging of food poor	5
Other answer PLEASE SPECIFY	x

ASK ALL

Q8 Do you look at food labels when purchasing food?
Yes 1 ASK Q8A
No 2 GO TO Q10

Q8a Do you look for the following information on food labels always, sometimes or never? **READ OUT LIST**

	Always	Sometimes	Never
Use by/best by date	1	2	3
List of ingredients	1	2	3
Country of origin/where food is produced	1	2	3
Nutritional information	1	2	3
Other information SPECIFY	1	2	3
.....	1	2	3
.....	1	2	3

Q9 Do you think the food labelling on produce sold at farmers markets is ..? **READ OUT STATEMENTS**

Better than on similar foods sold elsewhere 1 ASK Q9A
About the same as on similar foods sold elsewhere 2 GO TO Q10
Worse than on similar foods sold elsewhere 3 ASK Q9A

Q9a Why do you say that? **DO NOT PROMPT**

.....
.....

ASK ALL

Q10 Overall, how satisfied are you with your visit to the farmers market today? **ONE ANSWER ONLY**

Very satisfied 1
Quite satisfied 2
No views either way 3
Quite dissatisfied 4
Very dissatisfied 5

Q9a Are there any improvements that could be made to increase food safety at the farmers markets?
PROBE FULLY

CLOSE INTERVIEW

APPENDIX TWO:

QUESTIONNAIRE FOR STALLHOLDERS

Once you have completed this questionnaire, please either hand it back to the interviewer when she returns to collect it, or return it to Scotinform in the freepost envelope provided by Friday, 16th November, 2001.

If you have any questions concerning confidentiality please contact Claire Moni, Food Standards Agency, 6th Floor, St Magnus House, 25 Guild Street, Aberdeen AB11 6NJ.

Q1 In which local authority area are you based? Please tick one area only

Aberdeen City	<input type="checkbox"/>	East Renfrewshire	<input type="checkbox"/>	Orkney Islands	<input type="checkbox"/>
Aberdeenshire	<input type="checkbox"/>	Edinburgh	<input type="checkbox"/>	Perth & Kinross	<input type="checkbox"/>
Angus	<input type="checkbox"/>	Falkirk	<input type="checkbox"/>	Renfrewshire	<input type="checkbox"/>
Argyll and Bute	<input type="checkbox"/>	Fife	<input type="checkbox"/>	Shetland Islands	<input type="checkbox"/>
Borders	<input type="checkbox"/>	Glasgow	<input type="checkbox"/>	South Ayrshire	<input type="checkbox"/>
Clackmannanshire	<input type="checkbox"/>	Highland	<input type="checkbox"/>	South Lanarkshire	<input type="checkbox"/>
Dumfries and Galloway	<input type="checkbox"/>	Inverclyde	<input type="checkbox"/>	Stirling	<input type="checkbox"/>
Dundee City	<input type="checkbox"/>	Midlothian	<input type="checkbox"/>	West Dunbartonshire	<input type="checkbox"/>
East Ayrshire	<input type="checkbox"/>	Moray	<input type="checkbox"/>	West Lothian	<input type="checkbox"/>
East Dunbartonshire	<input type="checkbox"/>	North Ayrshire	<input type="checkbox"/>	Western Isles	<input type="checkbox"/>
East Lothian	<input type="checkbox"/>	North Lanarkshire	<input type="checkbox"/>	Based outside Scotland	<input type="checkbox"/>

Q2 Please tick all the farmers' markets that you attend.

Aberdeen	<input type="checkbox"/>	Hamilton	<input type="checkbox"/>
Angus	<input type="checkbox"/>	Inverness	<input type="checkbox"/>
Ardrishaig	<input type="checkbox"/>	Irvine	<input type="checkbox"/>
Ayr	<input type="checkbox"/>	Kelso	<input type="checkbox"/>
Banff	<input type="checkbox"/>	Kilmarnock	<input type="checkbox"/>
Cambuslang	<input type="checkbox"/>	Kirkcaldy	<input type="checkbox"/>
Campbeltown	<input type="checkbox"/>	Largs	<input type="checkbox"/>
Dalkeith	<input type="checkbox"/>	Lochwinnoch	<input type="checkbox"/>
Dornoch	<input type="checkbox"/>	Nairn	<input type="checkbox"/>
Dundee	<input type="checkbox"/>	Orkney	<input type="checkbox"/>
East Dunbartonshire	<input type="checkbox"/>	Paisley	<input type="checkbox"/>
Edinburgh	<input type="checkbox"/>	Peebles	<input type="checkbox"/>
Elgin	<input type="checkbox"/>	Perth	<input type="checkbox"/>
Forfar	<input type="checkbox"/>	Rothesay	<input type="checkbox"/>
Fort William	<input type="checkbox"/>	Skye and Lochalsh	<input type="checkbox"/>
Galashiels	<input type="checkbox"/>	Stirling	<input type="checkbox"/>
Glasgow – Byres Road	<input type="checkbox"/>	Stornoway	<input type="checkbox"/>
Glasgow – Barras	<input type="checkbox"/>	Tain	<input type="checkbox"/>
Glasgow – Candleriggs	<input type="checkbox"/>	Uist and Benbecula	<input type="checkbox"/>
Glasgow – Enoch Square	<input type="checkbox"/>	Wick	<input type="checkbox"/>
Haddington	<input type="checkbox"/>	Other please write in	<input type="checkbox"/>

.....
.....

Q3 How often do you sell food products at farmers' markets? Please tick one box only

Weekly	<input type="checkbox"/>	Every 3-4 months	<input type="checkbox"/>
Fortnightly	<input type="checkbox"/>	Every 6 months	<input type="checkbox"/>
Monthly	<input type="checkbox"/>	Once a year	<input type="checkbox"/>
Every 2 months	<input type="checkbox"/>	Less often than once a year	<input type="checkbox"/>

Comments

Q4 Which of the foods below do you sell? Please tick all that are applicable

Lamb and Mutton	<input type="checkbox"/>	Cheese	<input type="checkbox"/>	Preserves	<input type="checkbox"/>
Beef	<input type="checkbox"/>	Herbs	<input type="checkbox"/>	Honey	<input type="checkbox"/>
Game and Venison	<input type="checkbox"/>	Vegetables	<input type="checkbox"/>	Confectionery	<input type="checkbox"/>
Pork and Bacon	<input type="checkbox"/>	Fruit	<input type="checkbox"/>	Home Baking	<input type="checkbox"/>
Ostrich	<input type="checkbox"/>	Eggs	<input type="checkbox"/>	Ice Cream	<input type="checkbox"/>
Chicken	<input type="checkbox"/>	Other dairy products	<input type="checkbox"/>	Drinks	<input type="checkbox"/>
Meat Products	<input type="checkbox"/>	eg milk, butter, yoghurt		Other foods	
e.g. burgers and pies				
				

Q5 Where are the foods you sell produced? Please tick all applicable

On the farm	<input type="checkbox"/>
At home/kitchen/kitchen garden	<input type="checkbox"/>
At own manufacturing premises	<input type="checkbox"/>
At another local manufacturer	<input type="checkbox"/>
Other	<input type="checkbox"/>

Q6 Excluding farmers markets, do you have other outlets for your food produce?

No	<input type="checkbox"/>	Please go to Q7
Yes	<input type="checkbox"/>	Please answer Q6a

Q6a Please tick the other outlets you use to sell your food produce.

Own shop	<input type="checkbox"/>
Own farm shop	<input type="checkbox"/>
Other shop(s)	<input type="checkbox"/>
Other farm shop(s)	<input type="checkbox"/>
Wholesalers	<input type="checkbox"/>
On the internet	<input type="checkbox"/>
Caterers e.g. hotels, restaurants	<input type="checkbox"/>
Supermarket	<input type="checkbox"/>

Q7 How do you transport your food products to the market?

By van/truck/lorry (non refrigerated)	<input type="checkbox"/>
By van/truck/lorry (chilled refrigerated)	<input type="checkbox"/>
By car	<input type="checkbox"/>
Other	<input type="checkbox"/>
Please comment on other methods	
.....	

Q7a Do you use a refrigerated unit to display and sell goods?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Sometimes	<input type="checkbox"/>
Not applicable	<input type="checkbox"/>

Q8 Please tick one box in each column to indicate the minimum and maximum distances that you cover to transport your goods to farmers' markets? Please note this refers to mileage for a one way journey, not a round trip

	Minimum mileage	Maximum mileage
Under 2 miles	<input type="checkbox"/>	<input type="checkbox"/>
3-15 miles	<input type="checkbox"/>	<input type="checkbox"/>
16-30 miles	<input type="checkbox"/>	<input type="checkbox"/>
31 - 45 miles	<input type="checkbox"/>	<input type="checkbox"/>
Over 45 miles	<input type="checkbox"/>	<input type="checkbox"/>
if over 45 miles, please specify approx mileage		

Q9 Please tick in the first column below to indicate from which of the following sources you received advice and guidance on how to participate in farmers' markets.

Q9a Please also give an indication of how useful the advice and guidance was by ticking the appropriate column

	Q9 Received advice/guidance	Not at all useful	Not very useful	Q9a Average	Quite useful	Very useful
A Local Authority	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B Farmers Market Web Site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C Local Enterprise Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D Other participants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E Leaflets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F Friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G Other (Please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....						
.....						

Q10a Have you received written guidance on any of the following?
Please tick the box/es in the first column if you received written guidance

Q10b Please give an indication of how useful the written guidance was by ticking the appropriate column.

	Q10a Received written guidance	Not at all useful	Not very useful	Q10b Average	Quite useful	Very useful
Food Storage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Hygiene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Handling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Processing/Manufacturing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Composition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Labelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please comment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

.....

Q10c Please indicate the source of any written guidance you received by ticking the appropriate box.

	Local authority	Scottish Assoc. of Farmers Market	Local Enterprise Company	Leaflets	Other
Food Storage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Hygiene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Handling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Processing/Manufacturing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Composition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Labelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please comment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

.....

Q11 Which of the following food safety training or qualifications have you personally received?
Please tick all applicable in first column

Q11a Which of the following food safety training or qualifications have your staff received?
Please tick all applicable in second column

Q11b Please tick to indicate who provided the training or qualifications.

	Q11	Q11a	Q11b				
	Personal	Staff	Training provided by:				
	Training/ Qualifications	Training/ Qualifications	Local authority	LEC	College	Private provider	Other
On the job training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Basic Hygiene Certificate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate Hygiene Cert.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced Hygiene Certificate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Qualifications (write in)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Please tick the statements, which are the most relevant reasons for not taking up food safety training?

- Costs too much
 - Courses not run locally
 - Not enough time
 - Not necessary
 - Already have sufficient knowledge
 - Plan to go in future
 - Other reason
 - Please comment
-
.....

Q13 Is there any other food safety training relevant to participating in farmers' markets you would find useful? Please write in your answer below

.....

Q14 Do you have any formal risk management procedures in place?

- No
- Yes (please specify)
- HACCP
- Other (write in)
-
-

Q15 Which of the following licenses do you hold? Please tick all applicable

- Street Traders License
 - Full Market License
 - Market Operators License
 - Food Premises License
 - Game License
 - Butchers License
 - No licenses
 - Other (please specify)
-

Q16 Are the following facilities available at the market/s you attend? Please write in the name of the main markets you attend and tick the box to indicate if the facilities are available.

Name of market (please write in)	Electricity for refrigeration	Rubbish collection	Cleaning after market	Hand washing facilities	Toilet facilities
1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17 How frequently do inspectors from local authorities visit the farmers' market? Please tick one box

- Always (At every market I have attended)
- Regularly (Almost at every market I have attended)
- Sometimes (Not often)
- Never

Q18 Overall how satisfied are you with the facilities provided at farmers' markets?
Please tick one answer

- Very satisfied
- Quite satisfied
- No views either way
- Quite dissatisfied
- Very dissatisfied

Q19 Are there any facilities or other measures that would help you to improve food safety at the farmers' market you attend?
Please write in your views

Thank you for taking the time to complete the questionnaire and for providing comments.

Please return to Scotinform, Freepost EH2 184, Edinburgh, EH3 OBR

**IF YOU SELL MEAT AT FARMERS' MARKETS PLEASE ANSWER THE QUESTIONS
ON THE FOLLOWING PAGE**

IF YOU SELL MEAT AT FARMERS' MARKETS
PLEASE ANSWER THE FOLLOWING QUESTIONS

Special legal requirements apply to the processing of meat for sale including the absolute requirement that it be processed in a licensed abattoir.

Q20 Have you experienced any difficulties with the current regulations? Please tick one box

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Sometimes	<input type="checkbox"/>

Please comment _____

Q21 Do the current regulations restrict in any way, your participation in Farmers Markets?
Please tick one box

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Sometimes	<input type="checkbox"/>

Please comment _____

Q22 Are there any changes that you consider should be made to current regulations which would make trading in meat at farmers' markets easier while continuing to safe-guard the consumer?
Please tick one box

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Please comment _____

Thank you for taking the time to complete the questionnaire and for providing comments.

Please return to Scotinform, Freepost EH2 184, Edinburgh, EH3 OBR

APPENDIX THREE:
QUESTIONNAIRE FOR ENFORCERS

**Farmers Markets
Enforcement Officers Telephone Questionnaire: Final**

Name of respondent Phone no

Q1 Which Enforcement Authority do you represent?

Aberdeen City	1	East Renfrewshire	12	Orkney Islands	23
Aberdeenshire	2	Edinburgh	13	Perth & Kinross	24
Angus	3	Falkirk	14	Renfrewshire	25
Argyll and Bute	4	Fife	15	Shetland Islands	26
Borders	5	Glasgow	16	South Ayrshire	27
Clackmannanshire	6	Highland	17	South Lanarkshire	28
Dumfries and Galloway	7	Inverclyde	18	Stirling	29
Dundee City	8	Midlothian	19	West Dunbartonshire	30
East Ayrshire	9	Moray	20	West Lothian	31
East Dunbartonshire	10	North Ayrshire	21	Western Isles	32
East Lothian	11	North Lanarkshire	22		

Q2 Which farmers' markets do you attend?

Aberdeen	1	Hamilton	22
Angus	2	Inverness	23
Ardishaig	3	Irvine	24
Ayr	4	Kelso	25
Banff	5	Kilmarnock	26
Cambuslang	6	Kirkcaldy	27
Campbeltown	7	Largs	28
Dalkeith	8	Lochwinnoch	29
Dornoch	9	Nairn	30
Dundee	10	Orkney	31
East Dunbartonshire	11	Paisley	32
Edinburgh	12	Peebles	33
Elgin	13	Perth	34
Forfar	14	Rothesay	35
Fort William	15	Skye and Lochalsh	36
Galashiels	16	Stirling	37
Glasgow – Byres Road	17	Stornoway	38
Glasgow – Barras	18	Tain	39
Glasgow – Candleriggs	19	Uist and Benbecula	40
Glasgow – Enoch Square	20	Wick	41
Haddington	21	Other please write in	x

.....
.....

Q3. How often do you personally inspect the farmers' market in your area?

Always (I inspect every market in my area)	1
Regularly (I inspect almost every market in my area)	2
Sometimes (I occasionally inspect the market/s in my area)	3
Never	4

Comments _____

Q4 Which foods are sold at the farmers' markets you visit? READ OUT LIST

Lamb and Mutton	1	Cheese	8	Preserves	14
Beef	2	Herbs	9	Honey	15
Game and Venison	3	Vegetables	10	Confectionery	16
Pork and Bacon	4	Fruit	11	Home Baking	17
Ostrich	5	Eggs	12	Drinks	18
Chicken	6	Milk/butter/yog	13	Ice cream	19
Meat Products	7			Other foods	x
e.g. burgers and pies				
				

Q5 Which of the following facilities are provided at the farmers' markets? ASK FOR EACH MARKET INSPECTED

Name of market	Electricity for refrigeration	Rubbish collection	Cleaning after market	Hand washing facilities	Toilet facilities
1.	1	2	3	4	5
2	1	2	3	4	5
3	1	2	3	4	5
4	1	2	3	4	5
5	1	2	3	4	5

Q6 Are refrigerated units used to display and sell food products where appropriate? (eg meat, fish, cheese, etc)

Yes	1
No	2
Sometimes	3

Any comments?

Q7 Does the local authority prepare outdoor farmers' markets sites beforehand?

Road closures	1
Parking restrictions	2
Cleansing/waste disposal	3
Electricity supply	4
Other	x

.....

Any comments?

Q8 Does a) the local authority or b) other organisations in your area provide stallholders/participants with written guidance on the following?

	Local authority	Other agencies
Food Storage	1	1
Food Hygiene	2	2
Food Handling	3	3
Food Processing/manufacturing	4	4
Food Composition	5	5
Food Labelling	6	6
Food Packaging	7	7

Q8a Does your local authority provide written guidance relevant to farmers' markets on any other topics?

Q9 Does a) the local authority or b) other organisations provide food safety training in the following areas?

	Offered		Comments
	a. Local auth.	b. Other org	
Basic Hygiene Certificate	1	1	<hr/>
Intermediate Hygiene Certificate	2	2	<hr/>
Advanced Hygiene Certificate	3	3	<hr/>
Other Qualifications	4	4	<hr/> <hr/>

Q10 What type of licences do you issue to stallholders?

Street Traders License	1
Full Market License	2
Market Operators License	3
Food Premises License	4
Game License	5
Butchers License	6
No licenses	7
Other (please specify)	

Q11 How are the licenses monitored?

Q12 In your opinion are the requirements for food labelling being met on produce sold at farmers markets?

Yes	1
No	2
Sometimes	3

Q13 How do you monitor the requirements for food labelling at farmers markets?

Take samples	1
Look at labels	2
Other	x
.....	

Q14 How do you monitor the requirements for food hygiene at farmers' markets? DO NOT PROMPT

Stallholders have Certificate attained for hygiene training (where applicable)	1
Hand washing or hygiene wipes available on stall	2
Temperature checks if applicable	3
Food is covered correctly	4
Type of packaging offered for goods that are purchased SPECIFY	5
.....	
Other	x
.....	

Q15 Overall how satisfied are you with the way farmers markets are managed in your area?

Very satisfied	1
Quite satisfied	2
No views either way	3
Quite dissatisfied	4
Very dissatisfied	5

Any comments on reasons for satisfaction/dissatisfaction?

Q16 Can you suggest any improvements, such as facilities, that would help improve food safety at the farmers markets?

Q16 Is meat sold at the farmers markets you inspect?

Yes	1 ASK Q17
No	2 GO TO END

As you are aware, special legal requirements apply to the processing of meat for sale including the absolute requirement that it be processed in a licensed abattoir.

Q17 Have you experienced any difficulties when enforcing the current regulations regarding the processing of meat for sale at farmers' markets?

Yes	1
No	2
Sometimes	3

Any comments? _____

Q18 In your opinion do the current regulations restrict the selling of meat by stallholders at farmers' markets?

Yes	1
-----	---

No	2
Sometimes	3

Any comments _____

Q19 Are there any changes that you consider should be made to current regulations which would make trading in meat at farmers' markets easier while continuing to safe-guard the consumer?

Yes	1
No	2

Please comment

THANK AND CLOSE

APPENDIX FOUR

LOCAL AUTHORITY ENFORCER INTERVIEWS

*** INDICATES LOCATION FOR CONSUMER INTERVIEWS**

Aberdeen City

Aberdeenshire (Banff)*

Angus

Argyll and Bute

Borders (Kelso)*

Dundee City*

East Lothian (Haddington)*

Edinburgh*

Fife

Glasgow City (Byres Road)*

Inverness *

Moray

North Ayrshire (Irvine)*

Orkney Islands

Perth and Kinross (Perth)*

Shetland Islands

South Ayrshire (Ayr)*

South Lanarkshire

Stirling

Western Isles

APPENDIX FIVE

DETAILED RESPONSE RATES FOR STALLHOLDER QUESTIONNAIRES

- Questionnaires handed out by interviewers at markets**

Market location	No of questionnaires handed out	Number returned on day	Number returned by post	Total returned to date
Ayr (6th October)	11	4	2	6
Banff (27th October)	7	3	3	6
Byres Rd, Glasgow (27th October)	13	0	2	2
Dundee (20th October)	10	1	0	1
Edinburgh (3rd November)	15	1	2	3
Haddington (29th September)	14	3	5	8
Irvine (13th October)	5	1	1	2
Inverness (6th October)	10	2	3	5
Kelso (22nd September)	10	5	2	7
Perth (3rd November)	10	2	5	7
TOTALS	105	22	25	47

- Questionnaires sent direct to organisers for distribution**

Market	No sent	No returned
Skye	20	5
Benbecula	6	2
Kirkcaldy	20	10
Fort William	10	1
Campbelltown	10	3
Stirling	20	6
TOTAL	86	27