

Report

Local Authority Forum On Farmers' Markets

**16th January 2008
Dublin**

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Introduction

This Forum was organised at the request of The Minister for Food and Horticulture, Mr Trevor Sargent T.D., at the Department of Agriculture, Fisheries and Food and brought together key representatives - Mayors, Local Authority Managers, Cathaoirligh, and Town Clerks - from local authorities for a dialogue on direct routes to market for local food with a particular focus on farmers' markets.

The forum was the first of its kind focusing on farmers markets and signalled the beginning of a process aimed at promoting a common approach among local authorities in dealing with farmers markets. A more joined up approach across departments and agencies and dialogue and co-operation with local authority policy makers was considered necessary to strengthen the growth, viability and prosperity of the farmers' market system in Ireland.

The purpose of the forum was to raise awareness among decision makers within Local Authorities as to the benefits a farmers market could bring to their area and to highlight areas in which the local authority can assist.

Format of event

The forum attracted some 115 local authority representatives including Managers, Councillors, town clerks and Mayors. All counties were represented at the event.

Minister Trevor Sargent, Minister for Food and Horticulture, at the Department of Agriculture, Fisheries and Food, opened the event. There were a number of presentations, including international speakers from France and Wales. There were also two workshop sessions where case studies of successful markets were presented giving participants an opportunity to discuss relevant issues.

A questionnaire was also issued to participants regarding the involvement of local authorities in farmers markets. Official at the Department of Agriculture, Fisheries and Food also completed a survey of farmers' market organisers in December 2007. The information gained at this forum together with previous research will be used to shape future policy in the area.

Background

The agri-food industry with its diverse range of food businesses and good regional spread makes a very positive contribution to the rural economy and to the overall food sector by creating wealth and sustaining jobs. The past few years have witnessed a growing awareness of the value of developing and marketing local resources. On a regional basis the sector is particularly important with over 800 companies providing direct employment to over 50,000 people. This is why it is so crucial to encourage local producers who are providing employment in rural areas.

The “local food” concept, although relatively new to Ireland compared to some of our European counterparts, is becoming increasingly popular throughout the country. The evidence for this can clearly be seen in the opening of farmers’ markets – now over 130, public, private and community markets on the island - farm shops and certain food service establishments showing in which locality foods were produced.

Consumers are purchasing more speciality, regional, local and organic food. They want individual food experiences and to share in the provenance or story behind the foods they enjoy. It is important that we help food producers to find more diverse and direct selling opportunities which will help grow their food business.

As this demand for fresh local and organic produce grows, so do the opportunities for local producers. The Irish organic retail market was estimated to be worth some €66 million in 2006, compared to €8 million in 2003. There are clear opportunities for local growers to meet this growing demand for local and organic produce.

The experience of farmers’ markets suggests that they can provide wide-ranging benefits, both locally and regionally which can be measured socially, environmentally and economically. These include access to affordable in-season quality fresh food, more money circulating in local economies, the preservation and development of regional specialties, more choice for consumers and opportunities for producers as well as environmental benefits. Well-organised and consistent quality markets can become a valuable tourist attraction, increasing footfall in towns to the benefit of all retailers.

Local food production supports local producers and food enterprises. Monies generated in the local community may in turn be spent there, supporting other local enterprises. It is a win win situation with consumers having access to the local fresh products they desire, and the environment and the economy benefit at the same time. Farmers markets can also add to the sense of community spirit in an area. In terms of direct economic benefit, recent research has shown that every €10 spent at a farmers’ market results in a net income of €24 for the local community. It has also been estimated that the trade for other businesses increases by up to 30% when a farmers’ market is run in a town.

Minister Sargent's Opening Address

The Minister began by setting out the purpose of the event which was to raise awareness of the benefits of farmers markets, consider areas of best practice and to begin a process of dialogue and co-operation. The Minister told the delegates that he would be promoting a joined up approach across Departments and agencies in co-operation with local authorities, Ministerial colleagues and other key players in the area. Some of the issues would could be best advanced through a joined up approach included planning, accessibility, affordability and on site facilities.

The Minister highlighted the recent growth in popularity for local food and farmers markets. Consumers are demanding local produce as issues such as traceability, provenance and food safety are becoming more important. The environment, food miles, carbon footprint and the general experience of the market were identified as drivers in the growth in popularity of farmers markets. The Minister set out some of the benefits of farmers markets including contributing to the identity, culture and tourism of towns and cities and the significant economic and social contribution they can bring.

The Minister gave details of the farmers market system in France which has become the bed rock of local food and wine economies. French municipalities effectively run their farmers markets and they make up the outlet for a large proportion of food in comparison to Ireland.

The benefits of farmers markets were highlighted by the Minister and included social, environmental and economic benefits. The Minister also urged local authorities to view farmers markets as an asset to their area in terms of wealth generation, promoting tourism and providing an outlet for local producers. Issues such as location, signage, facilities including electricity and water and support from the local authority are important if a market is to succeed.

Irish Food Industry (Marian Byrne, Principal, Food Division, DAFF)

A brief overview of the Irish Food industry was given to set the context for the remainder of the presentations and discussions on Farmers Markets. The 1970s saw succession to the EU and with that came new sources of investment and funding to help modernise the Irish Food Industry. The 1980s saw greater investment in dairy and meat production and new opportunities opening up on EU and world markets as well as the development of new retail supermarkets in Ireland. More recent development included the National Development plans, a greater investment in food research, the establishment of Bord Bia and other development agencies.

All of the above has combined to ensure that Ireland has a very successful food industry with a gross output of some €20 billion per annum representing some 9% of GDP. The industry has a good regional spread and over 750 food and drinks companies directly employ some 50,000. The value of exports was €8.6 billion in 2007 representing 20% of net export earnings. Ireland is currently the largest net beef, dairy and lamb exporter in the EU. To help consolidate this position the current National Development Plan has allocated €89m for marketing and investment and €100m for food research. The Department of Agriculture, Fisheries and Food Agri Vision 2015 also prioritises Innovation, Competitiveness and Consumer requirements as its three main pillars.

Changing lifestyles and consumer demands have created opportunities within the food industry including a growing demand for local and organic produce. The number of farmers markets has been steadily increasing in Ireland and currently stands at over 130. To assist in the development of this sector the Department of Agriculture, Fisheries and Food carried out a survey of existing markets to provide a statistical overview of the current situation and to identify any issues facing market organisers.

In total 110 markets were surveyed with 48 replies received by January 2008. 27 of these were held on public sites and 19 were privately run. Of the 48 replies 27 indicated that the local authority provided some services including toilets, water, electricity and signage. Some of the main issues arising from the survey of market organisers included:

- the importance of signage, particularly permanent signage
- the need for a centralised authority
- the need for regulations governing farmers markets
- the importance of local authority support
- health guidelines need to be consistent in
- funding required
- need for facilities such as toilets, water and electricity

National Farmers' Retail & Markets Association – Gareth Jones (FARMA UK)

Details were provided on the FARMA certified farmers markets in the UK. The inspiration for the certification of UK markets came from a visit to California where a similar programme was already in place.

The first modern farmers market in the UK was established in Bath in 1997. This has grown to some 550 markets today. This is still a long way off the 35,000 markets that operate in France. Of the 550 markets 230 are members of the FARMA certification and accreditation scheme. The accreditation scheme requires that stall holders meet certain criteria which includes:

- Stallholders sell only their own products
- Principal stallholder is involved in production
- Produce produced in locality (typically 30 miles from market)
- Certain market rules and guidelines need to be followed

Markets apply to the certification and accreditation scheme by submitting a copy of their rules and guidelines. If in order the market will be inspected within 12 weeks by an independent agent who will check the market and producers. A report is written and sent back to FARMA headquarters. This is then forwarded to market with a compliance form and upon return contracts are issued. A certificate is issued and the market will then be supported and promoted by FARMA. A more rigorous ongoing inspection process is the next step being developed by FARMA to ensure standards remain high within certified markets.

FARMA inform consumers of certified markets through a variety of promotional material and facilitate improvements in markets through networking opportunities, sharing best practice and research.

The Paris Market System (Sofie Bret and Arnauld Bochurberg)

Markets have been in place in Paris since medieval times with local authorities directly responsible for their management and development. In recent years the day-to-day management has been contracted out to private companies.

Over 70 markets currently operate in Paris with some 5,000 traders and over 30% of Parisians visit a market weekly with a further 12% going more regularly. Markets are regulated on a legal basis and must have 10% fruit and vegetables and a minimum 10% organic produce. Only registered traders may work in stalls in Paris.

Local Authorities provide all services to markets such as electricity, water, cleaning and toilets. Stands are erected for traders who pay a small fee per day based on the size of their stall. Entertainment and the social interaction is a big part of the French market experience.

Paris currently has three dedicated organic markets and traders and food producers must provide specific organic certification ensuring all produce is organic. Regulation and standards are an important element of the French system.

Farmers Markets in Ireland (Darina Allen)

Ms Darina Allen began her address by saying how thrilled she was to see so many in attendance at The Forum and to thank The Minister for inviting everyone.

She is an organic small farmer herself, and understands how difficult it is to make a living at farming. She believes that the establishment of farmers markets could be the solution, to people staying on the farm here in Ireland. Local food used to be considered second rate but nowadays, “Local, is by far the sexiest word in food.”

She first came across Farmers Markets in San Francisco in 1995 in a parking lot, and was “blown away” by the variety of produce available for sale. On returning from The States she spoke to Myrtle Allen and Caroline Robinson and decided to set up a market in Coal Quay, Cork in 1996. In 2000, Mr John Hogan of Midleton Chamber of Commerce spoke to Darina on behalf of farmers who had no where to sell their vegetables. She suggested setting up a Farmers Market. The signs went up:- “Local Food for Local People” Midleton Farmers Market.

This proved to be beneficial to the farmers and the community by

- Benefiting the environment
- Reducing food miles
- Circulating money within the local area
- Providing feedback for farmers through comments from customers
- Great place to test a out new products

It also helped to re-build a bond of trust between farmers and the community. Some of the farmers involved in the market have said they would probably not still be on the land, if they had not got involved 7 of 8 years ago with the setting up of their market. Big stores are on the periphery drawing people out – markets draw people in, bringing business in to the town. Farmers Markets are a win-win situation for all.

Farmers Markets help promote Ireland as The Food Island. It restores pride in ones area and is a definite tourist attraction. Midleton has attracted food writers through Bord Bia and Fáilte Ireland . They have received great support from their local council. At present , Midleton stallholders pay €10 per week or €500 per stall per annum.

To set up a market, you need to provide

- A good site with parking
- Services
- Cover
- Support
- Permanent Signage
- Representative of Council to liase with market holders
- Markets need to be weekly to avoid confusion
- Variety of stalls is important with at least 12-15

Question and Answer Session

Overall delegates were positive in regard to farmers markets and a lively discussion followed. During the course of the question and answer session the following points were raised.

- Some regions have no history of artisan production and grant aid is require for start up projects
- Grant aid is required by local authorities to supply facilities suitable for farmers markets
- Current legislation needs to be examined problems with Casual Trading Act, council left to clean up after traders
- Hygiene regulations too strict and health inspectors are inconsistent
- Problem getting animals slaughtered need for local abattoirs
- Farmers markets are the way forward in encouraging healthy living.
- Grant aid is needed to promote and develop farmers markets in areas where there is no tradition of growing vegetables
- There is a need to put in place a framework with regard to structure of sites to include the provision of facilities
- There is an urgent need to reform regulations in particular the Casual Trading Act.
- Competition too strong from supermarkets with central distribution
- Department of Agriculture, Fisheries and Food should issue guidelines for Local Authorities

The Minister replied saying that there is plenty of artisans produce available throughout the country and if the local authorities provide proper facilities traders will set up stalls. The Minister agreed that the current legislation including the Casual Trading Act needed to be examined but said that there was also a need for acceptable hygiene levels. He said that it was essential that, dialogue take place between Government and the Local Authorities and that there is a need for consistency in the enforcement of legislation. The Minister said he would be available to discuss any of these or other issues further and in greater detail with Local Authorities.

Workshop 1 – Limerick Milk Market – Chris O’Connor

Limerick Milk Market was formed in 1850 to manage and operate markets within the environs of Limerick City. A Management committee nominated by Chamber of Commerce runs the market on a day-to-day basis. There was decision to renovate site because of dereliction and the poor condition of the property in 1989 and the new market achieved a European Architectural Heritage Award 1994

The market operates every Saturday and the site is used as car park for remainder of week. The market has on average up to 50 stalls mostly food-related and is well supported by the public with 7000 to 9000 people attending each week in November and December. A casual street market operates simultaneously on the surrounding streets and operates independently of the Milk Market and is run by Limerick City Council. It is proposed to develop the Milk Market into a 6-day market venue with an environment, which will benefit existing traders, be attractive for new traders and with minimum of interference to existing business. It is proposed that the new project will be a catalyst in the focused regeneration of this city centre district and providing a venue in which the consumer can access ethically-produced food products of quality and variety.

The market will promote local and artisan producers and encouraging the community and local organisations to utilise the site for complementary activities. Relations with the Local Authority are good and the trustees intentions are consistent with recently published Local Authority sponsored “City Centre Development Strategy”. The Local Authority is supportive of the Milk Market initiative and positive reaction has been received concerning requests for support with signage and streetscape design plans. Local Authority co-operation will be required in the reorganization, reconfiguration and management of the casual street stalls, to facilitate the smooth operation of the refurbished Milk Market. Facilitation and co-operation will also be required during the temporary relocation of the Milk Market during the re-development phase.

Workshop 1 – Cahir Farmers Market – Pat Maher

Mr. Maher fully supported the comments of Darina Allen and urged anyone setting up a market to use the Middleton market as a template. Mr. Maher said that they are situated in the “GoldenVale” which in recent years has lost two agricultural colleges and no longer had any large food manufactures but what they have discovered is that they have a wealth of artisan producers. The Cahir Farmers Market is driven by the Cahir Development Association with a view to maintaining and developing community life in Cahir and the market is encouraging people to shop in the town.

Mr. Maher said that for a market to be successful it was essential that there be a good variety of stalls and produce available. It is therefore necessary to encourage as many local producers as possible and to do this there was a need for cheap retail units to enable the stallholders to make some profit. One of the main attractions of a farmers market is the interaction between buyer and grower. The presence of the farmer behind the stall is a major selling point, it allows interacting between producer and seller provides feedback and also can give the farmer a feeling of self worth. Another important issue is site location which where at all possible should be in the town centre. Where there is difficulty with site location consultation with other community organisations with a view to shared premises is a possibility e.g. a craft marketing centre as was the case in Cahir.

Mr. Maher warned that with all new markets there will be start up problems all of which are surmountable and there is a lot of support available. He cited hygiene requirements and explained how they had hired a home economics teacher to give them advice and is available to all new stallholders. An area that he said needed to be examined was that of current restrictive and cited that it is illegal to sell un-pasteurised milk in Ireland a practice, which is permitted throughout Europe.

Workshop 2 – Dublin City Markets – Eamonn Duffy (Architect Dublin City council)

Eamonn Duffy briefly outlined the history of Food Markets particularly in relation to large urban areas like cities. While they have operated for hundred of years, from the 1930s to 1960s the suburban supermarket displaced the public market. Enlightened cities in late 20th century are trying to reverse this trend. In 2000 Dublin city council began process for redevelopment of Markets Area of city, with the objective being to create a new vibrant retail food market. A key aspect will be to exploit the potential of the Luas line, which runs adjacent to the market, to bring people to the market.

The key objectives of the Markets Framework Plan were outlined as follows

- The creation of vibrant new retail food market within the existing Victorian Fruit and Vegetable market
- Generate dynamic pedestrian links and exploit the presence of LUAS
- Create a new market square surrounding the redeveloped market
- A new four story market building will be developed to the south of the existing market providing a dramatic shop window onto the LUAS line and a dramatic new gateway into the market
- The market building will be surrounded by 6 and half stories of new mixed-use development
- Underground parking will be provided
- The emphasis will be on the sale of the best national and international produce

By using markets in London and Barcelona as an example, Eamonn showed how food markets can make a valuable contribution to local choice and diversity in shopping and revive town and city centres.

Workshop 2 – Middleton Farmers Market – Ted Murphy

In the late eighties, there were a number of different markets operating in Middleton town all of which carried various rights to trading. In the late eighties, the Council purchased these rights following which they designated two sites in the town as casual trading sites.

In the mid-nineties a few local residents including Darina Allen got together with a view to starting a Farmers Market in Middleton. A committee was formed and they approached the Town Council for support. From the very outset, the Town Council gave full support and offered the Committee a choice of two sites. Initially there was dissent from some local retail traders who felt they might lose business to the market. A public meeting was held to allay the concerns being expressed by these traders. All issues of concern were settled at the public meeting and the traders concerned did not pursue any further objections. The 1st market got underway in 1999. The organising committee at a later stage reformed as a limited company which has now full responsibility for the running of the market. In the last year, the market moved to a bigger and improved site provided by the Town Council

Key Features

- All stallholders are required to complete an application form. Currently there is a large waiting list of applicants wanting to join the market.
- All stallholders must adhere to the rules laid down by the Middleton Farmers Market Society.
- The market is a food based market only.
- Good mix of stalls selling fish, vegetables, cakes, cheese, olives and other food products.
- Council charges a nominal fee of €500 but the insurance costs are many multiples of that. All stallholders contribute to insurance costs.

Success Factors

- From the very outset got huge support from local residents, retail traders and the Town Council
- Already a tourist destination, home of Middleton Distillers
- No complication re. casual trading rights as Council had already purchased rights.
- Market has become a very social occasion and people travel great distances to the market.
- Restricting the market to food based products only
- Local economy has benefited from the market which ensures continued local support
- Town has free parking

Feedback from Workshops

Following the presentations in each workshop there followed a discussion session. The following issues and points were raised during the discussion and were placed under one of three headings: Value, Barriers and Solutions.

Value

- Markets should be placed in a central local to benefit town retail
- Important outlet for local fresh produce
- Imported produce should be clearly labelled as to origin
- Diversity is key and a good mix of stall gives consumers choice
- Encourage young farmers
- Markets can help to revitalize town centres
- Markets provide a new retail experience
- Markets can help boost trade for all retailers in the area
- Provide a social experience

Barriers

- Can be difficult to get right mix of traders and how to select suitable traders
- Lack of parking in many areas
- Often site location is poor
- Signage often not prominent enough
- Lack of suitable sites in some areas as much land owned by developers
- Lack of training for traders
- Lack of regulation in the sector
- New labelling laws putting undue burden on small traders
- Markets could be more family focused
- Lack of funding for promotion
- Issues regarding insurance
- Lack of services
- Lack of consistency among traders
- Lack of quality control
- Issues regarding market rights
- Competition from multiples
- Over pricing in some markets
- Trader consistency is a problem (this could be a result of seasonality)

Solutions

- Permanent signage for local authority run markets
- Farmers markets part of local development plans
- Regulations
- Labelling laws relaxed for farmers markets
- Greater stakeholder involvement in decision making
- Involve Community Development Boards
- Involve farmers organisations
- Greater partnership approach
- More integration of markets into local tourist attraction, provision of entertainment and family friendly experience
- Clearer information about produce
- Greater advertising and promotion
- More co-ordination between markets on promotion
- Ensure seasonality of produce and high quality of food
- Co-operation with local council is imperative to success
- Local Authorities require funding to provide the necessary facilities

Conclusions and actions

In addition to the consumer demand for local produce and local farmers markets there appears to be a positive disposition to markets from Local Authority staff, public representatives and government departments. It is necessary to capitalise on this momentum and drive the process forward.

The key steps in achieving this will be continuing political debate through the Oireachtas Committees, greater interdepartmental co-operation and continued dialogue with Local Authorities and public representatives. To achieve the desired outcomes it will be necessary to have stakeholder involvement from those involved in selling at Farmers Markets.

In terms of progressing the issue with Local Authorities the information obtained at the forum will prove useful. Issues raised during the question and answer session and the feedback sessions will highlight the areas Local Authority staff believe need addressing. The issues identified as barriers and solution will provide a good basis for addressing these requirements. Some issues could be resolved easily and with limited resources such as signage, other issues such as parking may require dialogue and creative solutions while some issues may require guidelines or a legislative approach.

In addition the information from the questionnaires sent to market organisers will highlight issues of concern to them. It will be necessary to address the concerns and requirements of traders and market organisers as well as Local Authorities.

The process will be on going with the Minister beginning a dialogue with individual Local Authorities. This forum was an opportunity to explain the benefits of markets to decision makers in Local Authorities and to share some best practice case studies. A more focused individual approach with local authorities or groups of local authorities will help ensure results are achieved.

The aim would be to see all local authorities dealing with existing and potential farmers markets in a positive and proactive manner. Ideally all markets would have proper facilities in place and would be well promoted and supported. From a consumer viewpoint markets should be consistent and well organised with quality fresh, local produce, a good variety of stalls and food, which is properly labelled.

Annex 1
Local Authority Forum Survey Results

Analysis of Local Authority questionnaire

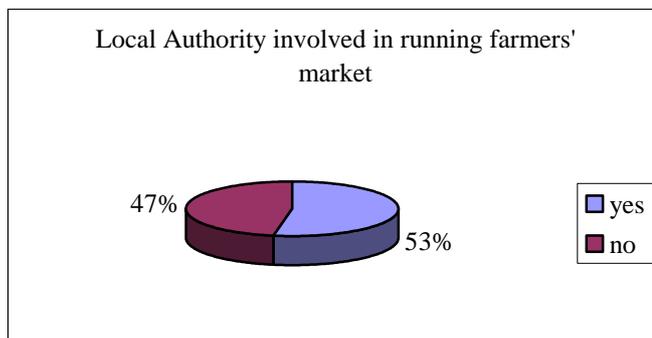
Farmers Markets Forum

16th January 2008

A questionnaire was handed out to all those in attendance at the Local Authority Forum. In total we received 89 completed questionnaires. 8 replies represented city or borough councils, 30 county councils and 51 town councils.

Q1. Is your local authority involved in the running of a local farmers' market?

In response to this question 47 (53%) respondents replied yes with 42 (47%) replying no



Of the 8 replies from city or borough councils, 6 (75%) were involved in running a local farmers market.

Of the 30 replies from county councils, 15 (50%) were involved in running a local farmers market.

Of the 51 replies from Town councils, 26 (51%) were involved in running a local farmers market.

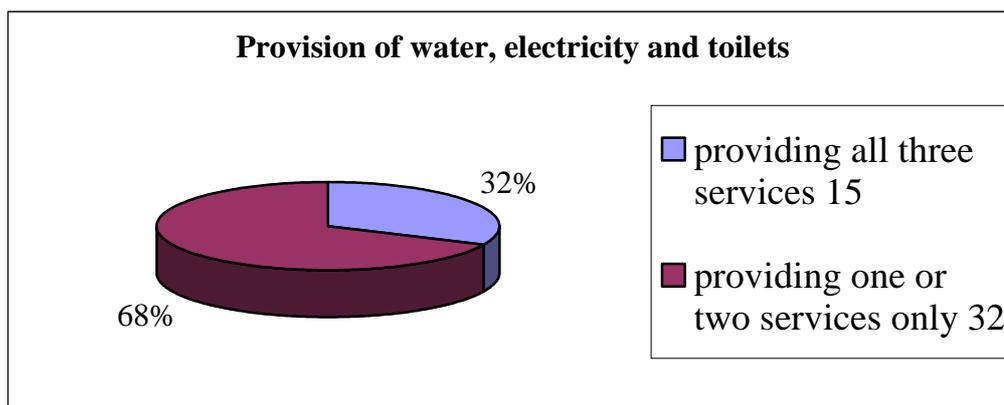
Q2. If yes, to what extent?

Of the 47 respondents stating that their local authority were involved in running markets the breakdown of involvement was as follows. Many were involved in more than one area.

Provision of	Respondents	% of the 47 involved	% of all 89 surveyed
Site	42	89	47
Advice	27	57	30
Funding	6	13	7
Water	25	53	28
Electricity	20	43	22
Toilets	25	53	28
Signage	16	34	18
Parking	31	66	35
Advertising	11	23	12
Management services	5	11	6
Other	2	42	2

Feedback from another survey of farmers' market organisers together with feedback from the local food conference identified Water, Electricity and Toilet facilities as key facilities needed.

A detailed analysis of the 47 respondents with some involvement in running farmers markets showed that 15 of these (32%) stated that they were involved in the provision of all these facilities while the other 32 (68%) were only involved in providing one or two of these services.



When this figure of 15 respondents involved in providing electricity, water and toilets is measured against the total survey of 89 it equates to 17% of all respondents.

Signage

In total 16 (34%) out of the 47 respondents stating an involvement in running a local farmers market stated involvement in the provision of signage. Breakdown of these 16 as follows:

- 2 City or Borough (from a total of 6 involved in running a market) 33% or 25% of all City or Borough responses.
- 6 County Council (from a total of 15 involved in running a market) 40% or 20% of all County Council responses.
- 8 Town Council (from a total of 26 involved in running a market) 31% or 16% of all Town Council responses.

From the full sample of 89 surveyed the 16 involved in signage represents 18% of the total.

Water

In total 25 (53%) out of the 47 respondents stating an involvement in running a local farmers market stated involvement in the provision of water. Breakdown of these 25 as follows:

- 3 City or Borough (from a total of 6 involved in running a market) 50% or 38% of all City or Borough responses.
- 7 County Council (from a total of 15 involved in running a market) 47% or 23% of all County Council responses.
- 15 Town Council (from a total of 26 involved in running a market) 58% or 29% of all Town Council responses.

From the full sample of 89 surveyed the 25 involved in provision of water represents 28% of the total.

Electricity

In total 20 (43%) out of the 47 respondents stating an involvement in running a local farmers market stated involvement in the provision of electricity. Breakdown of these 20 as follows:

- 4 City or Borough (from a total of 6 involved in running a market) 75% or 50% of all City or Borough responses.
- 6 County Council (from a total of 15 involved in running a market) 40% or 20% of all County Council responses.
- 10 Town Council (from a total of 26 involved in running a market) 38% or 20% of all Town Council responses.

From the full sample of 89 surveyed the 20 involved in provision of water represents 22% of the total.

Toilets

In total 25 (53%) out of the 47 respondents stating an involvement in running a local farmers market stated involvement in the provision of toilets. Breakdown of these 25 as follows:

- 2 City or Borough (from a total of 6 involved in running a market) 33% or 25% of all City or Borough responses.
- 6 County Council (from a total of 15 involved in running a market) 40% or 20% of all County Council responses.
- 17 Town Council (from a total of 26 involved in running a market) 65% or 33% of all Town Council responses.

From the full sample of 89 surveyed the 25 involved in provision of water represents 28% of the total.

Parking

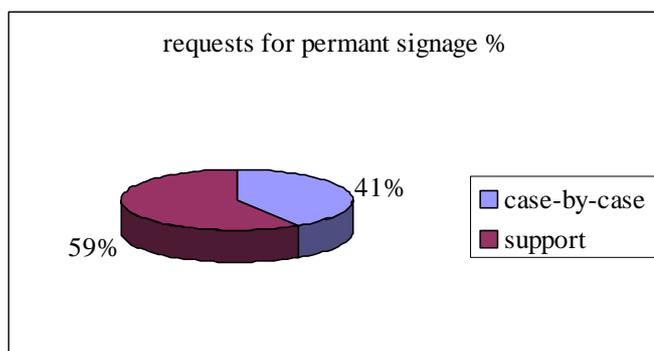
In total 31 (66%) out of the 47 respondents stating an involvement in running a local farmers market stated involvement in the provision of toilets. Breakdown of these 31 as follows:

- 1 City or Borough (from a total of 6 involved in running a market) 17% or 12.5% of all City or Borough responses.
- 12 County Council (from a total of 15 involved in running a market) 80% or 40% of all County Council responses.
- 18 Town Council (from a total of 26 involved in running a market) 69% or 35% of all Town Council responses.

From the full sample of 89 surveyed the 31 involved in provision of water represents 35% of the total.

Q3. How would your local authority treat a request for permanent signage?

36 respondents stated that requests would be considered on a case-by-case basis with 52 stating the local authority would support such requests.



Of the 52 (from 89 respondents) who stated that they would support requests for permanent signage the breakdown is as follows

5 City and Borough Councils (from total of 8) supported requests (62.5%)

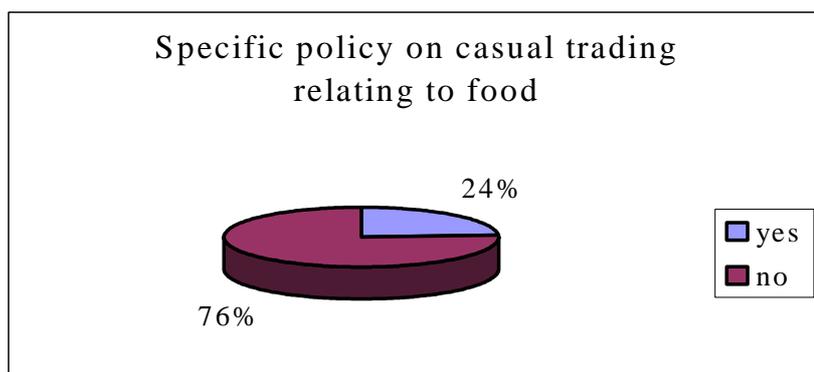
14 County Councils (from total of 30) supported requests (47%)

33 Town Councils (from total of 51) supported requests (64%)

Q4. Does your local authority have a specific policy on casual trading as it relates to food?

Yes 21 (24%)

No 68 (76%)



5 of the 8 (62.5%) City and Borough councils stated they had a specific policy on casual trading.

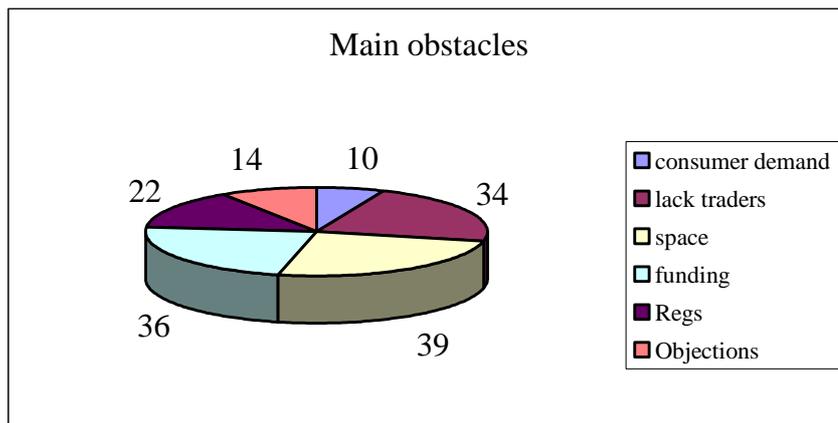
3 of the 30 (10%) County Councils stated they had a specific policy on casual trading.

13 of the 51 (25.5%) Town Councils stated they had a specific policy on casual trading

Q5. What would you consider to be the main obstacle to developing a farmers market?

Obstacle	Responses	Percentage (from 89 responses)
Lack of consumer demand	10	11
Lack of local food traders	34	38
Availability of space	39	44
Lack of funding	36	40
Poor regulations	22	25
Local business objections	14	16

Number of responses



Lack of Local Food Traders

Of the 89 surveyed 34(38%) indicated lack of local food traders as an obstacle to developing a farmers market.

0 of the 8 (0%) City and Borough councils identified lack of local food traders as an obstacle to developing a farmers market.

13 of the 30 (43%) County Councils identified lack of local food traders as an obstacle to developing a farmers market.

21 of the 51 (41%) Town Councils identified lack of local food traders as an obstacle to developing a farmers market.

Availability of Space

Of the 89 surveyed 39 (44%) indicated availability of space as an obstacle to developing a farmers market.

4 of the 8 (50%) City and Borough councils identified availability of space as an obstacle to developing a farmers market.

15 of the 30 (50%) County Councils identified availability of space as an obstacle to developing a farmers market.

20 of the 51 (39%) Town Councils identified availability of space as an obstacle to developing a farmers market.

Lack of Funding

Of the 89 surveyed 36 (40%) indicated lack of funding as an obstacle to developing a farmers market.

1 of the 8 (12.5%) City and Borough councils identified lack of funding as an obstacle to developing a farmers market.

12 of the 30 (40%) County Councils identified lack of funding as an obstacle to developing a farmers market.

23 of the 51 (46%) Town Councils identified lack of funding as an obstacle to developing a farmers market.

Poor Regulations

Of the 89 surveyed 22 (25%) indicated poor regulations as an obstacle to developing a farmers market.

2 of the 8 (25%) City and Borough councils identified poor regulations as an obstacle to developing a farmers market.

9 of the 30 (30%) County Councils identified poor regulations as an obstacle to developing a farmers market.

11 of the 51 (22%) Town Councils identified poor regulations as an obstacle to developing a farmers market.

Summary

- 75% of City or Borough councils involved in running a farmers market compared to approximately 50% of Town and County councils
- Of those involved in running markets the main areas of involvement were provision of site, parking, advice, water, toilets and electricity (in that order). Smaller numbers were involved in areas such as funding, advertising and management services.
- When considering the services of electricity, water and toilets we found that of those involved in running markets 68% provided either one or two of these services while only 32% provided all three. When the full sample of surveys is considered including those not stating an involvement in running markets only 17% of those surveyed provide all three services.
- When considering involvement in running markets by council type we find the following
 - There were no major variations in provision of signage by council type
 - There were no major variations in provision of water by council type
 - Provision of electricity was notably higher within City in Borough Councils at 50% compared to 20% for Town or County Councils. This differentiation remains when only those councils involved in running markets were analysed.
 - Provision of toilets was higher in Town Council areas with 65% of those involved in markets providing toilet facilities compared with 40% or less in County or City Council areas.
 - Provision of parking facilities was markedly higher in both Town and County Council area than in City or Borough areas with only 17% of City or Borough councils involved in running markets providing parking compared to 80% of County Councils.
- On the question of how the local authority treat requests for permanent signage we found nearly 60% saying they would treat such requests favourably with the rest saying requests would be considered on a case by case basis. Analysis by council type found over 62% of both Town and City Councils would support requests compared to 47% of County Councils
- Only 24% of respondents stated their council has a specific policy on casual trading relating to food. When analysing figures by council type we find that 62.5% of City and Borough have such a policy compared to only 10% of County Councils and 25.5% of Town Councils.

- In relation to obstacles to developing a farmers market we find the following
 - The demand from customers exists with only 10% identifying lack of customer demand as an obstacle.
 - Availability of space was identified as the major obstacle followed by lack of funding, lack of traders, poor regulations and local business objections.
 - Availability of space was identified by 44% of respondents as a main obstacle. This did not vary much by council type with 39% of Town Councils identifying the issue compared to 50% of others.
 - Lack of funding was identified by 40% of respondents. This does not appear to be such an issue in City or Borough Council areas with only 12.5% identifying it as an issue compared to 46% of Town Councils.
 - Lack of traders was identified by 38% of respondents. No city or borough councils stated this as an issue while over 40% of both Town and County did so.
 - Poor regulation in the area was identified by 25% of those surveyed. There was no major difference between council type in this area.

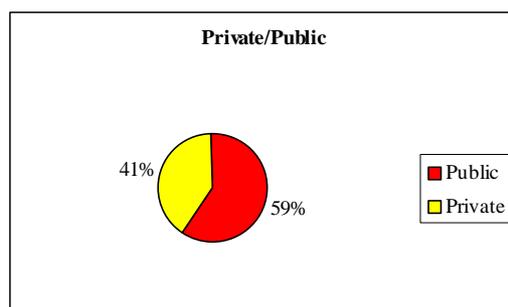
Annex II

Farmers' Market Organiser Survey Results

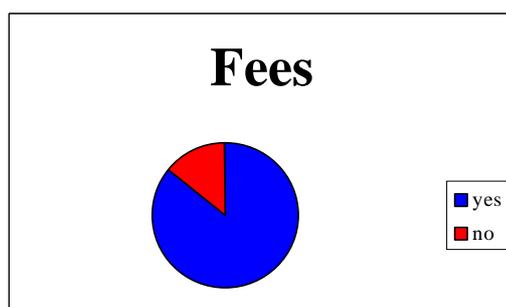
1. The questionnaire was sent to 110 organisers of farmers markets. In total 48 replies were received via e-mail, fax and telephone call, the vast majority situated in Dublin and Cork.

Carlow	Clare	Cork	Donegal	Dublin	Galway	Kerry	Kildare	Kilkenny	Leitrim	Longford	Meath	Tipp h	W/Meat	W/ford	Wicklow	Wex ford
1	2	10	2	11	2	2	2	1	2	1	1	1	2	2	2	4

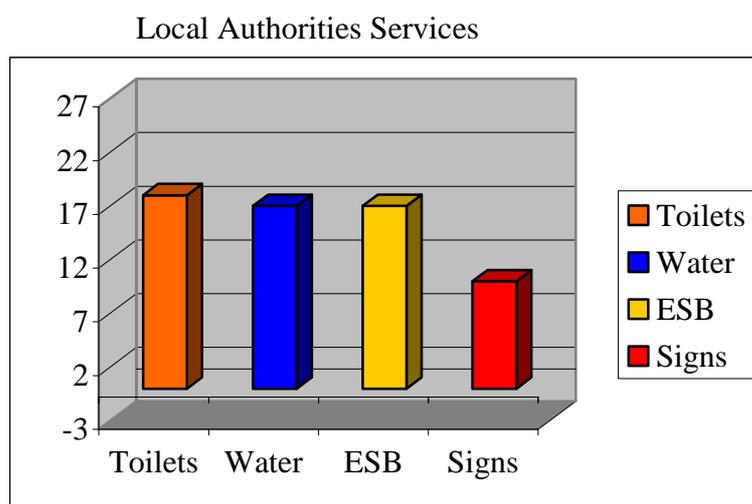
2. Of the 48 replies received 19 were from privately run markets and 27 were on public sites in total 19 were held on designated trading areas.



3. The vast majority of organisers charge fees ranging some on an annual basis others on a day to day basis. Fees ranges from €10 per day to €1,200 per year.



4. 27 organisers indicated that some services are provided by the their local authorities of which 18 had toilet facilities, 17 had water and electricity provided and 10 had signage



5. There was no indication of a negative reaction from traders the vast majority indicated that a very positive reaction with only 6 organisers indication a mixed reaction.
6. 20 organisers indicated that their markets catered for food only and the rest being a mixture of food and crafts
7. Some comments received were:
 - The importance of signage which in many cases is not permitted
 - The need for a centralised Authority and a set of regulations for F.M's
 - Support required from local authorities
 - Education of public to benefits of farmers markets
 - Health guidelines, need consistence in implementation by EHO's
 - Funding for marketing required
 - Need for facilities, water, electricity etc to attract more stall holders.

Annex III

Minister Sargent address during Seanad debate on the Merits of Farmers' Markets 6th December 2007

Tá áthas an domhain orm a bheith anseo chun tús a chuir leis an díospóirecht seo, atá tábhachtach domsa agus don tír. Os rud é go mbeidh mé ag bualadh le bainisteóirí contae agus cathrach san athbhliain chun an cheist seo a phlé, i mian liom tuaraimí an tSeanaid a fháil roimh ré. I welcome the opportunity for a debate on the merits of developing local food economies and direct sale options for producers. One direct sale option which appeals to many consumers and producers alike is the farmers' market. Others include farm shops, box schemes and community supported agriculture or CSA as they call it in Canada, the USA and Britain, which includes encouraging local abattoirs.

Before specifically focusing on the merits of farmers' markets I want to put the timelines of this debate in a wider context. Just this week the head of the International Food Policy Research Institute, Mr. Joachim von Braun gave us a stark message. His report, called the World Food Situation, says the risks of food riots and malnutrition will surge in the next two years as the global supply of grain comes under more pressure than at any time in the past 50 years. Recent pasta protests in Italy, tortilla rallies in Mexico and onion demonstrations in India are just a start.

In summary, the International Food Policy Research Institute report cites three main reasons for the shortages that are pushing up food prices. The first is rising consumption as the appetite of fast-growing nations, such as China, is rising as economic booms cause a surge in demand for meat and dairy products. The second is competition from bio-fuels as the cars of the rich are now rivalling the bellies of the poor for corn, cane and edible oils. The third is climate change as global warming is putting pressure on water needed to irrigate crops. The world has been consuming more than it produces for the past five years and the globalised food industry cannot satisfy global demand. Local food growing and food marketing economies need to be developed to provide more staple foods for consumers and easily accessible markets for producers.

The local food concept is becoming increasingly popular throughout the country as Bord Bia showed in a recent survey. The evidence for this can clearly be seen in the number of farmers' markets — now over 130 — public, private and community markets in this country. I have long been an advocate of farmers' markets and would go as far as saying every good-sized town should have one as part of its food experience. Markets help to re-connect consumers with local food producers, offering small producers a platform to test out their products, innovate and better understand consumer demand. In a very direct way markets can also keep us in touch with the seasonality of nature and the taste of fresh local food.

The experience to date of farmers' markets, farm shops and box schemes, suggests that they can provide wide-ranging and long-term benefits, on both a local and regional level, which can be measured socially, environmentally and economically. These benefits include access to in-season quality fresh food, fewer air miles and, therefore, reduced carbon footprints, more money circulating in local economies,

increased employment regionally, the preservation and development of regional specialties and an enhanced level of choice for consumers. Farmers' markets also provide the perfect platform for small food producers to receive extremely valuable feedback directly from the consumer that can lead to improvements in quality and the way the business is run.

In the last year my Department, in conjunction with An Bord Bia, has hosted various regional food fora, which had the objectives of highlighting the importance of small food enterprises, providing guidance for best practice in regional food marketing development and encouraging food entrepreneurship for the creation of national and regional wealth. This approach emphasises bringing together small food producers and local development agencies under one roof for presentations from experts, brief case studies from local food entrepreneurs and question and answer sessions. This approach was successful in that it provided participants with opportunities for networking and showcasing regional produce.

These regional fora cumulated in a national conference last November. This was the first national conference to be organised on the topic of local food and almost 300 people attended, representing producers, retailers, consumers and agencies. The aim of the conference was to raise awareness and understanding of local food as defined by the consumer, highlight the benefits to producers, retailers and the consumer, and offer practical information and advice to those wishing to sell food in their local areas. I am conscious of the desirability of sourcing food locally. In that context, I have a particular interest in promoting and ensuring the viability of local abattoirs. Under the EU hygiene package, all approved establishments, regardless of size, may now export produce, provided it is accompanied by appropriate certification. The hygiene package ended the previous differentiation between local abattoirs that were only permitted to trade on the domestic market and export-approved abattoirs. My Department is considering whether there is scope for support for abattoirs in regard to specific activities under the marketing and processing scheme operated by the Department.

Direct sales are important for some producers, particularly for horticultural products. However, several factors can limit the development of this channel. One example is access to market stalls and suitable facilities and this was an issue raised at the food fora. As local authorities have powers under the Casual Trading Act, I intend taking this issue up with local authority managers and mayors early in the new year. I will impress on local authority colleagues the need for running water and power points at markets. I seek to promote a level of consistency for all local authorities in dealing with farmers' markets. I take encouragement from other countries such as France where local authorities take their food remit seriously and provide water and lighting. In Italy, new legislation to improve the already well established farmers' market network is about to be introduced. I hope to have a forum in place in early 2008 that will go through an agenda dealing with the areas of common interest between local authorities and my Department. In this regard, my Department is currently surveying every known farmers' market to ascertain and compile a detailed database of statistics. This information will then be used to guide Government policy at both local and national level.

The importance of farmers' markets has long been recognised by my Department. The organic marketing development group, which is funded by my Department, made a significant contribution to An Bord Bia's Guide to Selling through Farmers' Markets, Farm Shops and Box Schemes in Ireland. This guide is available on An Bord Bia's website and I hope Members will have an opportunity to read it. The purpose of the guide is to assist growers, producers and other food entrepreneurs, both organic and conventional, who wish to set up in business through those outlets. Information and advice is presented in a concise, easy-to-use format, with step-by-step action plans, useful checklists and relevant guidelines. Both Northern Ireland and the Republic of Ireland are covered. The guide gives a clear understanding of what is involved in selling through farmers' markets and points traders in the right direction should they require more detailed advice or information.

There seems to be a widespread impression that all produce sold at farmers' markets is organic. The reality is that generally only a minority of stall-holders offer organic food. It is important, therefore, both for consumers and stall-holders, that this distinction is obvious at the markets. Consumers themselves can play a positive role in regard to correct labelling. If they have any doubt whatsoever of the validity of an organic product on sale at a farmers' market, they can ask the seller to show them a copy of the producer's current organic licence. If the consumer is not fully satisfied with the documentation produced, or if the seller is not in a position to provide the necessary documentation, my advice to consumers is to walk away without purchasing the product and notify my Department of their concerns. It is an offence to display produce for sale labelled as organic if it is not certified by a registered organic certification body. My objective is to ensure consumers can have full confidence in the organic food they buy. My Department has assigned additional staff resources to its organic unit and officers of the Department are now systematically inspecting retail outlets, including farmers' markets, to ensure all product identified as organic has been produced fully in accordance with the organic regulations.

The Government is fully committed to developing the organic sector in Ireland. In the programme for Government, we pledged to increase the land area under organic production from the current figure of less than 1% to 5% of total agricultural area by 2012. As the demand for fresh local and organic produce grows, so do the opportunities for local producers. The organic retail market was estimated to be worth some €66 million last year, compared to €38 million in 2003. By 2012, the organic market is expected to be worth €400 million. At present, however, 70% of the organic produce consumed in Ireland has to be imported.

The Irish people have a fundamental choice to make. We can continue to hope other countries will be in a position to meet our demand for organic and non-organic produce, whether onions, asparagus, tomatoes, cucumbers or even potatoes which are sometimes imported into Ireland. Alternatively, we can put in place the options for farmers to diversify. Several farmers I know provide enough produce for local shops and local farmers' markets. Some of these have the capacity to guarantee continuous supply to supermarket chains, others do not. My job is to help all farmers, large and small. We need them all and we need more people to take an interest in growing food in the years ahead. Farmers' markets are a way to help more farmers and growers to get access to the market. When we support or even help to establish a farmers' market, we are helping not just our own community to develop in a way that is healthy for all concerned but, globally, we are doing something small but practical to improve food security in Ireland and worldwide.

Annex IV

Presentations from Local Authority Forum

Marian Byrne – Department of Agriculture, Fisheries and Food

The Food Industry in Ireland

DAFF Farmers Market Survey

Where we came from - 1970s

- n Small scale co-operatives
- n EU entry in 1973
- n Access to Markets
- n Industry developed with EU and national funds



1980s

- n Investment in dairy, meat production
- n New EU and world markets
- n New retail supermarkets

1990's – 2000's

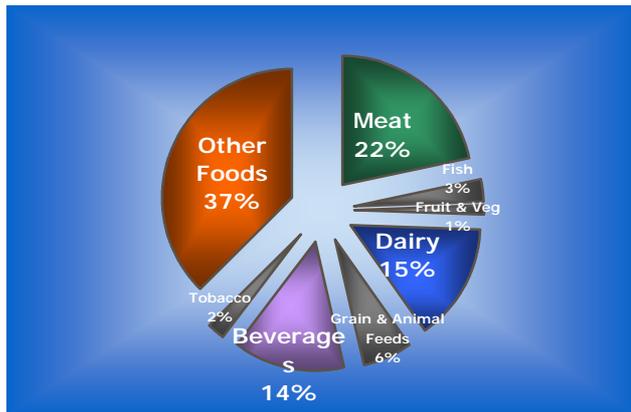
- n National Development Plans
- n Bord Bia set up in 1994
- n Investment in food research



Industry Profile

- n Gross Output - €20 billion; 9% of GDP
- n 750+ companies – employing c. 50,000 directly
- n Food and Drink manufacturing units- 14% of total
- n Dub 9%; Midlands 11%; Border/W/S-E 16%; SW 20%

Food Industry Output



Exports

- § 80% of production
- n €8.6 billion 2007: 5% increase on 2006
- n 20% net export earnings
- n 55% of all exports by indigenous companies
- n IRL largest net beef, dairy, lamb exporter in EU

Opportunities

- n New lifestyles
- n Changing households
- n Competitiveness/Value
- n Convenience

- n Speciality/Organic – farmers markets



Farmers markets survey

n110 markets surveyed

n48 replies (mainly Dublin/Cork)

n27 on public sites

n19 privately run

27 organisers indicated that some services are provided by local authorities of which

- 18 had toilet facilities,
- 17 had water and electricity provided
- 10 had signage

Other comments raised

∅importance of signage

∅need for a centralised Authority

∅regulations

∅need support from local authorities, public

∅health guidelines, need consistency in implementation

∅funding for marketing required

∅need for facilities, water, electricity etc to attract more stall holders.

Gareth Jones – FARMA presentation



Overview

Farmers' markets UK, USA, France

- First modern FMkt: Bath – Aug 1997
- 14 FMkts by end 1997
- 200 FMkts early 2001
- Foot & Mouth Disease – all closed
- Currently 550 FMkts (pop 60m)
- California 500 Cert FMkts (pop 30m)
- USA 4,000 FMkts (pop 330m)
- Paris 1,000 markets
- France 35,000 markets

Certification and accreditation of farmers' markets

Definition of a farmers' market

- Either a market: stallholders are farmers
- ... or the FARMA criteria
- Stallholders sell only their own products
- Principal stallholder involved in production
- Locality (typically 30 miles)
- Leads to Market RULES
- Guidelines

Certification and accreditation of farmers' markets

FARMA

- Facilitated agreement on criteria 1998
- Needed to develop TRUST
- Currently has 230 FMkt members
- Only publicise members
- #1 in Google
- Members agree to Certification: joining
- Campaign on regulation for Cert FMkts
- Tourist boards want quality mark

Certification and accreditation of farmers' markets

TRUST

- Not accreditation
- Building 3 elements
- Certification of FMkts
- Verification of producers
- Diploma for FMkt organisers/managers
- Still a way to go!

Certification and accreditation of farmers' markets

Farmers' Markets Certification

- Requested by members
- Development started 2000
- FMD 2001
- Pilots 2001/02
- Launch June 2002
- Independent Agents appointed
- Tightened 2005
- Valued for maintaining standards
- FARMA facilitate to achieve

Certification and accreditation of farmers' markets

Certification process – 1

- Application (inc fee)
- Includes a full copy of RULES
- Plus guidelines & relevant papers
- If generally OK sent to Indenp Agent
- If OK - inspect within 12 weeks
- Day of inspection: meet FMkt manager
- Checks market, papers, % of producers
- Provides written report on leaving

Certification and accreditation of farmers' markets

Certification process - 2

- Report & compliance form to Agent HQ
- Compliance form issued to market
- FMkt corrects & returns
- Contract issued

Certification and accreditation of farmers' markets

Certification process - 3

- Certificate
- Support & publicity pack
- Sometimes presentation of plaque
- Year 2: self certification submission
- Year 3: whole process

Certification and accreditation of farmers' markets

Infrastructure

- Certification manager
- Systems for tracking
- Certification Working Group
- KPI's & appraisal for Agent
- Training the inspectors
- Forum for inspectors
- Trading standards: Home Authority
- Briefing the media
- Briefing the regulators
- Etc, etc

Certification and accreditation of farmers' markets

Informing shoppers



Certification and accreditation of farmers' markets

Facilitating change

- Networking
- Best practice
- Advising
- Research
- Retail HealthCheck
- FMkts becoming retail sites
- Increasing professionalism

Certification and accreditation of farmers' markets

Case study

- Thames Valley FMkt Co-operative Ltd
- 17 Certified FMkts
- Producer owned
- Each producer is verified
- Quality products
- Retail HealthChecks on key locations
- Recommendations to Board
- Relaunching markets

Paris Farmers' Markets - Sofie Bret and Arnauld Bochurberg

Historical background

- Parisian markets have found their place in local backgrounds since medieval times.
- Since the French Revolution, Parisian local authorities have been in charge of both their management and their development.
- Till the end of 1991, they were under direct local authorities' supervision. Since then, private companies are acting on the delegation of Parisian local authorities.

Economic, demographic and geographical changes had an overwhelming impact on the number of open-air markets and their position in relation to Parisian ways of living.

The first market known to us was the so-called Palu market which started in the 5th century on the Cité island. Under the Old Regime, only the King could tell where and when to settle a market. From the 12th to the 18th centuries, specific markets such as fish, vegetables, textiles, leather goods or bread markets developed themselves apart from one another. The French Revolution turned the global landscape into a much more mixed one, starting with the management, which became public-owned, to the possibility for local authorities to create new ones without asking the State to do so.

However, it was only during the Second Empire era (1852-1870) that many covered markets and the still existing open-air ones were created. In 1860, there were already 51 markets, including 21 covered and 30 open-air ones. They developed till World War II. The Second Empire was also the time when tents used as shelters from the rain were created. As ever in France, regulations also developed and became much more complex as years went by and the number of markets increased. The imperial regime gave full scope to Parisian covered markets in the 60s to reach the figure of 30 in 1870, a level unmatched by other European cities during the same period of time. Then, strangely, a reversed movement started which lasted till recently and covered markets closed one by one. Only a few survived such as the well-known Beauvau market close to the Bastille area.

In many ways, the position of markets in Paris did not change till 1945 and Parisian Republicans enjoyed a situation inherited from Napoleonic times.

Changes came with the Sixties and Parisian markets started their own swinging period. Due to the slow development of super and hypermarkets (a bad habit imported from some overseas' regions!!!), traditional shopkeepers and markets' people faced increasing economic and financial disruptions. It became more and more difficult to find new people willing to carry on the tradition and to replace those who were retiring. Some changes were not for the worst; modernity also came into place with the progressive development of electric connections on all Parisian markets. Then, during the last 20 twenty years, a last change gave the whole management of Parisian markets to private companies acting on the delegation of Parisian local authorities.

Parisian markets in figures

- Paris has got 62 open-air food markets, opened from 7.00 am to 2.30 pm on weekday and from 7.00 am to 3.00 pm on Saturday and on Sunday.
- There are eight open-air food markets working during afternoons.
- Three organic markets (Batignolles, Brancusi and Raspail) are opened from 7.00 am to 3.00 pm on Saturday or on Sunday.
- There are still thirteen covered markets, always opened from Tuesday to Saturday from morning till late in the afternoon and on Sunday morning.
- There are twelve specific markets including flowers, birds, stamps, cloths, arts and flea ones.
- There are about 5,000 shopkeepers in Paris, including one hundred food producers.
- More than three million linear meters a year are in fact rented.
- 50% of the customers tend to be more than 60 years old.
- 30% of the Parisians go to a market place and 12% go twice a week.
- Two districts (the 16th and the 19th) are especially well endowed with a higher number of markets than elsewhere.
- The longest market of about a mile long (in fact 1,385 meters) is the Daumesnil market in the 12th district.

The size of a common Parisian market is measured in linear meters, which is the size of the market stall where the shopkeeper is allowed to sell its products. Each position is two meters deep and an average stall is about four meters long.

A few shopkeepers, more specifically those selling fruits and vegetables, are allowed to rent a stall of more than 15 meters long. One can find these examples on the Belleville market in the 20th district.

About 5,000 shopkeepers have a right to sell food on markets. For a huge majority, this activity is their only permanent business.

Managing markets through public bids

In 1991, the Parisian local authorities chose to turn the whole management of their markets into a system based on delegations to private-owned companies. Since then, legal procedures to decide between different potential bidders take about 12 to 18 months before converging on a formal approval of the Parisian City Council.

Currently, 70 food open-air markets have been divided into four lots. Each one of the lots is in fact entrusted to four private companies, each of which won a six-year term starting in December 2002 until December 2008.

However, the Parisian local authorities kept to themselves a few competencies such as allowing shopkeepers to occupy public properties temporarily, which means basically to get a place on the pavement, and to give them a formal right to do so.

The relationships between the Parisian local authorities and the four private companies running Parisian markets are the following:

- 1) Private companies are in charge of:
 - Recruiting new shopkeepers.
 - Collecting taxes from them to pay the right to sell goods on public markets. The Parisian local Council votes on the level of these prices and decides the amount of money it should get from shopkeepers. These values are imposed to the four managing companies.
 - Getting rid of any garbage linked to markets' activities in streets.
 - Managing any form of basic organization of these markets such removing temporary structures, maintaining required equipments such as water supplies, electric networks, public lighting, keeping order on parking surrounding markets from lorries and delivery trucks, etc.
 - Checking that any shopkeeper gets his right place at the right time and rejecting sellers who are not entitled to sell there. This job is done by people called "placier", who are the markets' supervisors.
 - Keeping up to date waiting lists for shopkeepers. These lists are regularly transmitted to the Parisian local authorities to check if there is any irregularity from any of the four private managers.
 - Giving locations to shopkeepers on a random basis.
 - Organizing any form of information campaign on markets and bustles in the streets surrounding markets (Christmas ornamentation, entertainment, etc.)
 - Signalling to local authorities any disorder or any offence on public markets.
- 2) The Department for temporary or mobile commercial activities, which includes 30 public agents (and among them 15 directly in charge of public markets), is taking charge of:
 - Controlling contracts and their application at all times signed between the Parisian local authorities and the managing companies.
 - Delivering licences to shopkeepers to allow them to sell goods on public markets after filing official files with the Parisian local authorities.

- Controlling markets, markets' supervisors and imposing sanctions on any company which breaks its contract and its obligations towards the Parisian local authorities.
- Sanctioning shopkeepers who do not respect the rules through warning letters, then suspending their right to work on markets and finally striking them off the official list to work on markets.
- Creating new markets: six were created since 2003.

The Department for temporary or mobile commercial activities is also in charge of coordinating any form of relationship between the Parisian local Council and the four managing companies on one side, the other administrative departments and the four managing companies on the other side (department for gardens and open spaces, department for urbanism, department for roads and public facilities, department for public safety, etc.). The department is also in charge of looking after complaints related to markets' activities from the Parisians themselves, or responding to enquiries from politicians seeking information, or inquiries on markets' activities.

Managing markets

- Markets are regulated on legal basis, mainly the 1st of January 2003 by-law.
- Parisian markets are mainly food-oriented.
- Each market has got a minimum of 10% of fruits, vegetables or flowers (edible enough?) and at least 10% of any organic product.
- Anyone working on Parisian markets has to be a real shopkeeper (to dabble in selling food in France is mostly unwelcome, as everyone knows!)

1) Regulations include:

- Shopkeepers to be in order.
- Opening times to be checked.
- Getting money from supervisors at the right time.
- Parking.
- Using tents and shelters in a proper way.
- Keeping places tidy.
- Using electric networks without setting off fire alarms.
- Sanctions really in place when regulations are violated.
- Transparency being a rule and our bible.

2) Services from local authorities are the following:

- Giving licences to work to shopkeepers.
- Giving water, power and so on to shopkeepers.
- Sanctioning any deviation from anyone.
- Controlling waiting lists, auctions, etc.
- Cleaning and collecting garbage when market time is finished.

3) Services from private managers:

- Erecting and dismantling tents and shelters.
- Maintenance of permanent equipments.
- Allocating shopkeepers positions on markets.
- Collecting the stand rental fees from the traders.
- Paying rents to the Parisian local authorities.
- Paying the local authorities for collecting garbage.
- Respecting rules imposed by local authorities.
- Organizing entertainment.
- Publishing reports once a year.
-

4) To make a difference between permanent shopkeepers and temporary ones:

Two kinds of shopkeepers exist on food markets: permanent and temporary shopkeepers called « volants » in French or “flying” shopkeepers.

- Some shopkeepers pay a yearly rent for a permanent and fixed position on markets. Priority is given to shopkeepers working with food and, since the first of January, 2003, no permanent right is given to anyone selling odds and ends. Similarly, shopkeepers can only sell food once a day on only two different markets to avoid dominant positions and any risk of creating local monopolies.
- The right to be a flying shopkeeper is given for a year by the Department for temporary or mobile commercial activities. Each shopkeeper has to be at his chosen market at 8.00 am to try to obtain the right to sell goods. To obtain this privilege, a permanent shopkeeper has to be absent from the market on the occasion, which is not frequently the case and there are no guarantees that the flying shopkeepers will get a spot on the market. Furthermore, they cannot sell any food.

5) How to be a proper « commerçant »/trader on a Parisian market?

To be in the Parisian markets' upper crust, one has:

- To be 18 years old or older.
- To be a European Union's citizen or to have a « green » card.
- To ask any private company for the right to sell goods and to fill their file with your name, your Christian name, your address, etc. to say what you want to sell and to show you have got professional skills.
- To be registered as a real shopkeeper.
- To have an insurance policy.

For food producers:

- To be 18 years old or older.
- To be a European Union's citizen or to have a “EU work permit”.
- To ask any private company for the right to sell food.

- To get a document from the lord mayor of the place where you live to show you are indeed producing food, with details of your activities, your farm, your acres of land, etc.
- To benefit from the national farmers' mutual insurance company (MSA).
- To be properly registered in farmers' organizations.
- To have an insurance policy.

Organic planet on markets?

- Three organic markets are now operating in Paris.
- Organic markets must be run with shopkeepers and food producers who have an official document certifying that they really sell organic food.

These three organic markets are the following:

Brancusi : on Saturday (district number 14))

Batignolles : on Saturday (district number 17)

Raspail : on Sunday (district number 6)

If any shopkeeper or any producer wanted to sell its products on Parisian markets, he would have to prove he sold or was willing to sell organic food only. Before getting the right to sell any product, he must get a card from any official organization able to prove he got this right to be there, for vegetables, fruits, meat, etc. This card has to be replaced each year.

These markets only take place on weekends to enable the producers to come to Paris and to work on their own production during weekdays.

On more traditional markets, the Parisian local authorities allow 10% of traders to sell organic food. However, organic traders prefer to sell their own products with their counterparts instead of mixing with "Barbarians". One has to add that customers on organic markets are organic-only oriented and not really keen to mix with "commoners".

Differences between Paris and other French cities

Main features	Parisian markets	Others
Dominant commercial activities	No hypermarkets by law. Markets have almost a monopoly on selling foods.	Hypermarkets everywhere. "Junk food land" spreading.
Management	Through private companies.	Public Management.
Services	Taking up and dismantling tents and so on.	A « do it yourself » way is mostly welcome.
Kind of markets	Mainly food, except on very specialized markets such as stamps, etc.	In the kingdom of the blind, the one-eyed man is king. Feel free to sell anything you want.
Ways to get money from markets' taxes.	Through supervisors.	County police.
Places	On specifically devoted spaces.	On squares or car-parks.
Police on markets	National police.	County police.
Prices	€3 per meter.	€1.50 per meter.

Balancing between strong and weak spots

Strong spots	Weak spots
Involving private actors managing markets on an everyday basis without directly using public means and public agents.	Choosing managers on "independent" basis.
Managing markets on district scales.	Keeping streets clean enough after markets' activities.
Creating afternoon markets.	Maintaining enough shopkeepers on markets during weekdays.
	Convincing shopkeepers to sell organic products on a broader scale on markets.
	No permanent activity on markets.
	Not enough controls from Parisian administrative authorities.