

Stafford Farmers' Market

Market Square
Stafford

2nd Saturday

every month

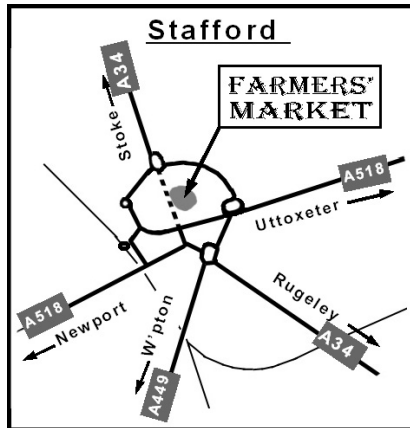
Forthcoming Farmers' Markets

9th July
Strawberry Fair

13th August
Take Five!

10th September
Big Green Fair

8th October
Apple Day



Stafford
BOROUGH COUNCIL



Farmers' Markets in Stafford have been set up by Stafford Borough Local Food Links and Stafford Borough Council as part of their Local Agenda 21 programme which aims to improve quality of life for everyone, both now and in the future.

For more information on Stafford Farmers' Market contact: Jon Webb, Stafford Markets Co-ordinator St. John's Market, Stafford Tel: 01785 245935 staffordmarket@btconnect.com

For more information on Local Agenda 21 in Stafford Borough contact: Karen Davies, Local Agenda 21 Co-ordinator, Stafford Borough Council, Civic Centre, Riverside, Stafford ST16 3AQ Tel: 01785 619408 kdavies@staffordbc.gov.uk



www.staffordbc.gov.uk/la21

Stafford Borough
Local Agenda 21



Stafford Farmers' Market

Quality Fresh Local Produce



www.staffordbc.gov.uk/la21

Fall in love with local food

and have their queries answered knowledgably.



What is a Farmers' Market?



A Farmers' Market is one in which farmers, growers and producers from a defined local area are present in person

to sell their own produce, direct to the public. All products on sale have been grown, reared, caught, brewed, pickled, baked, smoked or processed by the stallholders.

Why are Farmers' Markets different?

Farmers' Markets are busy and bustling and offer a chance to make shopping fun again, as well as a chance to meet the producers of the food you eat. The public can be confident of the origins of the food

Farmers' Markets are for all kinds of food producers and offer an entry point for many farmers who have not 'sold direct' before.

What other benefits do Farmers' Markets have?

Farmers' Markets provide a boost to the local farming economy as well as to town centre business. They also help the environment. Locally produced food does not have to travel far and therefore reduces 'food miles' and transport and fuel costs.



Producers at the Farmers' Markets also tend to use more wildlife friendly methods. Some are organic producers, others are involved in programmes like Countryside Stewardship.

What do you get at a Farmers' Market?

- ✓ **LOCAL PRODUCE** from less than 30 miles away (mainly in Staffordshire)
- ✓ **QUALITY FRESH PRODUCE**
- ✓ **GOOD VALUE**
- ✓ **FARMER, GROWERS & PRODUCERS** to talk to and question
- ✓ **VARIETY, CHARACTER & SOMETHING DIFFERENT**
- ✓ **A BOOST TO THE LOCAL ECONOMY**
- ✓ **STRICT HYGIENE STANDARDS**
- ✓ **TRADITION**
- ✓ **YOU KNOW WHERE YOUR FOOD COMES FROM**
- ✓ **A HEALTHIER ENVIRONMENT & FEWER 'FOOD MILES'** (the distance food travels from farmer or grower to your home) ~ transportation of food over long distances around the nation or overseas is more polluting than simply using local food