



Better Together

Supporting our members to grow their businesses and reduce costs



**DISCOUNTS
CASHBACK
PUBLICITY
WEB PAGES
HELP AND SUPPORT...**
find out more about members' benefits



What we do



Kent Farmers' Market Association exists to support Producers and Markets by promoting the Farmers' Market brand and giving a voice to the sector in Kent and beyond.

Farmers' Markets offer shoppers local, high quality seasonal food bought direct from producers who, in turn, benefit from cost-effective retail outlets.

Kent Farmers' Market Association is the organisation that brings all this together and is dedicated to sharing good practice to both Farmers' Market Managers and Producers.

This booklet is designed to give you an introduction of the benefits membership can bring.

As an Association, we are continually looking for new ways to work for our members so the information outlined in this booklet is amplified on our website which it is continually being updated so please make sure to check for updates regularly at:

www.kfma.org.uk/membership



Members' Benefits



By becoming a member of Kent Farmers' Market Association (KFMA) you can save money, find new outlets, promote your business and access reference material on our website.

KFMA exists to support Farmers' Markets and the producers who sell through them.

As an Association, we have strength in numbers and the more members we have, the stronger we are.

As a member you will receive:

- **Access to our Buyers' Consortium** so you can receive money saving discounts.
- **Special insurance deals** for producers and market managers.
- **Your own page on the Association's website** plus the support you need to keep it up-to-date.
- **The benefit of our media, public relations and advertising expertise** with material produced by professional food writers and photographers.



- **Membership of the Farm Retail Association** which advocates for farmers' markets nationally.
- **Up-to-date information** on legislation and regulations.
- **Access to training** material to help you promote your business.

By joining KFMA, you are joining a community which is always looking for ways to help you. As a member, it is your association so we always welcome your ideas to help us improve.

For Producers



People choose to shop at Farmers Markets because of you, the producers. These discerning shoppers look for a variety of quality, fresh and local produce.

We understand that for you producing comes first and you have little time left to spend on marketing and administration.

The Association can help by offering you access to well tried and tested solutions and specialist advice.

4 As a member we can help you promote your produce by:

- **Setting up and updating your web page.** This is the key resource for all local food markets in Kent and is accessed by thousands of visitors every month. This will display your business using our professional photographs and link to your social media.
- **Priority website listings.** Members come first on all listings and notifications of special events.

- **Commissioning articles** written by professional food writers and accompanied by professional photographs. *Kent Life* features market producers every month.

The Association also offers:

- **Membership of the national Farm Retail Association** and access to their and our Buyers' Consortia which offer discounts from key suppliers.
- **Social media advice and training** to promote your business.
- **Food hygiene, labelling, Trading Standards** and other legal information.

We are always looking for ways to help you. As a member, it is your Association so we always welcome your ideas to help us improve our offers and services to members.

For Managers



Market Managers are key to the success of Farmers' Markets. As a member, you can call upon specialist help and support and share experiences with other Managers.

In particular you are able to promote your market:

- Through the KFMA website. This is a key resource for local food in Kent and the South East. The site is visited by thousands of visitors every month. We can offer you help in setting up and updating your own page on the website.
- Via **subsidised radio adverts and articles** produced by professional food writers and photographers (*Kent Life* features a different market every month).
- By **membership of the national Farm Retail Association** and Real Farmers' Market certification scheme.
- By **accessing a library of high quality images** for markets and producers to use in fliers, the web and social media.

You can also receive

- **Insurance for your market** via a cost-effective market insurance policy developed specifically for Farmers' Markets.
- **Social media** advice and training to promote your market.
- Access to a **Managers Toolkit** on the website, full of information to help you manage your Market. It contains information on producers looking for markets, markets looking for producers, drafts of producer agreements, risk analyses and much more.

We recognise that some markets do not conform strictly to the Farmers' Market brand as they sell more craft than food and some non-local food. However, they can still become members under the heading of Village Market or Community Market. Our aim is to support the local economy, build resilience and promote the vital community service these markets provide.



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How we work for you

Our mission is to invest in the future of Farmers' Markets and local Producers. If you are not already a member, join us and help put local food on everybody's plate.

We have over 45 markets throughout Kent and the south east and over 500 producers.

We know running a small business is tough going and keeping markets fresh and vibrant is also a challenge. This is why Kent Farmers' Market Association is dedicated to sharing good practice by:

- Promoting our brand of local produce sold by you, the actual producer.
- Ensuring markets are an integral part of their local communities.
- Helping you to promote your businesses and keeping you updated on food related legislation.
- Helping you to reduce costs by purchasing through our 'Buyers' Consortium'.
- Helping you get the most out of your web page and social media.

- Offering advice and information to help existing Managers improve their markets and new markets to start up.
- Building public awareness of Farmers' Markets through the media.
- Influencing policy makers and opinion formers by highlighting the importance of local food.



Better Together



Members of KFMA receive regular updates on all Farmers' Market and local food related developments as well as receiving special purchasing discounts.

The Association was created in 2006 following research done by the Kent Business School. They recommended that we needed to co-operate more and share ideas. **This concept is still key.**

We believe Farmers Markets have a great future. They bring together shoppers and local food producers in a way that no other retailer can match.

Farmers' Markets have Unique Selling Points:

- Local producers selling local and fresh produce directly to shoppers.
- A large variety of seasonal products.
- A pleasant place for the local community to meet and shop.
- A unique shopping experience.



KFMA is a member of the Farm Retail Association (the national Farm Shop and Farmers Market Association). By being a part of a national organisation we can bring our members extra benefits and make your voice heard nationally as well as locally.

The FRA has recently launching the **Real Farmers Market** brand. KFMA supports this initiative by subsidising a joint branding programme. Contact bob@kfma.org.uk for more information.

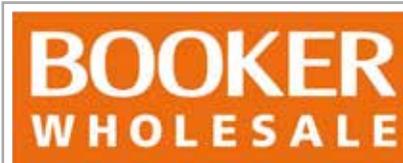


Buyers' Consortium



Members of Kent Farmers' Market Association have access to valuable discount schemes that save you money!

Here are some of the fantastic supplier deals available to KFMA members:



Members are entitled to a 5% discount on all purchases made with Booker or their partner company, Makro.



Members are eligible for a discount of 10% on catalogue prices.



We are happy to offer an exclusive deal for members of FRA/KFMA of a discounted 1.5% transaction rate (excluding American Express) and a subsidised price of £10 for the reader (until end September 2020).

Love Chilis got £70 reward from Booker

Tonbridge Farmers Market saved over £300 last year on gazebos & accessories from Surf & Turf

Matthew from Kent Fine Foods got £306 reward from Booker

Sevenoaks Candle Company saved £99 with Surf & Turf

For the complete list our suppliers go to www.kfma.org.uk/suppliers

To sign up for discounts contact Laura@kfma.org.uk

Insurance



It is essential that both Markets and Producers have sufficient insurance cover to protect themselves against unforeseen eventualities.

For this reason, KFMA has negotiated a special deal for our members with insurance broker, G M Imber. The three types of liability you will need insurance for are:

- **Public liability** which covers you if something you have done causes an accident. In the case of markets, you also need cover outside the market area as well.
- **Product liability** which covers you should there be a problem with your products.
- **Employer's liability** which covers you if someone helping you on your stall is injured or causes damage.

Market Insurance

The package is administered by KFMA and incorporates Product, Public and Employer's insurance, each to the value of £10 million.

Stallholder Insurance

G M Imber offer a basic insurance package for producers. It includes £10million Employer's and £5 million product and public liability. Visit kfma.org.uk/producers for more information.

G M Imber will also add specific items in addition to the standard insurance. Please inform us of your requirements at info@kfma.org.uk or visit kfma.org.uk



INDEPENDENT SPECIALIST INSURANCE BROKER FOR THE MARKETS INDUSTRY

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Innovation

KFMA is always looking to share new ideas to help improve markets, producer businesses and customer experiences.

Right now, probably more than ever, markets and producers need to keep thinking of new ways to attract customers and enrich their experience.

If you have an exciting new idea, or if you have found suppliers of products who offer you excellent service that could help either markets or producers please let us know.

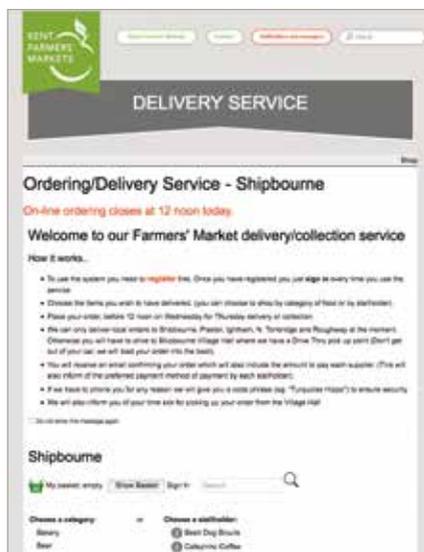
The Coronavirus lock down has made many of us re-think the way we operate and we would like to spread any new ideas to benefit all our members.

For instance...

Shipbourne Farmers Market created an online/drive-thru farmers market so people could still buy fresh, local produce while social distancing (see <https://www.youtube.com/>

watch?v=QXhSHrvVs1Y for more information).

This system could be used to automate deliveries, offer pre-ordering and payment at existing markets plus offer a Click & Collect system for customers who cannot get to the market.



For more information and to discuss your ideas, please contact Bob@kfma.org.uk

Your own web page

All members of KFMA have their own web page which they can link to their social media and on-line shopping sites.

The KFMA website has many thousands of visitors every month. It is a 'one-stop-shop' for local food in the South East. By becoming a member, you start with a great advantage.

For managers, it provides all the essential information you need to promote your market.

As a Producer, your page is linked to every market you attend. You can use it to market yourself to all your potential customers.

We now offer a **free updating service**. Just send changes new photos to laura@kfma.org.uk

The website has two sections.

Public facing

Both Markets and Producer members* have their own web page to provide shoppers with all the information they need to buy local food.

Internal facing

We have a rich store of information covering every aspect of running and trading at Farmers' Markets. We also have support from KCC Trading Standards and Local Authority Environmental Services.

*Non-members are included in a market listing.



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Working together

We have two choices: do nothing or **INVEST IN YOUR FUTURE.** By investing together we can afford to pay for specialists to help us achieve our objectives.



How to invest

The cost of KFMA membership is the equivalent of just over a £1 per week.

Individual membership

£50 per annum (if you take out G M Imber insurance, it is £47 p.a.)

Market membership

£55 per year

Corporate membership

£100 per year

For companies and organisations who share our objectives of promoting local food.

All KFMA members benefit from our Buyer's Consortium discounts.



We can now offer you a monthly or quarterly **Direct**

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