

A Farmers' Market at the University of Edinburgh

Research and Recommendations

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Who are PARFS?

PARFS (*Participatory Action Research on Food Sustainability*)

is a novel, on-campus, action research project, focused on food and sustainability;

is a flagship project, awarded the competitive *Principal's Teaching Award Scheme (PTAS)*;

aims to use Participatory Action Research and practice-based learning to aid learning for sustainability, through involving students in the development of sustainability projects on campus;

in the academic year 2016/2017, the team was joined by a group of students from the *Social Life of Food* Course, who conducted research on Farmers' Markets;

for more information on **PARFS** you can visit:

http://www.sociology.ed.ac.uk/food_sustainability_edinburgh



Our Research

Methods

On-the-day surveying by PARFS members

Online follow-up survey by the Student Association

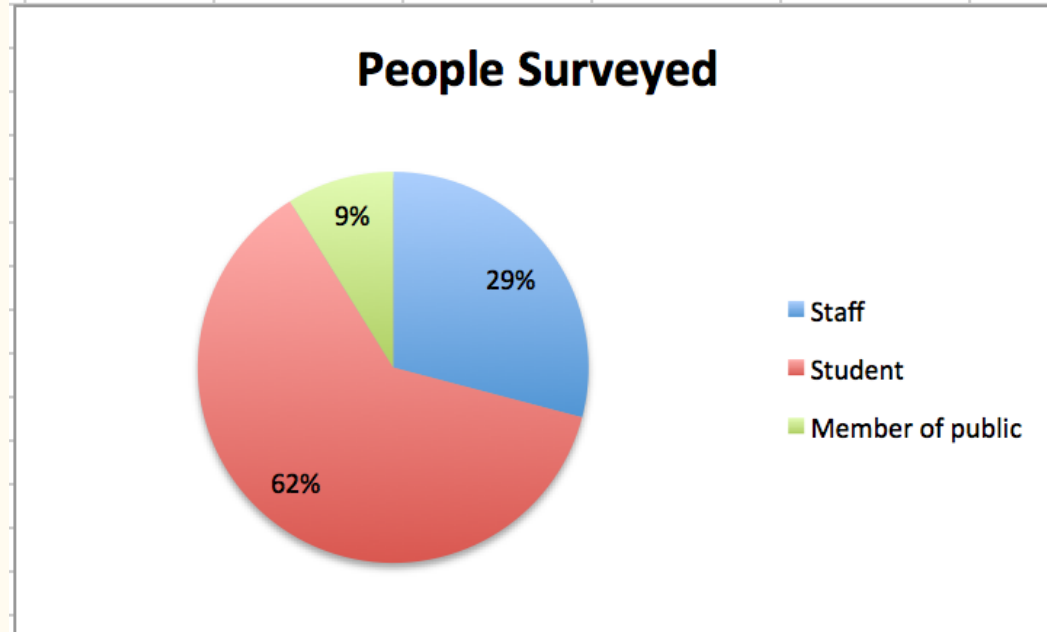
Background literature on farmers' markets

Responses

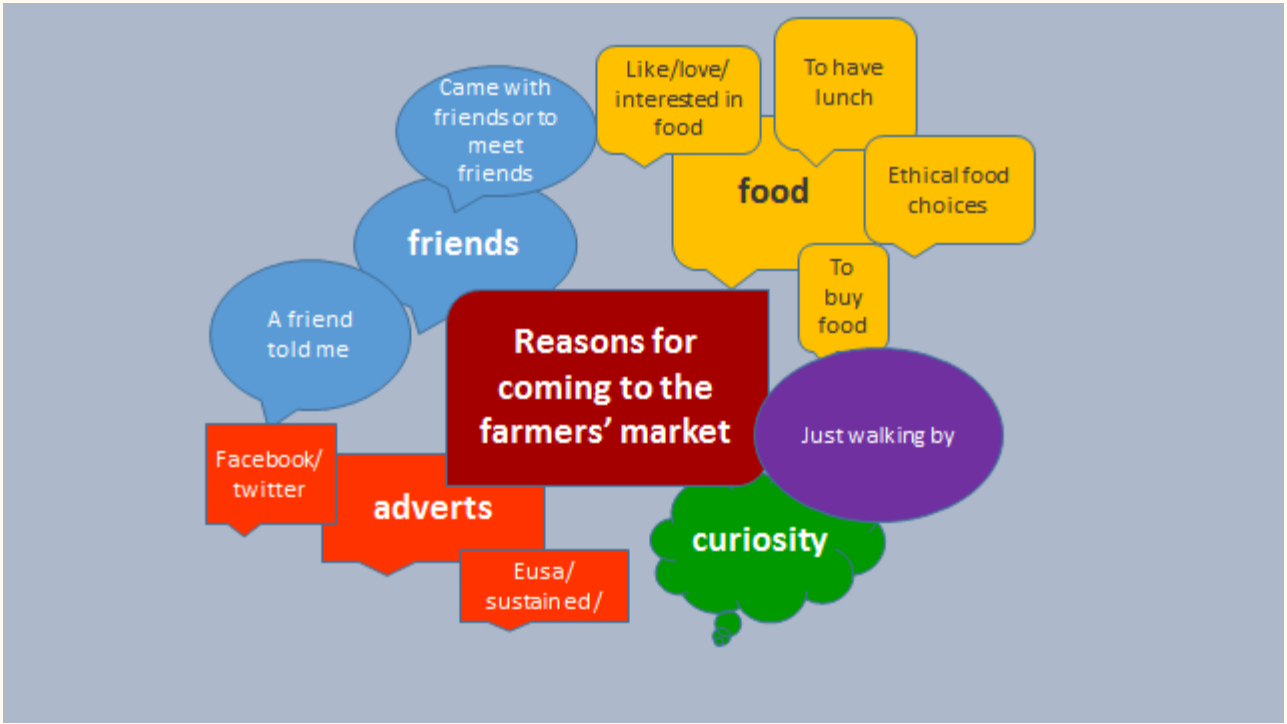
Total of 79 responses; 52 people on the day and 27 responses online



Demographics



Reasons for coming to the market



I really enjoy markets in general, meeting people who are passionate about their business, the stalls really look good and obviously the food!

I was interested in finding fresh produce and also just seeing what the market looked like.

I'm always looking for convenient ways of buying good quality fresh products.

Get LOCAL vegetables and fruit, preferably organic and plastic free.

So pleased to see one finally happen on campus!

To find good and local products

To buy organic food

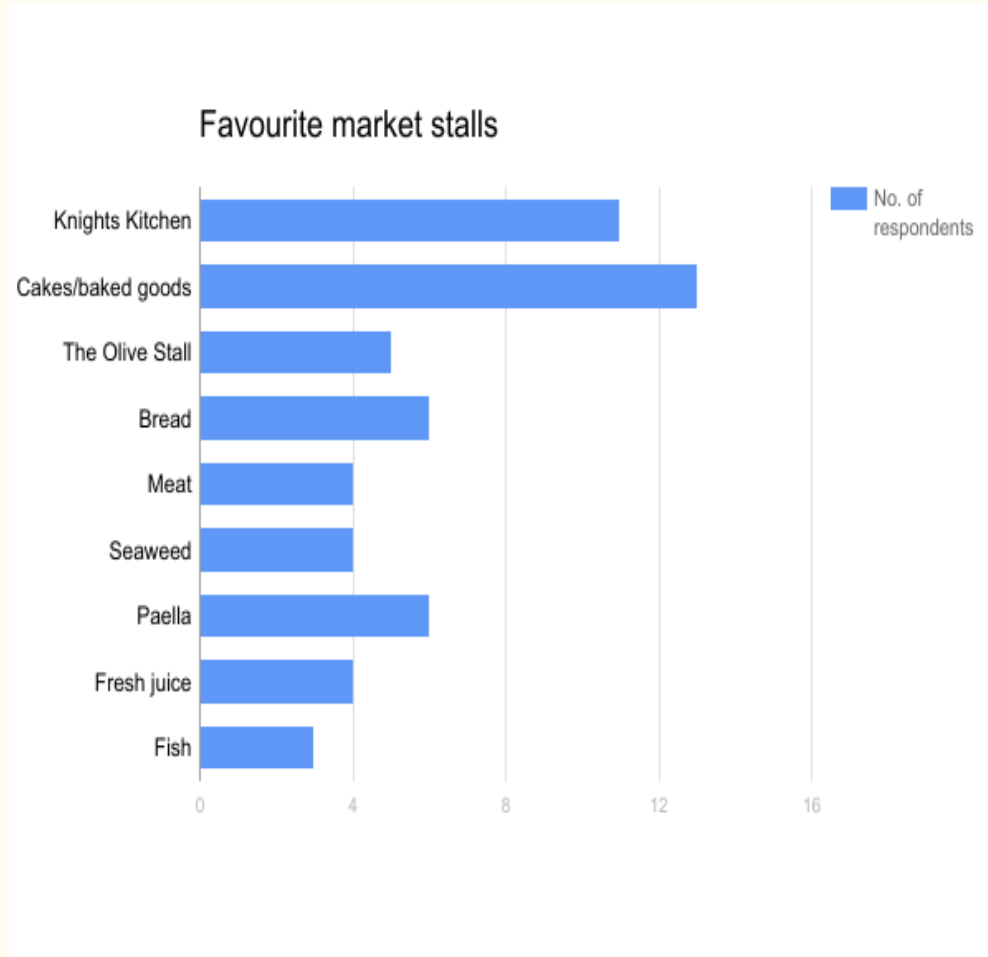
Interest in local produce

I have gone to a few farmers markets before and I wanted to see the selection.

to see what it's like shop local produce, be more enviro con.

Popular stalls

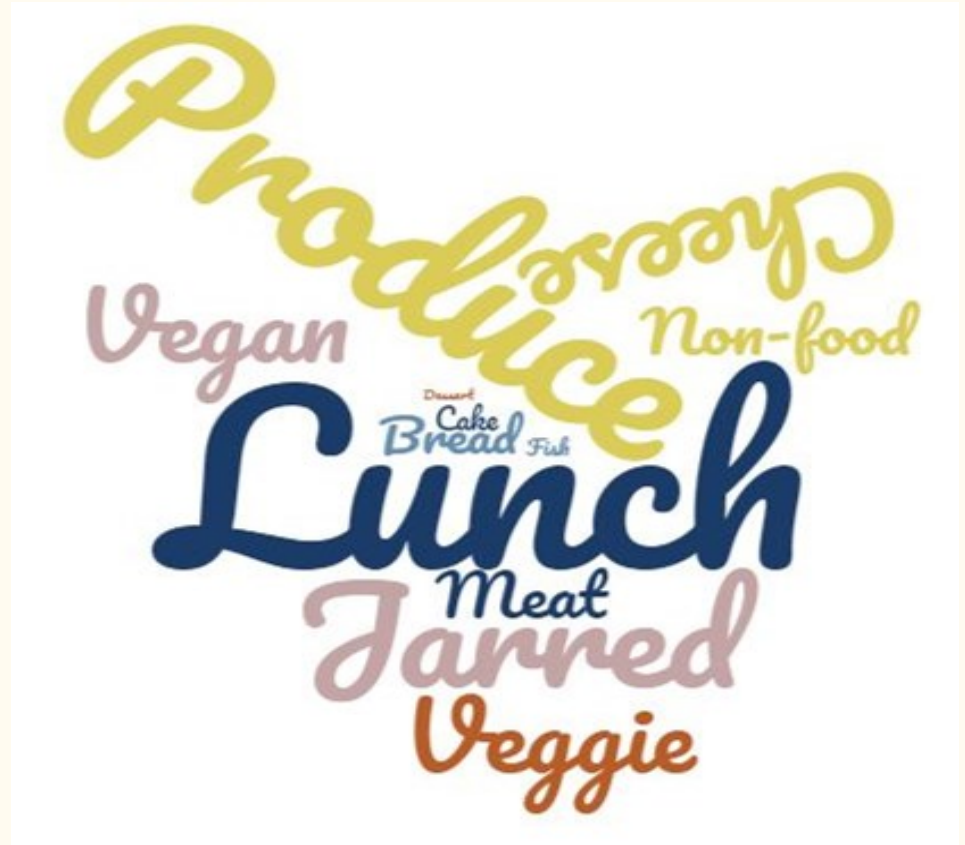
- Knight's Kitchen extremely popular “the woman running it was lovely” “it was excellent!”
- Cakes, in particular Casa Angelina vegan baked goods “it was new for me and I loved it”
- Respondents interested in sustainability of meat and fish stalls “my favourite was the meat stall because they were from a farm that processes meat sustainably and had delicious samples”
- Ready-to-eat food bought most and were most respondents ‘favourite’ stalls



What would people like to see in the market?

- Ready to eat/lunch foods
- Fresh fruit and vegetables
- Vegetarian and vegan options
- Jarred/pre-prepared food

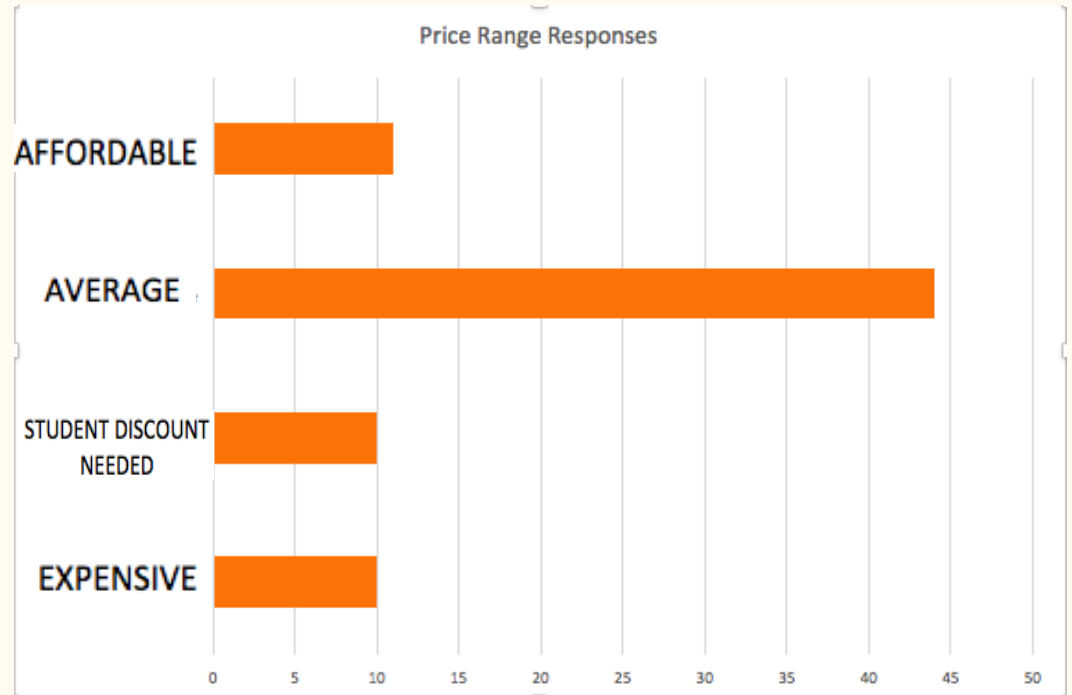
These correspond with what people actually bought on the day



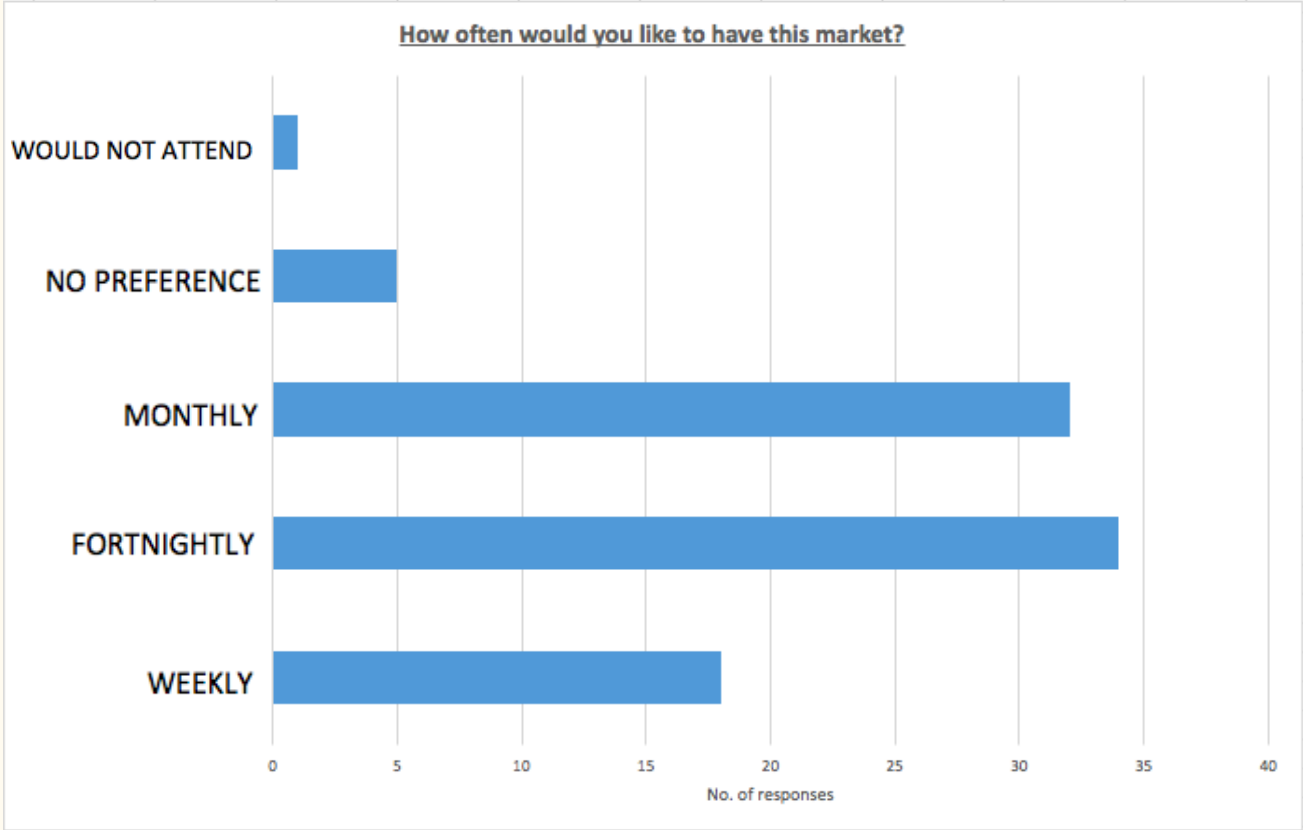
Affordability

“Affordable, would be good with student discounts”
- general response

“Reasonable value for money,
high range on student budget”



Frequency Responses



Recommendations from the Survey

Different cohorts of people at the market wanted different things, some wanted more fresh produce while some wanted lunch

More **local fresh** produce (fruit and especially vegetables), more cheese, more **savoury** - less cake stalls

More **vegetarian** and **vegan** options (vegan cheese)

Affordability - student discount

Frequency - weekly or fortnightly

A farmers market should (Manifesto)

- Encourage people to be more involved
- Sell seasonal, local produce when this is available. Imported produce should be fairly traded
- Sell ugly and less cosmetic veg that ~~is~~ might otherwise be wasted
 - ↳ we could make this into cheap prepared food for lunches
- promote sustainable food choices through education + engagement



Our Recommendations

All/most lunch food **vegetarian**, salads, all cakes **vegan** (1-2 cake stands enough)

Sustainability and **ethical** concerns

talks (academics, stallholders or producers)

recipes with local produce

ethical - fair trade, organic, local, food miles, ugly fruit & veg

More **charitable** organisations (e.g. Woodland Trust, RSPB)

Regular as well as new stallholders