



# Farmers market – the place to buy small scale local food

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# Consumer trend: Customers want to know where the food comes from



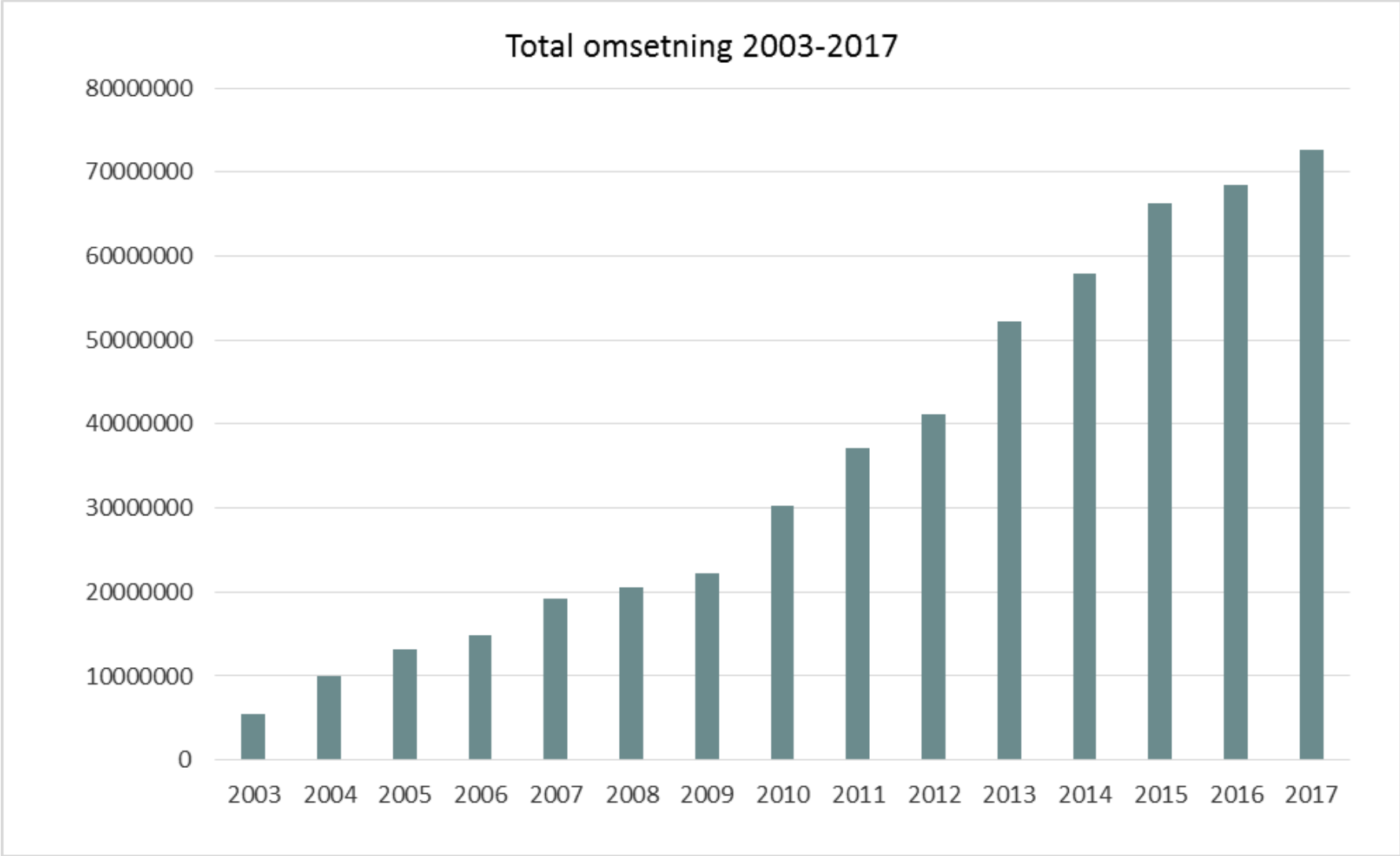
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# Farmers market answers



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# Building brand and quality step by step



**Last year:  
6 % increase  
72 mil kr**

**About 280  
market days**



## How are we organised?

- The Farmers Market Norway is an independent foundation. Owns the brand and the concept.
- Started in 2003. Founders: Norwegian Farmers Union, Norwegian Farmers and Smallholders Union, HANEN (rural tourism), Oikos Norge (organic) and Norwegian Agricultural Co-operatives.
- The local markets are co-operatives owned by the farmers/producers.

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# The local markets

- Marketing (web, Facebook, some newspapers, sms to regular customers etc.)
- Coordinating the participants, equipment like electricity, turnover for each market etc.
- Information to the police, the local municipality and the Norwegian Food Safety Authority.

VÅR		HAUST		
Laurdag	25.2	Laurdag	12.8	
Laurdag	11.3	Laurdag	26.8	
Laurdag	25.3	Fre. laur. sun. MATFEST	1-3.9	
Laurdag	8.4	Laurdag	30.9	
Laurdag	22.4	Laurdag	14.10	
Laurdag	6.5	Laurdag	28.10	
Laurdag	20.5	Laurdag	11.11	
Laurdag	TORG DAGEN	Laurdag	25.11	
Laurdag	ÅSANE	Laurdag	JULEMARKNAD	2.12
Laurdag	17.6	Laurdag	JULEMARKNAD	9.12
Laurdag	24.6	Laurdag	JULEMARKNAD	16.12

Følgers på Facebook



# How does it work?

- The farmers decide how often they participate.
- All producers own and bring their own tent, tables, freezer etc.
- They pay a fee for each time or for the whole year (they agree).

# The market





# Farmers Market = easier to start

- Not expensive to participate
- Well known and well organised
- Developing products together with the customers
- Selling more than if you stay alone outside a shop



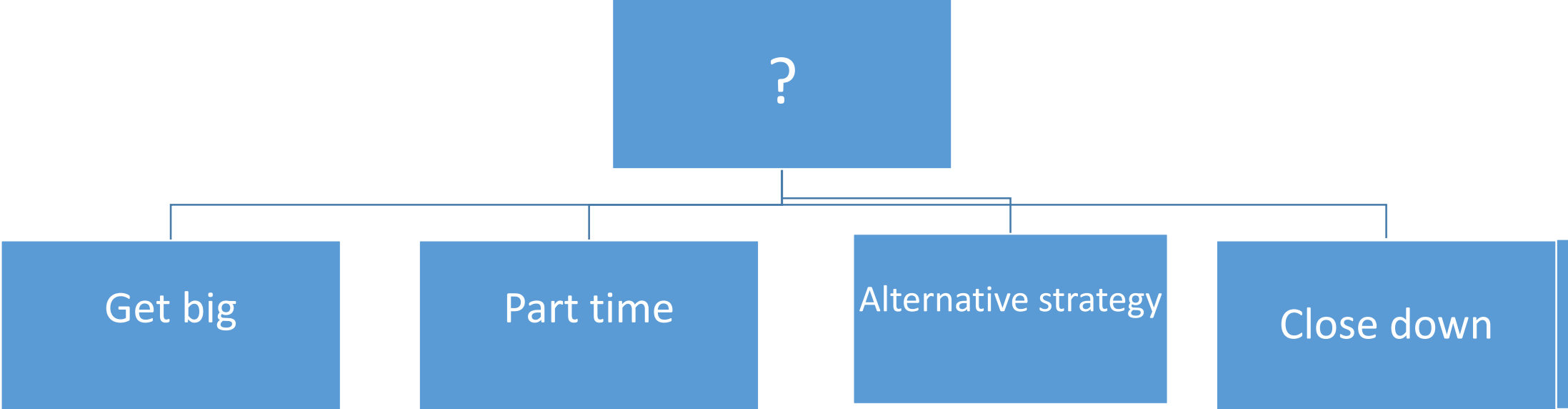
Anne Karins  
Sveler  
Syltetøy  
Snadder og  
... ..

# More and more popular among the farmers

- Now we have about 370 producers participating.
- We have markets in all parts of Norway, except Finnmark. Regularity and number of places in each region differs.
- The farmers get more for their meat and other products, and can make a small farm competitive.



# Kari Farmer: I have to choose business model for my farm





## We demand the following from our producers:

- 1. The raw foods are locally produced and traceable (as far as is possible)
- 2. The processing is small scale and dominated by craftsmanship
- 3. The producer(s) themselves sell their products on the Farmer's Market

The producer is not necessarily a farmer, but it has to be a person who processes local raw foods on a small scale. The market places will be at traditional squares, in parks or in closed streets.

# The farm gives you possibilities!



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**Thank you!**

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