



# Look for Local Food

**A practical guide to help increase sales of locally produced food and drink.**





## Welcome and Introduction

**Stocking more local food & drink will enhance and strengthen the position of a retail outlet. Look for Local Food will enable your shop to offer something different and meaningful to your customers.**

This guide has been developed to help retailers find and stock more local food & drink, so that beneficial relationships are developed between your retail outlet, the community, small producers and consumers.

Look for Local Food offers ideas and guidance for outlets wishing to use local food as a means of promoting and developing their overall business – many of the principles will apply across the rest of your retail business, not simply to local foods.



Stocking and selling more locally produced food & drink will strengthen the viability of a retail outlet by developing and adding to the range of local foods available, promoting the outlet more widely and improving turnover.



Developing better relationships between small outlets and small producers will help to support a vibrant, local economy and the activities and enterprises that make up this interdependent community.



Enhancing the consumer's knowledge of and relationship with locally produced food will mean a healthier and shorter supply chain, encouraging greater interaction between the consumer, the people growing, raising or making food & drink locally, and those selling or providing it to them.

Look for Local Food will help you reach out to new and existing customers and encourage more frequent visits, higher spend and greater loyalty: 65% of consumers buy locally produced food & drink and 40% would like to buy more.\*

This guide was originally funded by The National Lottery through Big Lottery Fund under the Making Local Food Work partnership programme. The objective was: to 'reconnect people and land through local food increasing access to fresh, healthy, local food with clear, traceable origins'.

*\*Source Institute for Grocery Distributors*



## 1. Look for Local Food. What is it and why?

This section will show you why you have made the right choice in choosing Look for Local Food, and explain in more detail some of the areas that your customers will be asking about and looking for. It will also answer the question "What is local food?"

- What is Local Food 1.5
- Why is Local Food Good 1.7
- Consumer Demand for Local Food 1.9

## 2. Stocking and sourcing the right local food and drink

Advice about which products to introduce first will be found here, plus lots of guidance about how to find and start trading with your local producers. Look here for a guide to what is in season when.

- What do you have? 2.11
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## 3. Display, merchandising and point of sale

Essential to the success of your local range is making sure you build good displays: to show customers your ranges of local food, and then entice them to purchase. This section will also give advice about pricing, and how best to use point of sale to make your displays look great.

- Principles of great merchandising 3.27
- Display and merchandising for local food 3.30
- More merchandising idea 3.33
- Seasonal opportunities 3.35
- Pricing 3.39

## 4. Launching and promoting Look for Local Food

Here you will find hints and tips on how to communicate your new range to customers, and how to keep the interest once your initial range of local food has been launched.

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This section will point you in the right direction for where to look for more detailed information, and further advice.

## Look for Local Food – what is “local” food and drink

**Look for Local Food can be used to promote:**

**“Food or drink that has been grown, raised or made within 30 miles of the point of sale, or in the same County as the point of sale.”**

This simple definition reflects the most widely held consumer perceptions and expectations of the origin of local food, and combined with the largely accepted and used definitions, for example by farmers' markets, food and farming organisations and major supermarkets. It is easy for customers to understand, and at the same time is feasible and allows you a wide choice of food products, especially if you are in coastal or fringe locations where the 30 mile radius alone might be very restricting.

Look for Local Food has copyrighted logos which you are now entitled to use:



The logo has been designed to be used in a variety of situations, such as on shelf edging, posters or promotional literature. The logos can be applied to any product matching the description above and below.

As stated on the display card:

- Primary produce (eg. meat, vegetables, eggs, milk) must be grown, raised or produced within 30 miles of the store, or in the same county
- Added value produce (eg. bread, cakes, preserves, beer, butter, pies), must be made within 30 miles of the store, or in the same county. Key ingredients, wherever possible and available, should be locally grown or reared. For example, the meat, vegetables, fruit or eggs. Look for Local Food encourages food producers to source traceable ingredients local to them
- The logo should not be used on items which are not locally grown, raised or made – ask your advisor or look on the website for further guidance.

## Defining and refining the principle

For **primary produce**, deciding if it fits the 'local food' definition is relatively clear cut. The produce should have been grown, reared or raised within 30 miles of or in the same county as the point of sale.

It is more difficult to specify a single definition for **added value produce**. If you are unsure about defining a product as 'Local Food' then it is probably best that you don't – but do contact us to discuss this if you wish.

The logo should **not** be used on products that have been simply obtained from a local supplier but are of unknown or imported origin, **nor** on products which have been locally cut or packed only, not grown or raised locally. Perhaps you could highlight in different ways the other locally based businesses that your outlet supports and uses, since this is also valuable to the local economy.

We are not stipulating that foods must contain all locally grown or raised ingredients because the scheme is also concerned with encouraging support for small local producers, the local economy and community and the value of these interconnecting relationships. Think of it as a 'local food ladder' with goods that are made locally but with undefined ingredients representing a good step on that ladder, and with locally grown or raised primary produce sharing the top rung with locally made or prepared food and drink that uses all local ingredients. Important considerations are that the food is produced, distributed and sold in ways that contribute positively to local communities.

When you are speaking to new producers about stocking their goods, ask them where their ingredients come from, how the products are made and what their purchasing policies are. This will protect the integrity and value to your local food promotion and to the scheme. It will also enhance your ability to sell the products by passing on information about the local produce.

## Let your customers know you are stocking local food and what it means!

Let your customers know what is meant by Local Food by displaying the **Look for Local Food Point of Sale Material**.



**This material has been produced** to reinforce the local message as will any communications and promotions that you can do. Some of the promotional materials have space for additional information about the product, e.g. your eggs may be from just half a mile away; Mr Smith in the village may have grown the runner beans on sale; Mrs Miggins might use beef from a local organic farmer in her pies – telling consumers more of the local food 'story' can help to sell it. See later sections of the guide for advice, guidance and ideas on how to do this effectively.

*The developers of this scheme can accept no responsibility for inaccurately branded products, so at all times ensure accuracy in your labelling.*

## Why is Local Food Good?

Stocking local foods can help you promote your outlet and increase your sales to both new and existing customers. From a business perspective it is a way of helping to increase your turnover and make your business more profitable. However, there are a number of other reasons why it makes sense to sell local food & drink.

### Good for the Retail Outlet:

- Stocking and promoting locally produced goods demonstrates that your outlet is a **strong supporter of the local community** and is 'leading the way'. It also shows that you are responding to consumer demand.
- It is difficult for supermarkets to offer a truly local range **different** in each store so you will have the upper hand in finding, or perhaps even creating, small local suppliers.
- It will increase the **variety and uniqueness** of what you offer.
- It will lead to a **larger number of regular customers** who can now find more of what they want in the retail outlet, and more frequent visits from those regulars.
- **New customers** will also be drawn in by the expanded offering, and will hopefully become regulars.
- It will lead to **increased footfall** leading to higher spend and sales which is likely to be across all categories, not just on local foods.
- It gives you an excellent '**hook**' for promotions, press releases, getting involved in or hosting events etc – all ways of continuing to develop the business and maintain your customers' interest.

### Good for your local community

- Local food is not just about 'how many miles' – it is also about helping to bring about a more **equitable, sustainable and healthy food system**. One that contributes positively to those involved in it and to local communities. One that minimises impact on the environment and produces food with care.
- Buying local food **supports the local economy** – spending £1 on local food in a local outlet generates £2.50 in the local economy. Compare that with just £1.10 if spent in a supermarket. That is because of the 'multiplier' effect from a number of small but interdependent businesses that rely on each other.
- Buying local food & drink often supports the commercial use of **traditional varieties** or rare breeds, one of the best ways to help prevent their loss. It can also revive or maintain traditional, local and regional recipes and specialities, and skills, enhancing a sense of place through our food heritage.
- Local foods are associated with minimised transport, less superfluous packaging, less food waste and often production methods that are more sympathetic to the environment – thereby **reducing environmental impact**. If something can be and is produced locally, why eat the same item from half way around the World?
- It can create **new enterprises** and opportunities for producers, with other businesses and communities working together through local food activity.

## Good for consumers

- Food that is reared, grown or made close to the point of sale is more **traceable**. Information about the farming and husbandry methods, inputs, processing, ingredients and trading principles of these producers is often part of their sales information – or if not is generally easier to find out.
- Local food is often **fresher** and tastier as it reaches the point of sale, and people's plates, sooner. Fresh fruit and vegetables start losing vitamins very quickly after harvesting, so the quicker they are eaten the better they are!
- Reduced processing and less artificial ingredients means that choosing local foods can be a **healthier** choice. Also the slower maturing or longer growing patterns common in many local foods mean that resulting primary produce often has a better nutritional profile.
- People's **understanding of food**, and of farming and the production of food, has been eroded through mass scale, mass market and processed foods and the accompanying sales routes. A reconnection and empathy with the land, and a realisation that those who rely on it for a living are not the only ones who rely on it, can be fostered and encouraged through local food.
- Shopping, cooking and eating can be much more **enjoyable** – buying seasonal, local foods, finding out how they have been produced, trying new recipes and talking to other people about it is fun!

**This guide is aimed at helping you identify and promote local products more clearly and effectively, and at increasing the amount of local food & drink lines that you have available.**

**Knowing some of the reasons why you are doing it and why people might select local produce is important and will help you make good choices and have conviction in selling the goods.**





## Consumer demand for local food

A large and growing number of consumers wish to know and understand more about where their food and drink comes from.

Consumers are keen to support local foods for a number of reasons with the most common reasons being

***"Supports the local economy, Supports the local area/community, I know where producers are, Less air miles, Fresher products"***

*Local Food Omnibus Research Report prepared for the FSA (Food Standards Agency) in 2008*

***"65% of consumers buy local food with 40% stating they would like to buy more."***

*Institute for Grocery Distribution: Retail and Food service Opportunities for Local Food report 2006*

- Other consumer figures from a variety of sources bear this out and show increasing awareness of and demand for traceable, locally produced foods.
- Research carried out by Food From Britain and IGD in 2006 showed an increase in the percentage of buyers making purchases of locally produced goods in virtually every main product category, as compared with 2005 figures.
- Vegetables, eggs, red meat, poultry, cheese and cooked meat products had all risen at rates of between 5% -10% from the 2005 figures.



### What categories?

The most demanded local foods, as found in a number of different survey's and looking at actual consumer buying patterns, in order of priority are:

- Vegetables
- Fruit
- Red Meat
- Eggs
- Poultry
- Milk
- Bread
- Meat products
- Fish & fish products
- Cheese
- Jams, preserves and honey
- Cooked meat products
- Cakes
- Ready meals
- Chutneys and pickles

However, you should remember that all consumers are different, and what one person desperately wishes to buy from a local source another may overlook or never buy. Find out what is right for you and for your customers. An example of a questionnaire can be found in the Resources section 5.3.

## Fresh vegetables and fruit are essential

**The particular demand for fresh primary produce is great news for farmers and producers: they can look to supply smaller local outlets nearer the point of production, shorten their supply chain, and therefore build stronger, more beneficial links to their end consumers.**

Small local outlets can play an important role here. Farmers can reach their most local market, have more flexibility in terms of supply arrangements as well as have a personal relationship with producers and offer a personal service to the customer. This strengthens the identity of and trust in the local foods on offer. In turn, consumers will have an improved connection to and understanding of the land and of food production.



**Interest in cooking has mushroomed with the rise of the "Celebrity Chef" – you only have to see the plethora of cooking programmes on television and new cook books released weekly to be reminded of this.** Cooking from scratch, using seasonal produce and traditional recipes has had a particular revival. With the most demanded produce tending to be primary foodstuffs, there is an ideal opportunity to promote and market local foods using some of its inherent virtues - seasonality, availability of different cuts, different breeds and varieties, healthy properties associated with certain products and production methods.

Knowing how to cook from scratch and get the most from good, nutritious ingredients will become even more important to consumers if food prices continue to rise. If you can nurture your customers' interest in cooking, you will have more opportunities to sell them new, seasonal and local products and so increase the demand for these.

Think about having recipes or suggested cooking methods next to your local produce displays. You may also wish to feature recipes in a newsletter to customers to highlight a new line you are stocking and to generate interest.

## What do you have?

**Before beginning the exciting task of finding more local producers and selling their products to your customers it is important to be clear exactly what you have.** This will make it much easier to see which products you are missing and where the most benefit could be gained as you increase your range of locally sourced products.

**It is a good idea to ensure that there is one designated local food champion.**

This will probably be the manager, but it could be an enthusiastic volunteer, member of staff, or supportive member of the committee who has the time and expertise to take responsibility for the scheme.

Either way it is crucial that everyone involved with the running of the outlet understands that you are involved with Look for Local Food and what that means, in particular what the definition of local is for the use of the materials.

## Review your current position

The important areas to consider include:

- what you are stocking at the moment, specifically what local produce?
- how much space is given to local lines?
- who are your customers?
- what sort of marketing or promotion do you do at the moment?
- what local competition or potential collaborators are there - farm shops, box schemes, farmers' markets, direct from farm?

## How do I do this?

**Use the list of categories in Section 1 and compare it to what you have in stock now to identify where you have gaps.**

**There is a questionnaire in the Resources Section 5 which can assist in identifying your current position.**

## Do you already stock any local products?

We have defined Local Food and Drink as any **products that have been grown, raised or made within 30 miles of the point of sale, or in the same county.**

Start by finding out just how far 30 miles is from your retail outlet – you may be surprised at the size of the area that is covered and what you have in stock!

On a map of your area draw a circle marking a 30 mile radius from your position. It is useful to have a visual aid as you start looking at the products that you currently stock to see how many fit the Look for Local Food identification – remember, this should not just be the location of a supplier or wholesaler, but where the produce itself has been grown, raised or made. As you identify products, mark them on your map and use this as a promotional tool – we'll come back to it later as you expand your range.



Image produced from Ordnance Survey's Get-a-map service. Image reproduced with permission of Ordnance Survey and Ordnance Survey of Northern Ireland.

## What do my customers want?

**We have mentioned some of the national consumer trends and the products that top the majority of shoppers' local food 'wish lists'.** However, it is important to find out what your customers want, and also what might tempt new customers in. It is worth investing some time in trying to meet customer demand from the beginning and you might find out some interesting ideas that you had not considered. In addition, involving your customers in the process of product selection can help engender a sense of 'ownership' and more committed support once you have local products on the shelf.

### Ask them - formally

You may wish to conduct a relatively **formal consumer survey** to all households in the area, and perhaps surrounding areas.

This has several **benefits**:

- You can ask questions about specific topics – including things not directly related to local food & drink, such as opening hours, home delivery, other services you are considering.
- It would go to households who currently do not use your outlet – an important group to win over and convert to customers.
- People can answer anonymously if they wish and you should therefore get honest responses which will be of more value, where perhaps you may not if you asked people face to face.
- You will be starting a conversation about local food & drink, and that in itself will start to stimulate a level of interest and anticipation ready for when your new stock is available.
- You may find some potential local suppliers come forward.

However, completing a survey will take time, response rates can be low and you may receive responses from just a handful of your existing regulars. A few tips to help maximise its **usefulness**:

- Offer an incentive for completing the questionnaire by a certain date. A prize draw for a hamper of local food & drink would be appropriate. You could ask some of your existing local suppliers if they would donate an item, or make it up yourself. If you include some local product lines that you are considering you could also get feedback before stocking them!
- Have copies of the survey available as reminders and for passing trade.
- Make sure you include all of the village institutions, clubs/societies and other businesses – they might have specific ideas or needs that you could satisfy.
- Have a posting box for entries, with a poster explaining what Look for Local Food is about. This will start to build and promote the message of local foods and recognition of the scheme identifier. An example poster is included in Section 5, or you can produce your own.
- Set yourself a target timescale to get the results of the survey in and analysed.

**An example consumer survey is included in the Resources section at the rear – Section 5.**



### Ask them - informally

**You may wish to keep things informal and simply ask your customers for ideas or suggestions about local foods.** You could of course use a combination and follow some of the suggestions below as well as a formal survey. As with a more formal approach, there are pros and cons with informality.

#### Pros

- It can be a good way of finding out people's real feelings on local foods as you are likely to end up having a deeper discussion and get a more definite idea of the products that individuals might buy and how to appeal to them.
- Chatting will also generate other ideas and give you the opportunity to discuss other related improvements or suggestions.
- Trying to find out why people go elsewhere and what might change that would invariably be useful to gauge from the start.

#### Cons

- You will probably only get the opinions of those people who are already customers, missing out on potential customers. However, promotion of your new ranges to these people can come later – see later sections.
- You won't get such robust answers to certain questions you might want to ask.

How do you let people know that you are intending to stock more local foods, but also make sure that you will stock what people want to buy?

- Use the survey in section 5 to give you ideas for other opening questions – you will quickly get talking.
- You can do this in the shop, in the pub, at the school gate, at church – wherever you might get the opportunity to chat.
- Have a suggestion box in your outlet, with a poster to catch people's eye. You could ask for ideas in relation to local foods specifically, or for or for more general improvements. This might encourage customers who are reticent about vocalising their opinions and is a visible demonstration of your wish to canvas customer opinion.
- Ask people that pop in infrequently as well as customers you know well. Their needs or wants will probably be quite different.
- Also ask passing or holiday trade – they can be important sources of additional income and spread the word about your retail outlet.
- Put a notice in your parish magazine letting people know of your plans and asking for ideas, or even suppliers.\*
- If the parish has a website, start a discussion or post a notice there.
- Again, don't forget to speak to other businesses and clubs or societies in the village – there may be opportunities to supply to them or for you to work together.

*\* Whilst finding very local producers and suppliers is to be encouraged, be careful not to promise to stock items just because someone in the local area would like you to sell their wares. Products sold in retail outlets need to adhere to labelling and food hygiene regulations and it is the outlet that is responsible for ensuring this is the case. You should also consider what stock is viable in terms of your outlet being a business. Make this clear from the outset to avoid difficulties or bad feeling.*

## What is the local competition?

**Obviously, your retail outlet doesn't operate in a vacuum: it is good practice anyway to know what your local competition is, but now that you are undertaking a specific local food promotion it is even more important.**

Review and consider **competitive offers** in the locality, which could include:

- Farm shops
- Box schemes
- Butchers, delicatessens, bakeries
- Farmers' markets
- Producers selling direct to consumers – either collection at farm gate or by mail order/online for delivery
- Mobile shop services
- Villagers' garden gate sales
- Supermarket local ranges
- Pubs and other food outlets

It is essential to **visit** as many of the **key outlets** in your area as possible as they could help you shape your own plans:

- Look at their ranges of local food. Do they have several options of similar items, indicating a popular purchase choice? Are there gaps on shelves, perhaps also indicating quicker sales? What is marked down – slow sellers for them?
- What local stock do they carry – would it also be suitable for you? Who are their suppliers?
- Visiting the farmers' market gives you the chance to chat directly to some of your most local producers and find out if they could supply to you. If they already supply to retail outlets their labelling should already be compliant, otherwise you may need to ask them about this.

- Make notes about the layout, merchandising and displays in other outlets. Watch how customers react to them, as well as note which items they are putting in their baskets.
- Note selling prices for the same or similar products in different outlets.
- How do other outlets promote or draw attention to local food, if at all? Is there information telling customers which individual items are local and where they are from?



### Could the 'competition' be potential 'collaborators'?

There is a tendency with many of those involved in local food not to see other outlets purely as competition, but more as being part of a whole movement which champions the cause for buying local food from local vendors.

You may find that local producers and outlets will wish to support and work with you. This can be particularly helpful with certain product types or if space in your shop is limited. It could be that you do not wish to compete directly with a particular local business, or you do not wish to outlay expenditure on additional equipment or stock until you have established your sales. There could be possibilities for supply-to-order arrangements for meat, or a vegetable box ordering, drop off & collection arrangement, for example.

## What products am I going to stock?

**You will have identified some obvious gaps and opportunities as a result of your initial research, but there are some overall practical considerations:**

- Does the overall layout of your outlet need reviewing to allow greater prominence of local foods, higher margin categories, or categories new to the shop?
- Do you have enough shelf space to accommodate the extra lines, or will you need extra selling space?
- Do you have the appropriate equipment if you are going to add to your chilled or frozen products?
- Do you have sufficient, flexible space for fresh produce, which will vary in quantity throughout the year?
- Would additional chilled space give greater scope for an expanded fresh fruit & veg range to help prolong shelf life and reduce wastage?
- Will you be substituting existing lines for locally produced ones? How long will it take to run down the existing stock?
- Do you have a licence to sell locally produced beers, wines and spirits?
- Are there additional regulations required for new products or packaging types, for example meat. Are you happy to manage this, or are there alternatives?
- Have you already identified any potential suppliers or partners?
- Do you have much business from passing trade or tourists who might be looking for different types of products?

### Seasonal products

Stocking seasonal produce is part and parcel of stocking local foods - and a great way of being able to run promotions throughout the year. A seasonality chart is shown overleaf.

### Local specialities

Are there any local specialities in your area? Produce known to be of exceptional quality? Rare and traditional varieties and breeds associated with the region or landscape? Ancient or quirky recipes? Some products have protected status, meaning they can only be produced in certain locations, with certain ingredients or to certain recipes. All of the above can be a great way of starting your local offering and increasing your local identity, as well as supporting local producers and your food heritage. Consumers are increasingly interested in the story behind their food, so this really can be a selling point.

Examples could include strawberries in Kent, Cornish clotted cream, Melton Mowbray pork pies, Single Gloucester cheese, Herdwick lamb, Red Ruby Devon beef, Herefordshire cider....



## Fruit & produce seasonality chart

	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Apples												
Asparagus												
Aubergines												
Beetroot												
Blackberries												
Blueberries												
Broad Beans												
Broccoli												
Brussel Sprouts												
Cabbage												
Carrots												
Cauliflower												
Celeriac												
Chicory												
Courgettes												
Cucumber												
Damsons												
Elderberries												
Fennel												
Garlic												
Green Beans												
Greengages												
Jerusalem Artichoke												
Kale												
Leeks												
Lettuce												
Loganberries												
Marrow												
Mushrooms - Field												
New Potatoes												
Parsnips												
Pears												
Peas												
Plums												
Potatoes												
Pumpkin												
Purple Sprouting Broccoli												
Quince												
Radishes												
Raspberries												
Red Cabbage												
Rhubarb												
Rocket												
Runner Beans												
Salad Onions												
Savoy Cabbage												
Sloes												
Sorrel												
Spinach												
Spring Greens												
Spring Onion												
Squashes												
Strawberries												
Swede												
Sweetcorn												
Tayberries												
Tomatoes												
Turnips												
Watercress												

Source; Love British Food.co.uk



## Meat seasonality chart



	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Beef</b>												
<b>Lamb</b>												
<b>Pork</b>												

## Fish seasonality chart

	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Halibut</b>												
<b>Plaice</b>												
<b>Skate</b>												
<b>Dover Sole</b>												
<b>Lemon Sole</b>												
<b>Turbot</b>												
<b>Bass</b>												
<b>Cod</b>												
<b>Red Gurnard</b>												
<b>Haddock</b>												
<b>Hake</b>												
<b>John Dory</b>												
<b>Ling</b>												
<b>Monkfish</b>												
<b>Grey Mullet</b>												
<b>Red Mullet</b>												
<b>Pollack</b>												
<b>Whiting</b>												
<b>Herring</b>												
<b>Mackerel</b>												
<b>Sardine</b>												

Source Seafish

## Key local food product categories

Food type	Comment
<b>Vegetables &amp; fruit</b>	 <p>Locally grown vegetables and fruit are the products most in demand from consumers looking for local foods. They can also make a colourful impact and draw people in to your outlet.</p> <p>If you already stock fresh produce, you can substitute it with locally grown as supplies become available and review the space for it. Make good use of labelling to highlight which are local and make the most of seasonal produce.</p> <p>If you don't already stock fresh produce think about which lines to go for first. In general it is probably best to select items which have a longer shelf life, like potatoes and other root crops (carrots, swede, parsnip etc). These are staples so will give you good volumes and result in less wastage. Green leafy vegetables are also good to have and they last well if kept cool.</p>
<b>Fresh meat</b>	<p>Red meat is another category high on the local list for consumers. Locally produced meat can really deliver a fantastic taste advantage, as well as animal welfare and environmental benefits. Try to merchandise in a prominent position and give customers as much information about the product as possible. Rare breed meat or anything with a story can create additional interest.</p> <p>Ask your producer for guidance on the most popular cuts to stock, but mince, sausages, bacon and steaks are a good start. It is worth making sure you have more stock in towards the end of the week, when people are buying for the weekend.</p> <p>Stocking pre-packed and vacuum packed meat is the safest option in terms of handling. If you have limited space you could always offer a customer ordering arrangement with a local supplier. This will help to minimise wastage.</p>
<b>Eggs</b>	 <p>It is usually easy to find a very local producer of eggs. In general, customers will look for locally produced eggs to be free range, so try to find a free range source and make sure you highlight this if they are. Likewise, label if they are organic.</p> <p>Eggs are often an impulse buy so try and stock them in a prominent spot where customers will see them and be tempted to pick up an extra half dozen.</p>
<b>Poultry</b>	<p>Similar to red meat, locally produced poultry is another line that is popular. You could start by stocking packs of chicken breast fillets and portions to establish the demand before buying in whole birds.</p> <p>You could offer an ordering service for whole birds or additional products, depending on your supplier. Don't forget to make the most of Christmas and other seasonal opportunities and look out for local producers of duck, goose, turkey – perhaps even ostrich!</p>

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<b>Milk &amp; dairy</b>	<p>Dairies have become increasingly consolidated, so finding a definite local milk supply can be challenging. However, there are an increasing number of small producers going it alone. These are often organic, and may produce unhomogenised milk. Producers of unpasteurised milk must have a special licence.</p> <p>Locally produced butter and cream are good lines to consider, as well as yoghurts. You may not find all these products from one local supplier, but often they will recommend one another.</p>
<b>Bread</b>	 <p>Freshly made, rustic loaves and rolls are another eye catching and attractive way to enhance a retail outlets offering - and the delicious smell will get your customers' taste buds going! Think about having a range of products to suit different tastes - bread, rolls, crusty, soft, gluten free etc. You may find a local baker who can supply for bake-off, which can help reduce your wastage.</p> <p>If you can only buy in ready-baked fresh bread don't over order as you won't be able to sell the next day. Work on a 'when its gone its gone' principle - or encourage your customers to place a regular order with you.</p> <p>Ask your local baker whether the flour they use is locally milled, or better still, from locally grown cereals, and let customers know.</p>
<b>Meat products</b>	<p>There are some delicious pies, pastries, sliced and cured meats and patés available from small local producers, often from farmers who have diversified to add value to their own livestock. These are always popular and can be a good way of using chilled space during the week where you might stock more fresh meat joints on Friday and Saturday.</p> <p>These can be pre-packed in the chiller or, if you have a serve-over counter you could sell these loose as a deli product. The producer should list the ingredients, but ask for local ingredients to be highlighted. You should also ask about the products' shelf life, freezing and storage.</p>
<b>Fish &amp; fish products</b>	 <p>Depending on whereabouts in the country you are located will obviously dictate how local seafood can be. You may find other fish such as trout farmed locally. If you are not coastal but would like to stock fish, think about your nearest regional sources and also sustainability – for example line-caught from Cornwall.</p> <p>You may need to sell fish frozen to make it easier to manage. Or this could be another area where joining forces with a reliable supplier to take customer orders each week (or even month) is the best route for your shop.</p>

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### Cheese

Locally produced cheese is often an area where there is lots of choice and one which certainly generates customer interest. It is also relatively easy to manage if it is pre-packed. If you have a deli counter having a good display of cheese can make a real impact.

Start with a relatively small number of cheeses with a broad appeal and gradually find out whether your customers are looking for more adventurous specialities. Also increase your range at key times of year, such as Christmas.

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### Jams, preserves, honey, pickles, chutneys, sauces

These are great lines to stock as shelf life and wastage are generally not an issue. Local producers are usually easy to find and you may already have some. Stock products that are different to those found in the supermarkets: look for innovative flavours, those using local speciality fruit or appealing packaging. They are another product popular with visitors and with plenty of opportunity for seasonal promotions and complementary merchandising.



**Cakes** Locally made cakes, especially using local ingredients, are a popular choice and are useful for seasonal promotions. Try to display near the counter as they can be an impulse buy, or perhaps with cards and gifts.

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### Ready meals

Ready meals may not be an obvious local food but if there is a local producer, using local ingredients, there is a consistent demand for good quality ready meals. This is particularly true during the week when many of your customers will be busy working, and would really appreciate the convenience of picking up a locally made ready meal: be it a lasagne, cottage pie or beef casserole. Again, talk to your supplier about shelf life and the ingredients.

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### Beers, wines, spirits and ciders

The last few years has seen an increase in the number of vineyards and micro-breweries in several parts of the country. There are also many producers making cider and perry, and even spirits and liqueurs. Local drink of any kind, but in particular beers, wines and ciders, can generate much interest and are likely to increase footfall. They are a popular stand-by gift or holiday souvenir and there should be no problem with wastage.

Be sure to have an explanation about the types of ingredients used and information about the brewer or vineyard.

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### Soft drinks, confectionery, desserts

When it comes to the local food & drink wish list, these products are less prominent. However, if you do identify good local products they are worth considering and they might become regular purchases. Try them out to see if your customers come back and buy a second time. Local fruit juices are popular, and again these can appeal to visitors also.



**Food to go** Demand for food to go is rising as people are increasingly busy. Does your outlet get much passing trade or customers from local businesses? It is worth considering whether you could sell prepared sandwiches, salads, pasties, snacks such as crisps, dried fruits or nuts, small cakes and flapjacks. All can be found from local producers using local ingredients.

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## How do I find local producers?

You will by now have a good idea of the kinds of local products you would like to stock. You will also have an understanding of the restrictions for identification of local food under this scheme – within 30 miles or in the same county as the point of sale. Although of course the more local the better.

If you used a map of your area, as suggested, it's time to get it out again! There are several ways that you can look for local producers and you may find that you have people approaching you.



### Where to find help

- There are a number of **national and regional producer organisations** who will hold information on growers, farmers, producers and suppliers. Most will have directories available, some may even be able to help you establish which ones are the most suitable to approach in terms of their packaging, labelling, delivery etc.
- There will also be contacts and groups specific to your local area.
- **Local branches** of the NFU, beekeepers' associations, smallholders' associations, breed societies – all can be a mine of information and potential suppliers.
- Contact the economic development or food & drink officer at your **local authority**. They may know of a local food directory for your area. It may be that there is a local co-operative distribution group that supplies a range of products from local farmers and producers.
- Contact your local **County Markets Ltd.** This is a co-operative of home producers who sell their own produce and are now looking to extend the range of venues where they sell. Details can be found at [www.country-markets.co.uk](http://www.country-markets.co.uk) there are regional contacts across England.

### Things you can do

- Ask your existing suppliers and wholesalers if they have any suitable products as part of their ranges.
- You may already source goods directly from some local producers – ask them if they can recommend other suppliers. They may even deliver together.
- A visit to local farmers' markets will be very useful as you can chat directly to producers from your area. You can find out if they are interested and able to supply to you, discuss their trade prices and minimum orders – and most importantly, see and try their produce there and then to see how good it is. If you are unsure of your local market days and locations contact your local authority or for those certified by FARMA (the National Farmers' Retail & Markets Association) visit [www.farmersmarkets.net](http://www.farmersmarkets.net)
- Another useful source for ideas is to visit local farm shops, pick-your-own farms, delicatessens and other retail outlets – note down names and locations of producers you like the look of. Farm shops and pick-your-own farms may also be able to supply surplus of their own produce. Two useful sites to find local outlets are [www.farma.org.uk](http://www.farma.org.uk) and also [www.guildoffinefood.co.uk](http://www.guildoffinefood.co.uk)
- Put up a notice in local outlets and in your parish magazine asking local producers to contact you. You could specify the kind of products you are looking for but it would be worth stating at this point that producers need to be fully compliant with labelling legislation for retail.
- If you find it difficult to source locally grown vegetables and fruit, perhaps local residents could supply you with excess from their gardens? This could be relatively informal to start with, but could develop into a more organised and reliable source of supply, and perhaps a community-based enterprise.
- The internet is also a useful place to search. Try [www.bigbarn.co.uk](http://www.bigbarn.co.uk) and [www.freerangereview.com](http://www.freerangereview.com) both allowing postcode searches for farmers, growers, producers and other outlets.



## Making contact with local producers

**Local producers are passionate about their products, willing to find ways to get them to new consumers and like to support local outlets.** However, typically they are not large organisations: so if you don't get an immediate reply when you get in touch don't give up!

Here are a few tips to remember when you first make contact:

- Explain that you are a local community or retail outlet trying to source more local products.
- Explain you will be doing lots to promote their products in store: posters, shelf talkers, demonstrations etc.
- If you can, use your customer questionnaire (if you did one) to show potential suppliers that customers are asking for their products. It is worth finding out if there are other outlets nearby that they already supply.
- Ask if you can have a sample of their product to try. Ask for trade information with this – different size options, recommended retail prices, shelf life and ingredients. Get other people from your shop to try the sample as well.
- Ask the producers which are their best selling lines and select the best two or three initially. Don't be tempted to take too many lines until you have seen how they sell. Find out if they have any promotional materials or leaflets to supply with their products and if they are willing to do in-store tastings or promotions.
- Remember to ask about case size so you know how much shelf space you will need. For fresh products ask to take deliveries in the smallest case sizes available to avoid wastage.
- Ask about deliveries, how often and which days.

Some producers may have minimum order sizes so remember to check this. Confirm the trade price for the quantity you require, and whether there is VAT on the products.





### Getting product to your outlet

**Some producers might require that orders be collected from them.** This might be frustrating, but for small producers it can be difficult to deliver very small orders to lots of small scattered outlets. It might be worth considering some of the following:

- Are there any producers that you pass on the way, or who are on staff or volunteers' regular routes?
- If several producers are at the same farmers' market regularly could you arrange to pick up from there? You would get the opportunity to look for new products too. If products are chilled, you need to have a refrigerated vehicle to ensure that you do not break the chill chain.
- Some local producers might supply their goods through specialist wholesale businesses, and you may find that you can source several local items from one place. Ask producers about their distribution. Information about specialist local wholesalers can usually be obtained from local and regional food groups as well.
- It may be that a number of local producers have formed a distribution group and work collaboratively to supply local buyers. This may mean a single point of ordering and payment, depending on their system. Ask around the producers you contact to find out if anything like this exists locally – it might be that they have not considered it before but are interested.
- Are there any other local buyers interested in obtaining goods from the same producers, thereby making up larger deliveries in the area? For example, the school, the pub, caterers or indeed producers of added-value food products or other retail outlets in nearby villages. The great thing about teaming up with

other local buyers is that it will add to the awareness and groundswell of support for local products in your community as well as give you great allies in any future promotional ideas.



**There could well be many other ideas that work for your community. Or indeed the community may come up with solutions to help you. This could be a perfect opportunity for new community-based enterprises to develop and fill the requirement for local foods.**

## Alternative ways to sell local food & drink

**A visual display of local food & drink is a great way to draw customers in and will capitalise on passing trade and impulse buys. However, committing to sell more local food & drink does not always mean having to have it in store all the time. There are other ways of selling which can have their own benefits.**

### Focus on seasonal and special promotions

- Use **seasonal promotions and demand** as a way of persuading customers to **pre-order**. Source suitable local products for Halloween and Bonfire Night, Christmas and New Year, Burn's Night, Easter, Midsummer, other festivals and religious dates, or any other local celebrations. Speak to the producers beforehand to ensure products are available, that they are happy to supply you in relatively small quantities and what their price to you will be. You can then make up a pre-order form for that particular event, promote it widely and prepare orders for collection on a certain day.
- **Promotions** lasting a week or two mean you don't have to carry the stock all year round. You could try a Local Cheese & Wine Week, a Strawberries & Cream Week, a Picnic Week, Autumn Berries Weekend, something for British Food Fortnight. There are many possibilities! Remember to offer recipe cards, include tastings and perhaps find a local chef to get involved in some cookery demonstrations for you.

### Selling in different ways

**One of the best ways of selling local food & drink without having it in stock is to offer an ordering, drop off and collection point.**

- If there is a **box scheme** offering locally grown vegetables and fruit, or other local goods, approach them to find out if they

would be interested in using your shop as an **ordering and drop off** base. This would help them in that they only need to make one drop as well as increasing the visibility of their service and in return the outlet could receive a percentage on each box sold. Most box schemes will have some sort of promotional flyer and they may be willing to deliver these around the village or place an advert in the local magazine stating that boxes are available through your outlet.

- More and more **farmers** are looking to sell more directly to their customers. There may well be **local meat and poultry producers** who you could team up with to offer an **ordering scheme**. This will benefit the producer by providing easier access to a wider local market in return for a percentage of each order value to the outlet. The outlet could promote and hold a product list of what is available. Customers would be asked to place their orders by a certain day with payment in advance, and the shop then lets the producer know what has been ordered. The producer delivers the whole order on a specified day – Thursday, Friday or Saturday are good days for meat collection. You will need to be able to keep the product at the right temperature between drop off and collection, but speak to the producer as some will deliver in cold packs.
- A similar system could be adopted for other product types, such as bread or fish.
- If you have a well regarded local butcher who sources local meat, it could be worth suggesting they **lease a chiller** in your outlet. They would service, fill and manage it and pay you a percentage of sales and/or for space. There are successful examples of this kind of arrangement and it means that the responsibility for ordering, stock control and wastage is with the supplier.



## Legislation

**Any retail businesses that sells food must comply with regulations relating to food safety, hygiene, packaging and labelling. You will already be registered with your local Environmental Health Department, and so you should have basic controls, management and record keeping in place in order to be legally compliant. Contact them again to ask for advice specific to any new products that you intend to stock or methods of handling and selling which may differ.**

An excellent information source to visit is the Food Standards Agency website, which is constantly updated with amendments and new guidelines: [www.food.gov.uk](http://www.food.gov.uk)

Particular things to consider when you start selling more local food & drink might include:

- **Labelling and packaging.** Requirements differ from those for food sold at a farmers' market or other direct sales.
- Ingredients, allergens, terminology, nutritional information – all of these on product labels must be in accordance with the latest **legislative requirements**. It is best to ask for some expert advice if you have questions.
- **Weights and measures.** Check the accuracy of your scales.
- **'Best before'** and **'use by'** dates need to be checked regularly as local foods often contain fewer preservatives and can have a shorter shelf life.
- You may be handling new product types that require **more stringent controls**, for example, raw meat. Ensure that all staff are kept up to date on what is required.

Advice, guidance and the latest information is available from:

- **The Food Standards Agency** – The FSA is responsible for legislation and guidance on food safety, hygiene, packaging, labelling and handling. 'Safer Food, Better Business for Retailers' guidance packs are available via their website, as are guidance sheets on particular topics: [www.food.gov.uk](http://www.food.gov.uk).
- Your **local Environmental Health Officer**, usually based at your local authority. Your EHO would rather try to help you with your questions than to find a problem later on. It is especially helpful if they are able to visit your outlet to see at a practical level any of the specific queries or challenges that you might have. EHO's can also be a good source for suggesting local producers. The main office of your local authority should give you their contact details.
- Similarly, **Trading Standards Officers** help businesses to be compliant with the regulations and are also able to answer question about food labelling, weights and measures. Again, your local authority can give you the best local contact.

## Principles of great merchandising

Marketing is all about finding out what your customers want and then providing a product or service to match their needs. Merchandising is influencing your customers' decisions in what and how much they buy.

**Successful merchandising makes sure that products are displayed, priced, positioned and promoted in such a way that the profitability of all sales space is maximised. Before applying this specifically to local food & drink, it is helpful to consider this across the whole area as there should be continuity and consistency of approach.**

### Good merchandising provides a 'silent service' for customers

- Making it easier to find products.
- Providing inspiration and ideas.
- Providing product information.
- Taking the stress out of choosing.
- Saving the shopper time.
- Making the shopping experience more comfortable, convenient and customer-friendly.

### Customer purchasing decisions

The kind of purchases your customers make will influence the layout of your outlet and the importance (space allocation) given to various categories of stock. Is it a pre-determined purchase i.e. the items on a shopping list; an impulse purchase i.e. something that suddenly appeals; or a 'distress' purchase such as tights or a card?

### Factors which affect a customer's decision to buy will include:

- Presentation – layout, shelf orientation, lighting.
- Quality of product and packaging.
- Availability – is it in stock and in reach?
- Price versus intended spend.
- Locally produced – for taste, quality or ethical reasons.
- Staff knowledge and personal recommendation
- Point of sale information.
- Promotions – a brand name or a local producer they have read about.
- Their senses – colour of items, texture, smell, and noise levels.
- Value for money.



**If merchandising is about influencing these decisions, how can this be practically applied? There are six key principles:**

### 1. Use of colour

Everyone reacts differently to colours and this can have an impact on whether a decision to buy is made or not. Keep the following rules in mind:

- People respond better to soft, warm colours than harsh, cold ones.
- Colours make people take notice and create an impact, attracting or detracting depending on how they are used.
- Use big splashes of colour to create impact but use them subtly for more upmarket displays.
- Use colours which are complementary together.
- Certain colours are linked to seasons so use accordingly.

### 2. Impact displays

These can be used to create maximum impact, a good first impression and to influence customer choice. They can draw people in and will help focus attention on a particular product or group of products.

Maximise impact –

- Use colour effectively and light the display with 'accent' lighting.
- Use scale to provide interest by building a volume display and volume facings.
- Build a display in a prominent position, away from their usual location.
- If relevant, use props to enhance the product and catch the eye.
- Use professional, creative point of sale material near the display.
- Make a display complete by including recipes and other ingredients.



### 3. Related products

Grouping related products together can gain an additional sale.

Some tips:

- Look at your layout of products and see how well they fit together.
- Think about products which link together and situate accordingly, for example, strawberries and cream, preserves and bread, pasta and sauces.
- Put products in more than one location.
- Encourage staff to remind customers of related items – 'do you need cream for your strawberries?'





#### 4. Added value

Influencing people to buy is about creating an idea and image in their mind which makes the product special and difficult to resist. Effective descriptions as well as 'bundle offers' - several items together for one price, or special offers can all help. These are designed to make the customer feel they are getting a good deal whilst increasing their spend.

#### 5. Point of Sale Material (POS)

This is used to support and promote a product, create impact and inform customers, thus influencing their decision to buy. Use the Look for Local Food POS material but if you design any of your own, consider the following as well as the above:

- Print size should reflect the position of the POS material.
- Keep all information relevant and short.
- If using suppliers' POS material, make sure that it fits in with yours and does not detract from your own displays.



#### 6. Overall Image

You might have a very traditional outlet, or a more modern style. You might have adopted some ideas from other retailers such as wicker baskets and wooden shelving. A consistent approach across the sales area is the key to achieving a professional, co-ordinated look to your business.

Regularly 'walk the course' as a customer, specifically looking at consistency of image. Start by approaching from the entrance for first impressions following through to the end of the service experience. Check that the style and message is the same throughout and that displays are clean, tidy and appealing.



## Display and merchandising for local food

Customers generally perceive local produce to be fresher and of better quality than other products, so make sure that your display and storage arrangements confirm this.

### Practical considerations

- Before introducing a new product range, consider whether any **additional shelving or equipment** is required to display the goods effectively and safely.
- It may be necessary to **increase chilled storage** capacity for meats and fish, or to display fruit and vegetables at their best. The producer will inform you of any particular storage or handling requirements for a new product.
- Open deck chillers tend to encourage better sales because products are more visible, but their **running costs** are a little higher than closed door upright versions.
- In some areas help is available in obtaining this kind of equipment, especially if you are stocking regional and local or fresh healthy produce – ask your local Economic Development Officer and your Regional Food Group.
- Don't forget, if you are branching out into a new type of food, for example fresh meat or cheese, then you will have to address **handling and storage** issues. Contact your Environmental Health Department for advice.



### Visual considerations

If you wish to capitalise on your increased association with local food & drink products, think about the overall style of your outlet at present. For many people, local food has high quality, rustic, traditional or artisan associations. Fittings and display equipment with a similar feel can work well to enhance the whole appeal of local products.

- New fittings may well be out of the question. However, it can be really beneficial to adopt some new displays that will help highlight **new local products**, for example fresh fruit and veg, bread and eggs. You could confine fittings to these areas and introduce just some elements elsewhere
- **Wooden shelving** is solid, warm and traditional.
- **Chrome or metal racking** or freestanding units can look very effective and give an artisan, delicatessen look and feel to a shop. However, for some products they can be fiddly to stack and maintain if the shelves are not solid!
- **Wicker baskets** for displaying fruit, vegetables and bread gives a rustic, freshly picked or baked appeal. They are also practical as they allow air to circulate around the fruit & veg, prolonging shelf life.
- **Wooden crates** may be used to deliver some locally grown produce and can look effective for display, as can standard shallow produce boxes if they are of a consistent size and print.
- If space is not too limited you could use **furniture**, such as an old dresser, table or pine bookcase to display local food & drink products.
- **Blackboards** are also effective both inside and outside. They are also practical as they can easily be changed.



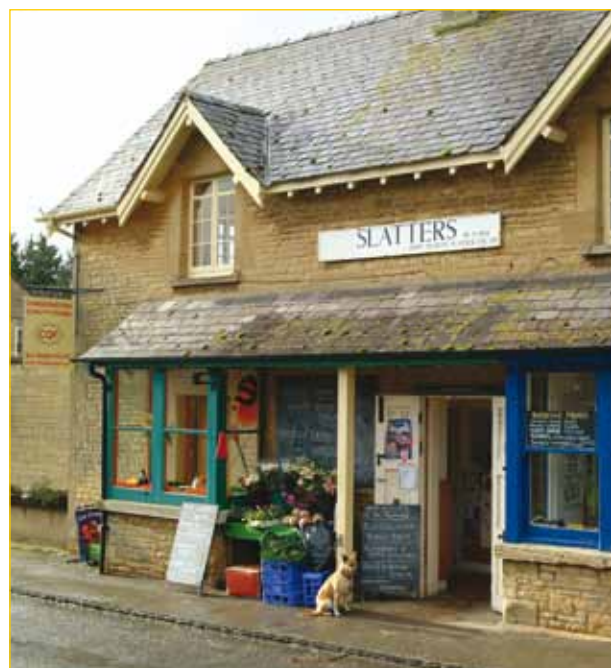
### Outside space

**This is your opportunity to make people want to come in to your premises. So make the most of it and let the world know they can buy good local food here!**

Outside is in fact where people start their shopping and purchasing decisions – and you can help them by letting them know what to expect.

- Do you have any **space outside your frontage**? This is a vital area always on display and providing the first impression of your outlet. Local food or not, you want it to shout out to people so it should be clean, tidy and inviting.
- If you can, use this area to **display suitable produce, for example vegetables and fruit** in attractive baskets, on a wheeled wooden rack, or in a wooden grocer's barrow. Not only will you maximise your space but the display will create impact, encouraging people to enter.
- **Windows are also valuable space.** So make the most of them with eye catching displays. **Promote your commitment to local food by displaying posters in windows.** You could focus your window displays on local food & drink all the time or on a regular basis. Using them for seasonal or topical promotions can be particularly effective, or use to highlight new ranges, your everyday stock or range of services. If you don't have window sills, you could use a table to house a changing display of local food.

- Use **blackboards outside** to advertise: the Look for Local Food, new products, promotions, the services you offer and events. These will encourage new customers to visit the store and help keep regulars informed and interested.



### Inside your retail outlet

**Once your customers are inside your outlet, use your displays and merchandising to help them find local products.** You can suggest items they might not have considered, increase their knowledge about what is on offer and help to give them a positive experience of shopping with you.

- As with all of your products, your local food items should be neatly and **consistently displayed**, with full shelves, items level and front faced, logical placement of price labels and any shelf edge labels should match the product.
- **Some** customers **shop by category**, other customers will specifically **seek out local items** e.g. 'I need jam' or 'I know the shop has local jam'. If you have sufficient space it is preferable to merchandise the local items both in 'Jams' and 'Local Food'.
  - **Include local products in category displays** throughout the outlet and use the Look for Local Food individual shelf edge labels to denote the local item.
  - **Have a dedicated 'local products display'** on a highly visible gondola end, table or other grouped area.
- The latter will also be helpful if have a good tourist trade: so make sure you include local food items like honey or beer in a 'souvenirs' display if you have one.
- **Complementary merchandising** is helpful, especially if you are stocking new or slightly unusual products, or if the display is themed or by season. For example sparkling wine with strawberries, relishes and chutney with cheese and meat pies, breakfast items with juices and coffees.

- Ensure that people are **drawn right through the whole store**. Promotions, essential items or specifics like wine or bread could be placed further in to the shop. Your layout will influence this and you may be constrained by that, but encouraging people to shop around the whole shop is likely to increase their spend.
- Some items are useful to display near the till to pick up **impulse buys**. For example, cakes, snacks, eggs, food to go.

**How ever you decide to merchandise and display your goods, make sure all elements used both inside and outside your shop work together. Does everything fit with the overall feel you want to create?**



## More merchandising ideas

**The previous advice discussed in store displays and merchandising in general. Here are some further ideas, specific to local food & drink:**

- **Display the map** that identifies your 30 mile radius. Highlight this with a Look for Local Food poster or logo to explain what it means. Use coloured sticky dots or map pins to show where your local suppliers are based. You can keep adding new pins as you stock new items. This is a really great visual way to show your customers just how local some of the products on sale are.
- **Create a special local food display** just inside the door or in the shop window and use materials provided to explain the Look for Local Food scheme. Use a variety of colours, textures, shapes and sizes of goods to construct an eye catching display and change it regularly.
- Place goods or promotional displays in the shop's '**hot spot**' or on the counter.
- **Group complementary local products together** to improve related sales and create more impact, and perhaps offer special deals on linked local purchases. For example, strawberries with cream, cheese and chutney, beer and crisps, bread, butter and jam.
- Many small **producers have their own promotional leaflets or flyers**, often explaining the provenance, production method, breed or recipe. Display these with the goods if you can – people like to know the story behind local foods and to have some interest in or affinity with the producer.
- Similarly, people are interested to know **actual distance or places that specific products have come from**. Look for Local Food may use a definition of '30 miles or the same county', but it is great to let your customers know if something has only travelled, say, a mile down the road from a farmer they know. As well as putting dots on the map, you can also write specific information in the box on the larger sized shelf label provided, and we would encourage you to do this where you can. Otherwise this strip can be cut off.
- **Recipe cards using local products** are a great way to encourage people to try something new or different. Again, many small producers will have some recipes they can supply with their goods.
- **Keep staff or volunteers aware** of new products and the benefits of buying local food. Encourage them to chat about the products and explain to customers about the scheme. Customers may decide to try something new on the personal recommendation of staff members – don't underestimate the influence of gentle selling techniques and genuine enthusiasm!!
- **Arrange food and drink tastings in store** to enable your customers to sample the new delights on offer. Some producers or suppliers may be willing to provide a small amount free of charge for this purpose and/or additional point of sale material. A designated 'tasting table', ideally manned by a member of staff is a good format – make sure the table is placed where people can congregate without disrupting the general business of the outlet and consider placing it outside if the weather is fine and you have a suitable shop frontage. Make sure you have a good supply of the product – having generated interest, you need to be able to supply the demand!

## Look for Local Food point of sale materials

Using the **Look for Local Food point of sale material** helps the customer to notice the local products that you stock. Examples of what is available include:

- 1 Look for Local Food scheme definition card
- 2 Window A frame poster
- 3 A4 poster x 2
- 4 Shelf edge labels small
- 5 Shelf edge labels large
- 6 Outside Banner
- 7 Tent cards



Display the **Look for Local Food scheme definition card** in a prominent location – perhaps **on the counter** or on the **main local foods display** in the store. This is important as it explains to your customers what the identifier actually means when they see it elsewhere in the shop.

**Posters** could be displayed in a **door pane or in an A frame** – try to make sure that they can be seen on the approach to your outlet. The **A4 posters** are designed to be used **inside** wherever you are able to.

The **shelf edge labels** will help you to draw attention to **specific** individual local food or drink **items** in a category run, or to make the local food display eye catching and obvious.

**For the full range of Point of Sale Material please contact Plunkett.**



## Seasonal opportunities

**The scope for seasonal promotions with locally produced food & drink is enormous and a great way to make the most of and celebrate its difference!**

Below is a calendar with monthly ideas that you could use for seasonal in-store promotions. This is not an exhaustive list and you could add in any dates of relevant local or regional events. In the early stages it might be difficult to do a promotion every month. So pick a few key times which fit with the kind of local products that you have sourced.

Many of the national events attract a good deal of press attention, and usually the national organisers also provide information packs and help you promote. Some of the more local contacts, such as Regional Food Groups, will also have information on regional or county based food events and festivals.

Month	Event	Comment
<b>January</b>	<b>Healthy eating or diet lines</b>	Include 'change your diet' promotions, highlight any of the known health benefits of some of your local products, encourage customers to 'think local' as well as 'think healthy'.
	<b>Farmhouse Breakfast Week - end of January</b>	An annual campaign that emphasises the importance of eating a healthy breakfast every day. <a href="http://www.farmhousebreakfast.com">www.farmhousebreakfast.com</a> Invite a local producer to cook up bacon butties and bangers on wholegrain bread for your customers, or feature locally produced cereals, muesli, juices, breads, jam and honey, milk, butter and yoghurts in an eye catching breakfast display.
	<b>Chinese New Year - end of January</b>	Promote local vegetables and local beef or chicken for stir fries, and any locally made sauces, relishes or prepared foods with a Chinese influence.
<b>February</b>	<b>St Valentine's Day - 14th February</b>	Offer pre-orders for local treats like wine, beer, chocolates, cakes and patisserie. Use your window for a Valentine's display, perhaps offer a special hamper to order, or use recipes to promote items in store for dinners for two. Try to make sure that things like the chocolates you stock are not too specific and can be promoted for Mothers Day as well!
	<b>Purple Love Week - run over Valentine's Week</b>	An event recently started to celebrate independent stores. <a href="http://www.purplelove.co.uk">www.purplelove.co.uk</a>
	<b>Shrove Tuesday</b>	Promote local eggs, milk, flour – and use recipes to encourage some more diverse pancake shopping!



Month	Event	Comment
<b>March</b>	<b>Fairtrade Fortnight - end early March</b>	Let customers know that your local products represent fairtrade for local producers! Promote your 'official' Fairtrade products at the same time.
	<b>Mothers Day - end of March</b>	The time for wine, chocolates and treats! Perhaps Breakfast in Bed, special puddings and ice creams or luxury ready made meals could be added.
<b>March/ April</b>	<b>Easter weekend</b>	The traditional time for new Spring Lamb, so promote this or other meats for roasts, plus the many local accompaniments, of course. Also highlight chocolates, Hot Cross Buns and cakes. If it looks like being good weather, perhaps even promote the 'first BBQ of the year' if you can obtain suitable stock at short notice.
<b>April</b>	<b>St George's Day - 23rd April</b>	An excellent time to promote local, British produce, especially if your village has St George's Day celebrations. Use recipes highlighting traditional English dishes.
<b>May</b>	<b>British Asparagus Season - May and June</b>	The long-awaited 8 week season of British asparagus. Find a local supplier in advance and promote this to your customers. Have bundles at the till for impulse buys, and outside so people know you have it. For recipes and information see <a href="http://www.british-asparagus.co.uk">www.british-asparagus.co.uk</a>
	<b>English Wine Week - end of May</b>	Use the opportunity to promote any local wines, perhaps with tastings or a local wine & cheese evening. <a href="http://www.englishwineweek.co.uk">www.englishwineweek.co.uk</a>
	<b>National BBQ Week - end of May</b>	Displays and promotions to promote your local, BBQ friendly lines during this week are a good way of marking the start of the outdoor eating season. Don't forget the local relishes, sauces, mustards and dips to go with the burgers, sausages, chicken and steaks. A great combination with English Wine Week if you have local wines as well. <a href="http://www.nationalbbqweek.co.uk">www.nationalbbqweek.co.uk</a>
<b>June</b>	<b>Father's Day - mid June 2009</b>	BBQ items, beer and cider and favourites like steak will all go down well. Use your window for a display incorporating other relevant products or services.
	<b>Strawberries</b>	Start to be in season. Have a good display of them, with local cream and perhaps as a deal when you buy both. Offer tastings and use recipe cards to encourage greater sales. Encourage customers to purchase around Wimbledon fortnight. Other fruit such as <b>cherries, gooseberries and outdoor rhubarb</b> also come into their own now, so you could hold a Seasonal Fruits event if you have a good supply.

Month	Event	Comment
<b>July</b>	<b>BBQ foods</b>	Promote local burgers and sausages, relishes, breads, salad. Offer an 'Ordering for the Weekend' service or BBQ packs.
<b>August</b>	<b>Picnics and outdoor eating</b>	If it looks like being good weather, perhaps even promote the 'first BBQ of the year' if you can obtain suitable stock at short notice.
	<b>Bank Holiday Weekends</b>	BBQ's, Parties and Celebrations.
<b>September</b>	<b>Harvest Celebrations</b>	The bountiful supply of local products that are generally available at this time of year, especially fruit and vegetables, make a striking display. Perhaps some recipes for chutneys, pickles and preserves to encourage customers to make the most of the competitively priced seasonal harvest of local produce (eg that jumbo-sized marrow!). Help organise a Harvest Supper in the village, promoting local products.
	<b>Seafood Fortnight - mid September</b>	Organised by Seafish to promote consumption of seafood – reminding people of the recommended two portions a week. Use it to promote new locally sourced fish in store or if you are teaming up with a supplier to offer ordering or a fish day. <a href="http://www.seafish.org/2aweek/index.asp">www.seafish.org/2aweek/index.asp</a>
	<b>Organic Fortnight - mid September</b>	The Soil Association's annual celebration of organic food and farming. Highlight and promote local organic food & drink products, perhaps with special offers.
	<b>British Food Fortnight: late September - early October</b>	A fortnight of celebrating the excellence and diversity of British produce. Get involved with events, tastings or cookery demonstrations. Team up with other businesses to have a joint promotion in the village and send out joint press releases locally. Lots of resources are available. <a href="http://www.britishfoodfortnight.co.uk">www.britishfoodfortnight.co.uk</a>
<b>October</b>	<b>British Cheese Week - late September - early October</b>	Nationwide campaign to promote British Cheese, culminating in the Great British Cheese Festival and British Cheese Awards. Highlight local cheeses in store and hold tastings. Promote with complementary local goods such as savouries and pickles, local bread and wine. <a href="http://www.thecheeseweb.com">www.thecheeseweb.com</a>

Month	Event	Comment
<b>October</b> <i>continued</i>	<b>Apple Day - October 21st.</b>	Stack your local apples high for impact, promote alongside local apple juice, hold an Apple Day event, perhaps teaming up with a local nursery to sell apple trees and offer apple identification. <a href="http://www.commonground.org.uk/appleday/index.html">www.commonground.org.uk/appleday/index.html</a>
	<b>Halloween - 31st October</b>	Pumpkins, soups, baking potatoes, apples for bobbing or toffee can all be promoted – and rolled on for Bonfire Night too.
	<b>Cider and Perry Month</b>	If you have local ciders and perries in stock, create a focus display and offer tastings, warm mulled ciders, or even a cider making demonstration you're your local producer. You could also tie this in with Apple Day and Halloween Apple Bobbing. <a href="http://www.camra.org.uk">www.camra.org.uk</a>
<b>November</b>	<b>World Vegan Day - 1st November</b>	An opportunity to promote your local vegetables, fruit and other vegan products that you stock.
	<b>British Sausage Week: early November</b>	Hold tasting or cookery demonstrations, use promotional recipes, stock additional flavours for the week. Perhaps offer Bangers for Bonfire Night as part of your village's celebrations? <a href="http://www.britishsausageweek.com">www.britishsausageweek.com</a>
	<b>Bonfire Night - 5th November</b>	Warming food and drinks are always the order of the day – baked potatoes, bangers, soups, meat and veg for stews could all be promoted now.
<b>December</b>	<b>Christmas. The biggest foodie opportunity of the year!</b>	Make sure you plan well ahead to ensure you offer a comprehensive ordering service, as well stocking up on the local essentials in-store. Source additional products if you can, such as locally-reared turkey, goose or duck, locally-made Christmas Puddings, pies and cakes, locally grown potatoes, sprouts, parsnips, and stuffings and sauces from local producers. And of course wines, beers, spirits, juices and other drinks from local producers.  Consider offering local food Christmas hampers, either from a local supplier or make them up to order in-store. Festive events and promotions throughout the month will help to get people in the mood for thinking about their Christmas provisions, and tastings will enable them to judge the taste and quality of the local foods for themselves before they commit to ordering.
	<b>New Year</b>	Stock up with and promote local sparkling wines, local juices, foods for celebration meals such as roasts, speciality foods, party friendly food and drink. Have a pre-ordering service along with your Christmas ordering from early December.

## Pricing

**The price of local products should be set using the standard pricing guidelines of your outlet. However, because of the small scale or specialist nature of production and the quality and freshness of many local products, prices of some goods may be slightly higher than average.**

Whilst customers are often willing to pay extra for a high quality product, which has known local origins and less intensive production methods, be wary of setting prices too high for the market. Conversely, do not sell the products for less than the market rate.

- The producer should be able to offer guidelines on the retail price range of his products. And do your own research on the same or similar products for sale elsewhere.
- One way of improving the profit margin without increasing the cost to the customer is to negotiate the price from the producer if you can, so be prepared to barter a little. If the producer quotes the standard retail price without giving any retailer discount, point out the benefits of selling the products through your outlet and the promotion you will be giving the goods through Look for Local Food.
- If you are uncertain that a product will sell, see if the producer will give you a special rate for the first order to give you the opportunity to trial it before committing to a large stock purchase.
- Some small producers/suppliers may not be registered for VAT, but if the product attracts VAT (e.g. wine, chocolate) and your business is registered for VAT, then VAT must be added on to the price of the item.



Some local food and drink items will be cheaper than standard items or the same product elsewhere, for example fruit when in season. Make sure that you regularly compare the prices of items in your shop with like-for-like items elsewhere and let customers know that your prices are competitive.





## Launching Look for Local Food in your shop

Once you have secured your supplies, and have planned the merchandising and display, you should also start to think about how you will launch and communicate Look for Local Food to your customers.

By now, the community are likely to be aware that you have been sourcing local food & drink and are planning to promote this as a key focus. The contact you made in the early stages will have created some interest and anticipation, ready for your launch and ongoing promotion.

### Launch event

Hold a launch event to **announce the arrival of Look for Local Food** and your improved local food & drink range.

- Consider the **best day and time** depending on the demographic of the community, for example an evening event would probably attract more workers than young parents. Perhaps you could balance this out by having a launch day with evening drinks reception.
  - If you have **volunteer staff** make sure that they are all **involved** in helping to organise the event and that you have introduced them to the new local products beforehand. Check that people are happy to man the outlet if you open late for the event.
  - Offer **tastings** of as much of the new range as you can and offer some special deals on purchases made, or orders placed, at the event.
  - See if you can find a local chef, perhaps from your village pub, who would be willing to do **cookery demonstrations** with local foods at your launch event. Alternatively you might find that one of the **local producers** is willing and able to do this and they might have their own portable cooking equipment.
- 
- If you are not able to have cookery demonstrations, you could have a **BBQ** and sell or give customers local burgers and other goodies.
  - Run a **competition** at the event to encourage attendance – a local food & drink hamper would be very appropriate. Promote this on publicity material. You might want to use this as an opportunity to gather **email addresses** for future contact.
  - Invite your **local producers to attend** - they might be willing to bring a few free samples for the event or for the prize hamper.



### Launch displays

- Make sure that you **plan** window, gondola end and focus **displays** of local food & drink for the launch, even if you don't have the space to keep it up all the time.
- Also make sure you have sufficient materials such as **shelf labels and posters**, and that these are highlighting specific local goods and positioned to best effect. Use bunting and balloons to make it more festive.
- Ask **producers** for plenty of their **literature** with your first orders so that you can use this to enhance the displays and show to people at the event.
- Make sure the festivities **start outside** the outlet to draw additional people in. If the weather is good you could have your cookery demonstrations here to create interest.
- Ensure that you have **good stocks** of the local products you are promoting at the launch – having created interest you want to be able to sell the goods!
- Promote the event on the blackboards or **signs outside and inside** your outlet for a few weeks before the date. Include snippets of information about the event on different boards.
- Write and send a **press release** to the local press to arrive two to three weeks in advance of your launch date. You might also want to let any local glossy magazines know about the event, but remember they have longer editorial lead times. Send a photograph if possible, but let them know that the event itself will be a photo opportunity. More guidance on press releases is given later.
- At the launch, let people know about any **upcoming plans** you have for further events, ordering or seasonal promotions.
- **Follow up** the launch event in your local parish magazine and a notice in store thanking those who attended and congratulating the hamper winner. Mention any future events or promotions.

### Launch communications & PR

- Make sure this a **social affair** for the community and deliver invitations to all the households in the area you serve. Include some information about a few of the local products you will have, as well as all the details of the event and any offers or special attractions that will be happening.
- Put an **advert** in your local parish magazine, on village notice boards and send to all the clubs or societies in the village.
- If you have a **village website** create your own page and promote the launch event and the range there.



## Communications with your customers

**Once you have successfully launched Look for Local Food in your outlet, you are sure to have immediate interest. To ensure customers keep coming back and that new customers are drawn in, you will need to maintain good communications.**

It is vital to communicate with your customers, not only to let them know what is on sale, but also to make them feel involved.

### Regular communications

- Use your **A-boards** outside and inside to let people know about new products, any planned events, price of specific items or any other news.
- Use your boards and notices in the outlet to **inform people** about individual products. Display new producers' locations on your **map** and the Look for Local Food signage to identify items on-shelf.
- Make sure you display notices **around the village** on notice boards, in other public buildings, in the pub or at the school. You could have a simple card or poster showing the Look for Local Food symbol and a line stating that 'Local food & drink is on sale in xxx'. When you run events or promotions then display a poster in advance.
- An **advertisement or editorial piece** in your village or parish newsletter is useful, as well as on a village website if you have one. See if you can have a page on the site so you have more space to talk about the local food & drink and other services and goods you have.
- Start your own **newsletter** to highlight any news, local food ranges, events or seasonal promotions, including a recipe or photograph. You could send this out by email or as a paper copy and it could be anything from monthly to just twice a year. One of your volunteers or staff might be happy to take responsibility for this.
- Communication with your customers is **two-way**. Have a **suggestion box** and ask people to let you know what products they would like to see, improvements they feel could be helpful, what they like and don't like.
- Remember to **communicate frequently** with your staff and volunteers about the local range, new additions, special promotions coming up etc – they will provide the best word of mouth advertising for you!



### Occasional communications

- When you have **promotions** coming up, such as Christmas pre-ordering, do a **leaflet drop** to households around the village and in your catchment area so that people know well in advance and have a chance to peruse the list of items at home. This is a way of attracting new customers.
- Attend and support **other village events** to spread the word.
- Hold **tastings** to introduce or showcase some of your local products. Also seasonally driven events or activities, as suggested in section D. Generally these will be planned in advance so you will have displayed posters, perhaps done a leaflet drop and listed it in the local newsletter. Sometimes you might hold these at shorter notice because of weather, or because you have a glut of a short season item to promote. In this case make sure that all staff and volunteers are aware and that they tell customers.
- If you are in an area with **tourist trade**, see if you can put leaflets or cards promoting your local food & drink range in nearby B&Bs and self catering properties.
- You could consider **teaming up** with other Look for Local Food outlets in the area to place a joint advert in local press – explain the scheme and list the outlets involved in it.
- Continue to issue **press releases** when you have an event, perhaps if you team up with a producer to hold tastings or a BBQ. Don't do too many that journalists become tired of your story, but if they recognise you and know who to speak to they may start to contact you for comment on related stories.



## Press releases

**Press releases are an excellent way to attract new customers. Regional papers and radio stations are always looking for positive local stories and the interest the news generates is good for you and for your local food suppliers.** There is a sample press release in **Section 5** but here are some things to consider if you write your own.

- Have **something interesting** to say. In our sample it is that your outlet has joined the Look for Local Food scheme and is now selling more local food & drink. You could also say you are staging a local food promotion or when you reach a milestone, e.g. doubling your number of local suppliers.
- Always **include a quote** to back up your story, whether it is from you, a customer, supplier or local celebrity.
- Try to include a **photo** with the release but offer an interview or photo opportunity too.
- Make sure that every press release answers the questions **who, what, when, where and why**. Put yourself in the shoes of a reporter with a deadline when you are writing the release. It makes their job easier if they are able simply to lift or condense your text.
- Always include a **contact number** and be prepared to take a call at any time. A mobile number may therefore be the best option. Let your staff or volunteers know that a release has been sent and give them a copy so they feel prepared to field calls if the nominated contact is not there.
- If possible, **direct** your press release **to a specific person**, for example a food or rural affairs editor. Phone up the newspaper or radio station and ask who that is and for their contact details – they will be happy to help.
- **Timing** is important due to media deadlines. A press release should arrive on an editor's desk two to three weeks before a specific event, or one week before if it is just a news story.
- **Don't over-do it!** Unless you have some really big news, do no more than three or four press releases in a year, otherwise editors will become bored with your story.

When you have written your press release, the simplest way to circulate it is by **email**. Ring all the papers, and/or radio and television stations and get the email address of the most relevant person – make sure you keep it for future mailings. If you do not have email, ask for the address and send a hard copy - but beware of publication deadlines!



## Consolidating and keeping momentum

**Now that you have established yourself as a local food outlet, what other opportunities can you explore? Apart from wanting to grow your business, you might want to further encourage your customers' interest in local foods and see what other additional services you could offer to the community.**

What is feasible will depend on a number of considerations: space and facilities available, how much time you and your staff have, whether there is the interest. Some may be things that you deliberately seek out and others may result by chance from chatting to customers or producers. There are some ideas below but be guided by feedback from your customer survey, suggestion box and also from looking at any change in your customer profile since starting to stock local food & drink.

### Increase your offer

- If you don't already, have you considered offering a **home delivery service**? The convenience is appealing to some customers and it could be a very helpful service for others that find it difficult to get to the shop.
- **Opening times** of village shops can be problematic for potential customers who work full time. If you can, consider opening in the evening, perhaps till 7. This could even be just one day a week or you could stay open for pre-ordered customer collections.
- If you are in a tourist area, could you team up with self catering accommodation owners nearby to offer a pre-ordered **welcome hamper** service? A leaflet could be included with their holiday booking information. They will then also know about your shop and what you stock in advance of their visit.

- Could you **supply** goods to other **events** or to village clubs and societies?
- If you have some space you might consider a small **café area**, encouraging customers to come in for social reasons and stay longer. Locally produced cakes, biscuits, quiches as well as tea and coffee are always popular.
- There may be opportunities for **new community enterprises**, For example: with an organised vegetable and fruit supply from village residents; you could act as a local food distribution hub to other outlets.



### Taking promotions a stage further

- Hold or **spearhead events** in the village, but involve others too. This could be virtually anything from an outdoor concert to a sponsored walk, a village picnic to reviving St George's Day celebrations or a village cricket match.
- Start a **Local Supper Club** or regular seasonal suppers which you can use to showcase and promote seasonal, new and potential products. You could hold these in the village hall or in the shop if you have the facilities. Just once or twice a year is a great start and you could link it to a seasonal promotion. Team up with your local pub, some of your suppliers or a local celebrity chef if you know one!
- Your increased local food activity might spark off **other clubs**: a cookery club, food club or wine appreciation club. Get involved if you can.
- Take a **stall** at your annual village show or fete selling your local produce. Check first that you won't be competing with other local producers.
- If you feel your village is quite 'foodie' and you have a rich array of producers or local specialities, why not start a **village food festival**? Talk to your local producers about having stalls or holding cookery demonstrations, and you could involve the school, pub or other clubs. There may be help available from local food groups.
- Running regular **competitions** keeps people interested - and makes sure that people need to visit your outlet to enter. Competitions could encourage further involvement, such as recipe competitions, rather than simple prize draws.
- Getting involved with the **school** is a great way to educate the younger generation about local produce, seasonality, production methods of foods and cooking. If the school is keen perhaps you could try to involve local farmers and producers.

### Managing development in your outlet

- Data **monitoring** is important so you can see how lines perform over the year and observe any response to re-merchandising, promotions, other events in the village.
- Monitor any **wastage** and try to keep this to a minimum through good stock control and management.
- Keep adding and **changing** lines to keep interest going.
- Change **positioning** and merchandising from time to time.
- Ensure that you keep up **staff and volunteer training and interest** in the local food & drink scheme. Let them know how the local lines are doing, any you are considering de-listing or new ones you would like to stock.
- Look at **profit margins** and contribution to turnover to make sure it is working.
- Provide **constructive feedback to your suppliers** about their products, any customer comments, positive and negative points about packaging, shelf-life or flavours. They will appreciate it.

## Sample press release

Where there are *[bracketed italics]* insert your own details and adapt as necessary.

*[Date]*

***[Locally made cheese and wine] to celebrate local food at [your village shop]!***

**Local food & drink is now available at *[Your community/village shop]* in *[your village]*. Come and sample some *[product]* on *[date and times]*.**

With *[cheese]* from *[farm and location]*, *[wine]* from *[vineyard and location]* and other local goodies, *[your]* shop in *[your]* village is celebrating the local food it sells. Customers will be able to sample and buy food produced by local farmers, growers, bakers and brewers including *[meats, eggs, honey, flour, beers, wines, cakes and vegetables.]*

*[Your shop]* has joined a scheme called Look for Local Food which identifies locally grown, produced, raised or made products from within a 30 mile radius of the shop, or in the county. Using an eye-catching logo, displays and shelf labelling customers will easily be able to identify local food. The shop has been supported by the scheme's advisers.

*[Name]*, the manager of *[your shop]* said, *[Your quote – for example "Local food is very popular in our shop. When we started identifying local products as part of this scheme we found that customers came in especially to buy them and the amount we stock has risen. As a community-owned shop, both we and our community are really keen to support local farmers and producers and this scheme is a clear way to help them to do just that."]*

Any local farmers or growers interested in supplying *[your]* village shop with quality produce should contact *[your name]* on *[your number]*.

The Look for Local logo



**Notes to Editors:**

1. Photo opportunities: *[Your shop]* will be available for photographs from *[date]*.  
Please contact *[your name]* on *[your number]* to organise times for photographs.
2. The new logos are available as JPEGs and can be emailed to you.  
Please email *[your email]* if you would like a JPEG copy.
3. The advantages of local food have been identified as:
  - Buying locally boosts local economies and in particular the farming and small business sector
  - It helps to preserve local diversity, landscape and culture
  - The produce is fresher and transportation is reduced
  - Locally produced food can positively reconnect people with the land
4. The Look for Local Food scheme is the result of the Community Shops and Local Food project.  
This is being run by the Plunkett Foundation as one strand of the Making Local Food Work programme.
5. The Plunkett Foundation was awarded a £10 million Changing Spaces grant. To support 650 sustainable community enterprises across England. The Making Local Food Work portfolio aims to reconnect people and land through local food - increasing access to healthy, local, regional or organic food that has clear origins. The Plunkett Foundation and our Changing Spaces portfolio partners, The Soil Association, Co-operatives<sup>UK</sup>, Food Links UK and Sustain, Village Retail Services Association, FARMA, Country Markets Ltd and The Campaign to Protect Rural England, will bring lasting benefits to a range of communities.



## Thanks

**Funding to support the establishment of Look for Local Food in community-owned and other village shops as a national scheme has been possible through Making Local Food Work.**

Funded by **The National Lottery through Big Lottery Fund** as part of its Changing Spaces programme, **Making Local Food Work** is rooted in the belief that the needs of consumers, producers and the land are interdependent, and that community enterprise can renew and strengthen these links to the lasting benefit of all.

**The Plunkett Foundation** is leading a group of organisations, who are using their expertise and specialist knowledge to offer advice and practical assistance to a range of enterprises. Together, we are developing and promoting sustainable ways to reconnect land and people through food.

This scheme builds on the success of the Look for Local Food scheme in West Oxfordshire. With particular acknowledgement to Jane Barker, Village Shops Adviser at Oxfordshire Rural Community Council. That project was managed by the Plunkett Foundation in partnership with the Oxfordshire Rural Community Council, the Oxfordshire Food Group and Business Link, and was funded by LEADER+, SEEDA and Business Link.

Thanks also go to the shops and advisers involved in the Look for Local Project.

### Photography credits:

Low Sizergh Barn, Cumbria  
[www.lowsizerghbarn.co.uk](http://www.lowsizerghbarn.co.uk)

Growing Well, Sizergh, Cumbria  
[www.growingwell.co.uk](http://www.growingwell.co.uk)

Sillfield Farm, Endmoor, Cumbria  
[www.sillfield.co.uk](http://www.sillfield.co.uk)

Growing with Grace, North Yorkshire  
[www.growingwithgrace.co.uk](http://www.growingwithgrace.co.uk)

Kilnsey Park, Yorkshire Dales  
[www.kilnseypark.co.uk](http://www.kilnseypark.co.uk)

Chris Foster, Enosis (Yorkshire) Ltd  
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# WIN A LOCAL FOOD HAMPER

LOCAL



FOOD

GROWN,  
RAISED OR  
MADE WITHIN  
**30 MILES**  
OR IN THE  
COUNTY

## Your Village Shop Needs Your Input!

**We want to stock more food & drink that has been locally grown, raised or made.**

To help us to do this we have joined a National "Look for Local Food" scheme. Local food is good for the local economy, community, environment, and of course for the local producers and us as consumers!

But first it's important to us to get your input on what YOU would really like to see in the shop.

Whilst we can't necessarily promise to stock every single item people might mention, we want to try and meet our villagers' needs as best we can.

You might know - or even be - a local producer of something delicious, in which case we would love to talk to you!

*Please take a few minutes to complete this survey, and then post it through the letterbox or into the box in the shop - YOU COULD BE A WINNER! To enter the free prize draw for a hamper of local food & drink please make sure you fill in some contact details at the end and return the survey by the closing date for entries, which is:*

1. **Do you ever use the village shop?** Yes ☐ No ☐

2. **How often do you visit the shop?**

Several times a week ☐ Weekly ☐ Fortnightly ☐ Monthly ☐ Rarely ☐ Never ☐

3. **If you do not use the shop, or only very rarely, is there a reason for this?**

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4. **What do you most frequently use the shop for?**

Main shopping ☐ Top-ups of essentials ☐ Things you forget elsewhere ☐

Speciality items ☐ Impulse buys and treats ☐ Current local items ☐

Other?

5. **What does "local food and drink" mean to you?**

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**6. Do you currently buy any local food or drink produced in the area, and if so what kind of products?**

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**7. Where or how do you buy them?**

Village Shop ☐ Farm Shop ☐ Farmers Markets ☐ Box scheme ☐ Deli or specialist shop ☐  
Online or mail order /delivery ☐ Direct from farm gate /collection ☐ Supermarket ☐ Other ☐

**8. Why do you buy local foods, if you do?**

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**9. Do you find any barriers to buying local food & drink?**

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**10. If the village shop stocked more local foods would you buy them from the shop?**

Yes ☐ No ☐ Would consider ☐ I am not interested in buying local food ☐

**11. Are there any particular products that you would be interested in buying in the shop? What? (could be type of product or an individual producer)**

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**12. What could the shop do to make it easier for you to buy local foods from us, or indeed to shop with us in general?**

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**13. Are there any other comments you would like to add?**

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Thank you for taking the time to complete this questionnaire. Please post it in the box provided in the shop, or through the shop letterbox. If you would like to be in with a chance of winning a HAMPER OF LOCAL FOOD & DRINK in our free prize draw, please complete your name and contact details below and return it by the closing date:

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Contact number: \_\_\_\_\_ Email: \_\_\_\_\_



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**LOTTERY FUNDED**



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