



## BRISTOL FOOD PRODUCERS

### Distribution & Marketing Opportunities for Local Producers


Bristol Food Producers are working to help scale up local food production in and around the city (growing, processing and distribution) by connecting-up existing projects to collaborate on overcoming joint obstacles and seizing mutually beneficial opportunities, in order to increase the volume and accessibility of local food in Bristol.


This paper introduces several ways to sell your product as a local producer: farmers market, Food Assemblies, Real Economy, retail outlets, Fresh Range, direct to customer models and restaurants. It gives for all of them a sum up of the specificity of every distribution channel and a sum up of the advantages and drawbacks.



- **1. Avon Country Market**

<http://www.avoncountrymarket.co.uk/index.htm>

 Westbury-on-Trym,  
Methodist Church Hall, Westbury Hill, BS9 3AA

 Every Friday, 10.30am to 11.30am

All produce must be made, grown or crafted by you. They sell co-operatively and you have to help to set up, sell and breakdown the market at the end of the sale. You don't have your own table. The market takes a percentage to cover its operational costs (it does not make a profit) and the rest comes to you at the end of each month.



You will need to join the Society and become a Member to produce for their markets. This costs 5p. There is also a Manual and Invoice book to purchase. Produce is labelled with the market Logo, the Producer's Name and Address and is covered by the market insurance. Cooks must have a Food Safety Certificate and your kitchen will be registered with the local authority.

Pop into your local market and ask for the Market Manager for more information. It is helpful to take along examples of your produce. Alternatively use the contact form (<http://www.avoncountrymarket.co.uk/page5.htm>) for further details.

Country Market in Bath, Chew Valley, Clevedon, Keynsham, Kingston Seymour, Marshfield, Nailsea, Portishead, Westbury-on-Trym, and Wrington.

- **2. B-Bee's Craft and Farmer's Market**

<https://www.facebook.com/BBCFMBristol/>

 The Old Library, Fishponds road, BS16 3UH  Last Saturday of the month, 11am to 3pm

 Contact: [bbeesmarkets@gmail.com](mailto:bbeesmarkets@gmail.com)

- **3. BS5 Market**

<https://www.facebook.com/BS5Market/>

 St. George Park BS5 7AT  First Sunday of each month, 10am to 2pm



Contact: bs5bristolmarket@gmail.com

£25 for hot food traders, £20 for all other traders.

All traders need Public Liability Insurance. If they are selling any food products they need to be registered with Environmental Health. If they are selling alcohol they need a licence to do this. If they are bring gas or electricity with them they need the relative safety certificates. We need all traders to provide us with details of these in their application and they need to bring copies and evidence with them on the day of trading. Looking for a cheese/dairy monger, fresh fish and fresh meat.

#### • 4. Easton market

<https://www.facebook.com/easton.market.bristol/>



123 All Hallows Road, BS5 0HR Bristol



Every Saturday from 9 .30am to 2.30pm



Contact: joshua@feedbackfoundation.org.uk

Application form:

<https://docs.google.com/forms/d/e/1FAIpQLSckVbMkvScejy5nrIxpYrYkKmg67VSby6rEfr9uMsivaO6wBQ/viewform>

Parking is available for traders right next to the market site. Traders should arrive to set up between 8am and 8:45am (The market site itself will be set up between 6am and 8am). Trade vehicles will be restricted from arriving and leaving the car park between 9am and 2:30pm. The exact location of the car park is here: <https://goo.gl/maps/Nz7YhuMiPDB2>. The market aims to provide 60-70% food, and 30-40% other kinds of items. The focus will be on fresh produce, with some catering stalls as well, selected with the diversity of the local area in mind. The market will be responsible for the mix and placement of the stalls within the site.

The costs for stallholders will be as follows:

For the first 4 weeks of the market

- Half (limited number): £12.50 - (£10 if you bring your own gazebo and/or trestle table.)
- Whole: £20 - (£15 if you bring your own gazebo and/or trestle table)
- Double: £40 - (£30 if you bring your own gazebo and/or trestle table)

From 6th of May and onwards

- Half (limited number): £17.50 - (£15 if you bring your own gazebo and/or trestle table.)
- Whole: £25 - (£20 if you bring your own gazebo and/or trestle table)
- Double: £50 - (£40 if you bring your own gazebo and/or trestle table)

#### • 5. Harbourside market

<http://www.theharboursidemarket.co.uk/become-a-trader/>



1 Canon's Rd, BS1 5UH



11am – 4pm on Saturday and Sunday,  
from 12pm – 3pm on Thursdays

Pitch fees are to be paid a week in advance.

Stall types

Maker/Creator / Fresh Produce / Vintage & Flea: £25

Pitches are booked on a first come first serve basis.

Trestle tables are available for hire (6 foot x 2.5 foot), priced at £1 each per day.

Electricity: £3 per day

- **6. Farmers' and producers' market** <https://www.bristol.gov.uk/web/st-nicholas-markets/bristol-farmer-s-market1>



Corn Street and Wine Street, BS1 1HT



Every Wednesday from 8am to 2.30pm

Alongside the fishmongers, butchers, greengrocers and cheese mongers will be local producers selling breakfast pastries for commuters on their way to work, freshly made pasta and sauces and other locally made nutritious convenience foods, catering for busy lives.

A pitch costs: £30 per day / £25 if you're under 21 / 37£ for hot food

A pitch includes: 8ft x 8ft traditional market umbrella / two tables / access to the on-site electricity / one car parking space in the traders car park.

Application for trading licence:

<https://www.bristol.gov.uk/web/st-nicholas-markets/bristol-farmer-s-market1>

- **7. Tobacco Factory market**

<http://tobaccofactory.com/info-for-traders/>



Raleigh Road, BS3 1TF



Every Sunday from 10am to 2.30pm



[market@tobaccofactory.com](mailto:market@tobaccofactory.com)

Every Sunday the market features a range of local produce, prepared, harvested, cooked, baked, designed and made in the area. The market has a strong emphasis on ethical, eco-friendly, fair trade, organic and local products. They are currently looking for a local meat producer. A pitch cost between 23£ and 27£. You need a public liability.

Application form <http://www.jotforme.com/form/51034428511344>.

- **8. Whiteladies Road Market**

<http://www.sustainableland.org.uk/market/>



Apsley Road and Whiteladies Road, BS8 2SH



Every Saturday, 8.30am to 2pm

£20.00 for pitch fee +£5.00 for electricity if needed + £5.00 for gazebo hire arranged with their manager.

They're not looking for any more meat / veg, bread/cakes at the moment. Focus on things being local (veg meat etc.) and make sure that things are genuine i.e. made by the seller. You need a public liability insurance including employee liability and a licence to trade from the local authority.



	When	Where	Price	Document needed	Contact
Avon Country market	Every Friday, 10.30am to 11.30am	Methodist Church Hall, Westbury Hill, BS9 3AA	£5 for membership	Food Safety Certificate / kitchen will be registered with the local authority.	<a href="http://www.avoncountrymarket.co.uk/page5.htm">http://www.avoncountrymarket.co.uk/page5.htm</a>
B-Bee's Craft and Farmer's Market	last Saturday of the month, from 11am to 3pm	The Old Library, Fishponds road BS16 3UH			bbeesmarkets@gmail.com
BS5 market	First Sunday of each month, 10am to 2pm	St. George Park Bristol BS5 7AT	£20 to £25	Public Liability Insurance	bs5bristolmarket@gmail.com
Easton market	Every Saturday from 9.30am to 2.30pm	123 All Hallows Road, BS5 0HR Bristol	From 10 to £50		joshua@feedbackfoundation.org.uk
Harbour side market	From 11am – 4pm on Saturday and Sunday, and from 12pm – 3pm on Thursdays.	1 Canon's Rd Bristol BS1 5UH	£25		Contact form online
Farmer's and produce market	Every Wednesday 8am to 2.30pm.	Corn Street and Wine Street	25 to £30	Trading licence	Contact form online
Tobacco Factory Market	Sunday 10.00am to 2.30pm	Raleigh Road BS3 1TF	23 to £27	Public liability	market@tobaccofactory.com
Whiteladies road market	Every Saturday 8.30am to 2pm	Junction of Apsley Road and Whiteladies Road	20 to £30	Public liability insurance including employee liability and a licence to trade from the local authority.	robinhaward@blueyonder.co.uk

Pros	Cons
Sales direct to consumers	Cost of the stall
No margin	Turnout can depend on the weather
Ability to meet the consumers	Need to have taster



<https://foodassembly.com/en>

The Food Assembly is an online farmer market. A host opens an assembly by finding a place to host the collection and finding local producers and members. Then the host organizes the weekly online shop by opening and closing the online market. The producers can add their products to the market catalogue and set their own price. Every week you can add or delete a product and change the stock depending on how much you can harvest or sell. Two days before the collection you get the order which allows you to harvest or cook only what you have sold and reduce loss and food waste. You can also set up a minimum order.

There are two currently opened Food Assembly in Bristol and one project:

- **Easton Food Assembly** (1188 members)

Market open from Thursday to Monday

Collection at the Easton Community Centre, Kilburn St, BS5 6AW Bristol

Wednesday from 5.30pm to 7pm

Host: Philip Burroughs / 07596226831

- **Fishponds Food Assembly** (742 members)

Market open from Wednesday to Sunday

Collection at the Steiner Academy, St Matthias Campus, BS16 2JP Bristol

Tuesday from 5 pm to 6.30 pm

Host: Rosie Backhouse / 07738017516

- **St Werburgh's Food Assembly**

Market would be open from Saturday to Wednesday

Collection would be at the City Farm, Watercress Rd, BS2 9YJ Bristol

Friday

The margin is 16,7%: 8,35 for the host and 8,35% for the Food Assembly.

Pros	Cons
Ability to meet the customers and get feedback about the products	Need to be at the collection, can be time consuming if you sell in a lot of Food Assembly
Ability to manage your stock and only sell as much as you want of every product	The number of order can vary a lot from one week to another and you're never sure how much you're going to sell
Low margin	





<https://www.realeconomy.co.uk/grow/>

Real Economy is a network of Bristol buying groups sourcing food from local producers through their web-tool. Members order through an online platform and have all access to the same producers. The buying period runs from 2pm on Thursday to midnight on Monday. You can choose weekly the stock of your products and set the price. You will receive the weekly order on Tuesday morning for delivery to the Food Hub in the Corn Exchange by midday on Thursday. Then orders are delivered to a group's chosen drop-off point (there is 13 in Bristol), where members meet, helping reinvigorate their community. Producers are mainly paid in Bristol Pound (<https://bristolpound.org/>).

There is no documentation needed to sign up as a producer and the margin is 18%.

Delivery to The Corn Exchange, Corn St, BS1 1JQ, Bristol

Pros	Cons
Ability to manage your stock and only sell as much as you want of every product	The number of order can vary a lot from one week to another and you're never sure how much you're going to sell
Only one delivery point, no need to attempt the collection	
Margin lower than retail outlets	
Easy to sign up as a producers (no document needed)	



There are several retail outlets buying local products in Bristol. The biggest one is Better Food with three shops (St Werburgh's, White Ladies Road and Wapping Wharf). There is also Source in St Nicholas market and if you are producing organic products you can sell through Chi Foods and Matter Wholefood.

The best way to reach this market is to go to the shop and drop off some samples, as well as emailing a list of products and prices.

#### General

- 1) Better Food Company
- 2) Source

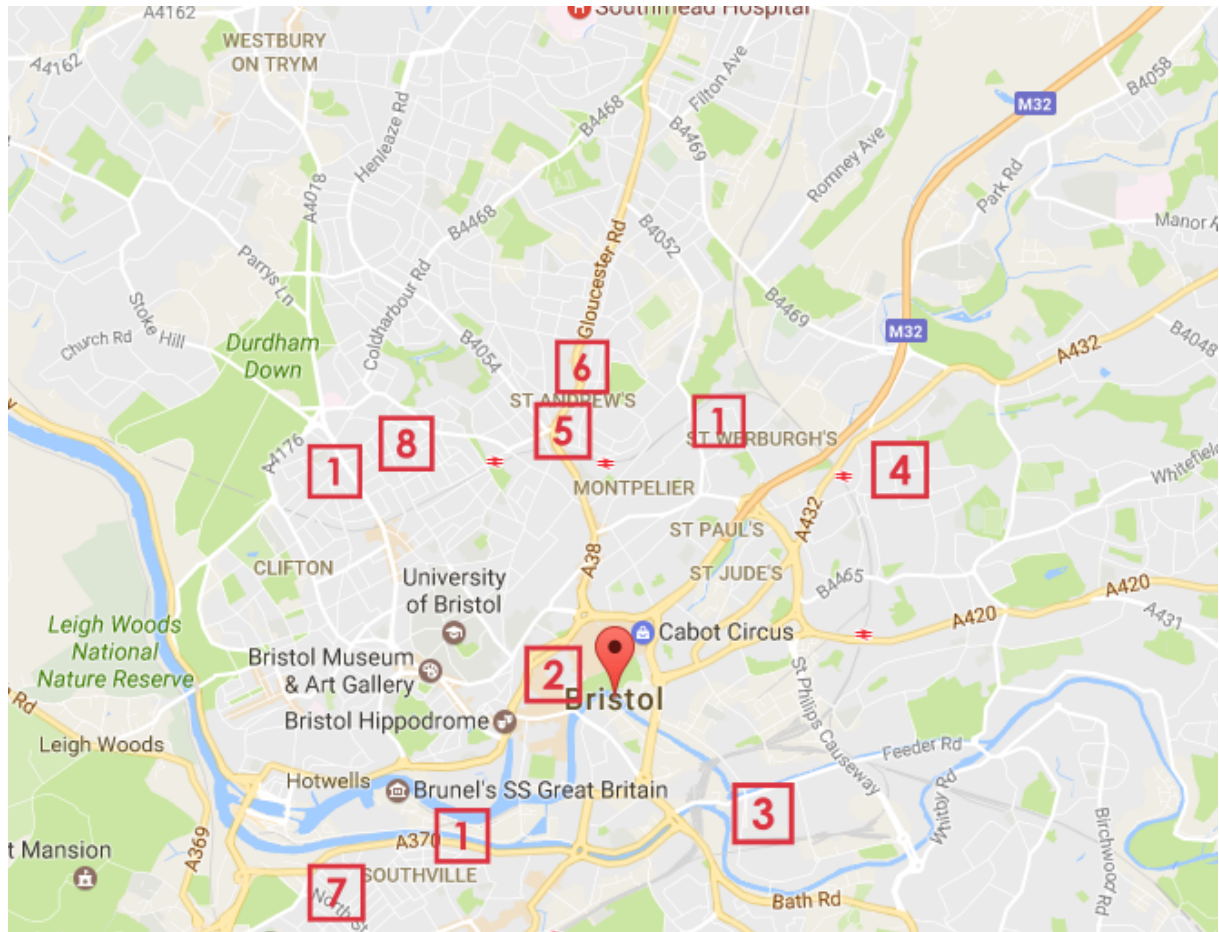
<http://betterfood.co.uk/> (<http://betterfood.co.uk/sourcing/>)  
<http://www.source-food.co.uk/>

Organic, wholefood and green grocer

- |                     |   |
|---------------------|---|
| 3) Chi Foods        | <a href="http://www.chiwholefoods.co.uk/">http://www.chiwholefoods.co.uk/</a>                   |
| 4) Matter Wholefood | <a href="https://www.matterwholefoods.uk/">https://www.matterwholefoods.uk/</a>                 |
| 5) Harvest          | <a href="https://www.facebook.com/harvestbristol/">https://www.facebook.com/harvestbristol/</a> |
| 6) ScoopAway        | <a href="http://www.scoopawayhealthfoods.co.uk/">http://www.scoopawayhealthfoods.co.uk/</a>     |

Especially for veg and greens producers

- |                      |   |
|----------------------|---|
| 7) Ashton fruit shop | <a href="https://www.yelp.co.uk/biz/ashton-fruit-shop-bristol">https://www.yelp.co.uk/biz/ashton-fruit-shop-bristol</a> |
| 8) Mabel's           | <a href="http://mabelsgreengrocer.co.uk/">http://mabelsgreengrocer.co.uk/</a>   |



Pros	Cons
The shops generally give standard order so you know in advance how much you need to grow and harvest	The margin can be high (30/40 % on average)
The shops will take care of the advertising and marketing of the products	You're likely to have to deliver to every shop



<https://www.fresh-range.com/>

Online retailer of fresh local foods delivered to homes and workplaces within Bristol and the surrounding area. With more than 1,000 products sourced from over 100 producers in Somerset and Gloucestershire.

To list products with Fresh Range contact them at: [info@equilibrium-markets.com](mailto:info@equilibrium-markets.com) or 0117 332 2813. Categories they are currently looking to fill are cereals, cheese, biscuits, confectionary, snacks, cooking ingredients and sauces. They will explain the process and send application forms to create your own online store on their site. They charge a transparent commission for each category - deducted from the gross retail price exclusive of VAT – and pay you the net price of products sold, after commission, refunds and any VAT are deducted. Payment terms are 14 days from the date the customer accepts the delivery. Producers are paid on the next working day following the 1st and 15th of each month.

Producers get in touch by email or phone before a face-to-face meeting is arranged to discuss whether working together makes sense for all parties. They provide full information for how Fresh Range works with the producers at this time.

- Producers are asked to provide the information in the form attached. As well as the appropriate insurance, producers are expected to provide HACCP documentation and evidence that they maintain an active food safety management system along with relevant and appropriate certifications regarding their business.

- Commissions are set by food and drink category in order to be consistent and fair for all producers. Commissions are shared with producers upon application.

How often producers get orders and the pick up details depend on the producers and the type of products. Indeed some producers can get an order ready in two hours, whilst others might need five days depending on the products.

Pros	Cons
Order collected by Fresh Range, no need to deliver	You need an HACCP documentation
Fresh Range manages the marketing of your products	Margin must be higher than Food Assembly or Real Economy





- **Community farm:** A community-owned social enterprise, growing & selling organic food through a box delivery. Have an established customer base for their 400+ weekly organic veg boxes. They also do some wholesale. The Community Farm are always looking for new local organic growers to supply fresh produce for their boxes. They are also interested in sourcing new local processed products, which don't necessarily have to be certified organic. They will take produce from within a 50 miles radius of Bristol and can pick up from Bristol/Bath or from their existing distribution routes. Any producers interested in supplying them can contact Ped directly on 07792 608 562 or [farming@thecommunityfarm.co.uk](mailto:farming@thecommunityfarm.co.uk)
- **Bristol Veg Boxes:** veg boxes scheme to provide Bristol residents with a supply of fresh produce from as close by as possible, cutting down food miles and carbon emissions. Contact Andy : 07596456571 or [team@bristolvegboxes.co.uk](mailto:team@bristolvegboxes.co.uk)

Pros	Cons
The order is picked up at your site	



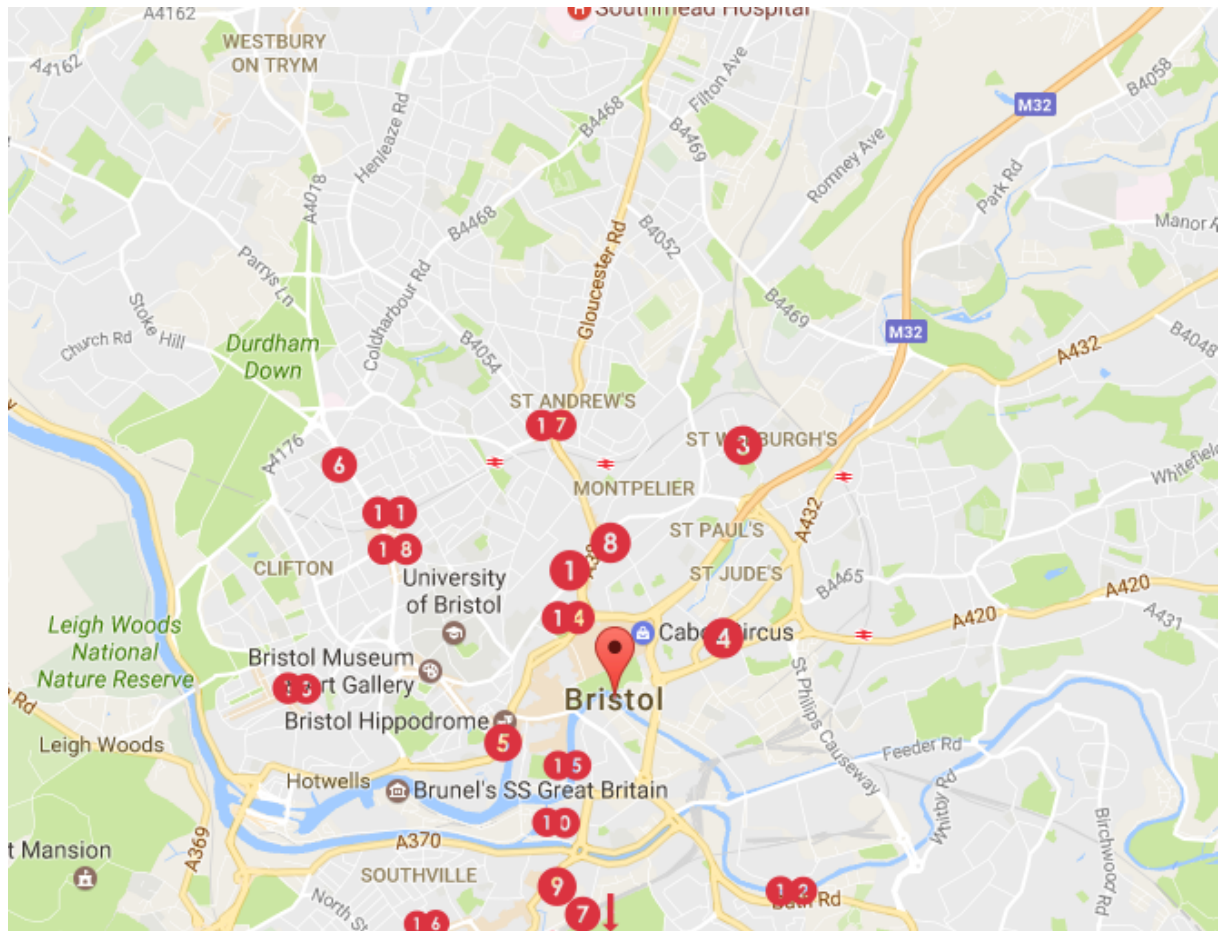
A lot of restaurants in Bristol are interested in buying local products. The best way to get in touch with chefs is to bring samples to their restaurant as they can take a long time to reply to mails. Selling to restaurants can make good publicity for the products if your name is on the menu or if chefs take photos of their dish and share them on Twitter or Facebook. It also allows you to sell at a more profitable price, as there is no margin.

List of some restaurants buying local products:

- |                                 |   |
|---------------------------------|---|
| 1) Poco                         | <a href="http://pocotapasbar.com/">http://pocotapasbar.com/</a>   |
| 2) Pony & Trap                  | <a href="http://www.theponyandtrap.co.uk/">http://www.theponyandtrap.co.uk/</a>   |
| 3) Cauldron                     | <a href="http://www.thecauldron.restaurant/">http://www.thecauldron.restaurant/</a>   |
| 4) Old Market Assembly          | <a href="http://www.oldmarketassembly.co.uk/">http://www.oldmarketassembly.co.uk/</a>   |
| 5) Number 1 Harbourside         | <a href="http://www.no1harbourside.co.uk/">http://www.no1harbourside.co.uk/</a>   |
| 6) River Cottage Canteen        | <a href="https://www.rivercottage.net/canteens/bristol">https://www.rivercottage.net/canteens/bristol</a>                     |
| 7) Victoria Park                | <a href="http://www.thevictoriapark.co.uk/">http://www.thevictoriapark.co.uk/</a>   |
| 8) The Canteen                  | <a href="http://www.canteenbristol.co.uk/">http://www.canteenbristol.co.uk/</a>   |
| 9) Windmill Hill City Farm Cafe | <a href="http://www.windmillhillcityfarm.org.uk/whats-here/cafe/">http://www.windmillhillcityfarm.org.uk/whats-here/cafe/</a> |
| 10) Casamia                     | <a href="http://www.casamiarestaurant.co.uk/">http://www.casamiarestaurant.co.uk/</a>   |

- 11) Bellita
- 12) Bocabar
- 13) Shop 3
- 14) Flow (vegetarian only)
- 15) Adelina Yard
- 16) The Old Bookshop
- 17) Gallimaufry
- 18) Pasta Loco

<http://www.bellita.co.uk/>  
<http://bristol.bocabar.co.uk/>  
<https://www.facebook.com/Shop3Bistro/>  
<http://flowbristol.co.uk/>  
<http://adelinayard.com/>  
<http://theoldbookshop.co.uk/>  
<https://thegallimaufry.co.uk/>  
<http://pastaloco.co.uk/>



Pros	Cons
No margin	The chef might be hard to reach
Good advertising	The order can stop suddenly when they change the menu
You can sell in bulk and save packaging cost	If you have to deliver to every restaurant it can be time consuming
Standard orders ensure you know how much you're going to sell every week	If you have a standard order you need to be sure you can meet it every week
	Orders tend to be small

