



Distribution & Marketing Opportunities for Local Producers

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

This paper introduces several ways to market your product as a local producer: farmers market, retail outlets, direct to customer models and restaurants. Our goal is to help and so each includes a summary of the specificity of every distribution channel and a sum up of the advantages and drawbacks.

If you would like to discuss routes to market in more detail, please [sign up](#) as Bristol Food Producers member and our coordinator will be in touch to discuss further support.

Farmers Markets

- 1. [Avon Country Market](#)

Avon Country Market is a group of local markets in South Gloucester, North Somerset and Bristol. It is a co-operative of local producers who provide high quality, value for money produce. Current markets include

- Clevedon – 9:00 – 12:30 4th Saturday of the month. Queen Square. Orders Margaret 01934 511397 or margaret@brees.co.uk, See also the Clevedon Farmers Market Facebook page <https://www.facebook.com/clevedonmarket2016>
- Keynsham – 9:00 – 13:00 2nd Saturday of the month. Market Walk. Orders Marion 0117 9865433 or marian-moore@talktalk.net. See also the Somerset Farmers Market Facebook page <https://www.facebook.com/SomersetFarmersMarkets>.
- Nailsea – 9:00 – 12:30 3rd Saturday of the month at the Nailsea Farmer's Market in the High Street. See also their Facebook page <https://www.facebook.com/nailseacountrymarket>
- Portishead – 9:00 – 12:30 2nd Saturday of the month. Waitrose Piazza. Orders Gillian 01275 852273 or gillianrowles@hotmail.co.uk. See also the Farmers Market Facebook page <https://www.facebook.com/PortisheadFarmersMarket>

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

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

- **2. [Farmers' and producers' market](#)**

Location: Corn Street and Wine Street, BS1 1HT

Time: Every Wednesday from 8am to 2.30pm

Alongside the fishmongers, butchers, greengrocers and cheese mongers are local producers selling pastries and baked goods, freshly made pasta and sauces and other locally made nutritious convenience foods, catering for busy lives.

A pitch costs: £30 per day / £40 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>

- **3. [Tobacco Factory market](#)**

Location: Raleigh Road, BS3 1TF

Time: Every Sunday from 10am to 2.30pm

Contact: 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>.

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

- **4. [Whiteladies Road Market](#)**

Location: Apsley Road and Whiteladies Road, BS8 2SH

Time: Every Saturday, 8.30am to 2pm

£20.00 for pitch fee +£5.00 for electricity of needed + £5.00 for gazebo hire arranged with their manager. Focus on things being local (veg, meat etc.) and focus on things made by the seller. You need a public liability insurance including employee liability and a licence to trade from the local authority.

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

Retail Outlets

There are several retail outlets buying local products in Bristol. The biggest one is Better Food with four shops (St Werburghs, Whiteladies Road, Bishopston and Wapping Wharf). There is also Source (previously based in St Nicholas market, now in St Philips) 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

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|------------------------|---|
| 1) Better Food Company | http://betterfood.co.uk/ |
| 2) Source | http://www.source-food.co.uk/ |
| 3) The Public Market | https://www.thepublicmarket.co.uk/ |
| 4) Brockley Stores | https://www.brockleystores.co.uk/ |

Organic, wholefood and greengrocer

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|------------------------|---|
| 5) Chi Foods | http://www.chiwholefoods.co.uk/ |
| 6) Matter Wholefood | https://www.matterwholefoods.uk/ |
| 7) Harvest | https://www.facebook.com/harvestbristol/ |
| 8) Hugo's Greengrocers | https://www.facebook.com/hugosgreengrocer/ |
| 9) Reg The Veg | https://www.regtheveg.co.uk/ |

Direct to Consumer

Selling direct to customer allows you to retain the largest margin for your produce, but it can come with additional work, such as marketing, deliveries and admin. There are a number of different models for this:

1. Veg Boxes

For growers, setting up a veg box scheme can be a great way to sell your produce direct to customers. It can help provide a steady income and outlet for produce, but demand can fluctuate throughout the season and many growers also buy in additional produce to be able to provide a year round supply to customers.

To manage their box scheme, some producers use a platform such as Oooby.org whilst others just use a spreadsheet or manual system.

2. Community Supported Agriculture

A way to help with fluctuating demand in veg boxes is a [Community Supported Agriculture](#) scheme, where customers sign up for a monthly or annual subscription of vegetables. As people are more committed, it counter fluctuating numbers, but people may be less willing to sign up than they are for a weekly box. Growers also have to address the issue of year round supply, either by buying in or running a shorter season scheme.

3. Other direct sales

For produce other than veg, direct sales can still be a great option. Many meat producers also run box schemes, selling a selection of cuts in a set price box. Others sell individual products, for which a platform such as the [Open Food Network](#) can be useful.

Selling wholesale to other schemes

A number of local box schemes source from local farms to help meet the supply needs for their box schemes. Supplying one of these schemes can provide a good outlet for produce without having to do the admin or marketing for your own scheme.

1. The 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 wholesale@thecommunityfarm.co.uk

2. 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

Restaurants

A lot of restaurants in Bristol also source local produce. 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. However, many restaurants will want frequent deliveries at short notice.

List of some restaurants buying local products:

1. POCO <http://pocotapasbar.com/>
2. Pony & Trap / Pony Bistro <http://www.theponyandtrap.co.uk/>
3. Old Market Assembly <http://www.oldmarketassembly.co.uk/>
4. Number 1 Harbourside <http://www.no1harbourside.co.uk/>
5. The Canteen <http://www.canteenbristol.co.uk/>
6. Windmill Hill City Farm Cafe <http://www.windmillhillcityfarm.org.uk/whats-here/cafe/>
7. Casamia <http://www.casamiarestaurant.co.uk/>
8. Flow (vegetarian) <http://flowbristol.co.uk/>
9. Adelina Yard <http://adelinayard.com/>
10. Gallimaufry <https://thegallimaufry.co.uk/>
11. Tare <https://tarerestaurant.co.uk/>
12. Box-E <https://www.boxebristol.com/>
13. Wilsons <https://www.wilsonsbristol.co.uk/>
14. Root <https://www.rootbristol.co.uk/>

15. Eat Your Greens (vegan) <https://eatyourgreensbristol.com/>
16. Jamaica Street Stores <https://jamaicastreetstores.com/>