

# Kent Farmers Market Association

Amount applied for: £3,000.00



## Key points

- Visitor numbers reduced during the pandemic
- There was an increased interest in eating and cooking local produce during lockdown
- Eat Kent is a promotion designed to encourage interest in local and seasonal foods via a website, app and cookbook/magazine

## About the organisation

KFMA represents 55 farmers markets in the south east and the 400+ food producers who use these markets as their retail outlets. Around 1400 markets are held each year. It is a non-profit run by a board of volunteers. The markets act as a low cost start up point for small food businesses.

Many markets are run by volunteers to raise funds for local charities. To support the market managers, producers and shoppers KFMA has a website designed to be a one stop shop for what is being sold, where and when as well as providing information on food regulations and improving sales.

Farmers markets and producers attending them, suffered considerable loss over the pandemic. All, apart from two, were shut down for 4-6 months and indoor markets were closed for 12 months. All, apart from three, have now reopened. Most have yet to recover their levels of pre-pandemic footfall.

## How they will use the grant

One benefit of lockdown was an interest in eating and cooking local produce. The Eat Kent project is designed to take this interest and build on it in order to increase sales of existing producers.

The project is working towards making available a simple, easy to follow intuitive approach to inform and interest shoppers as to the benefits of eating seasonal local food, how to cook it and where to find it

The traders will increase their sales due to promotion of local seasonal produce, grown and produced in Kent, informing the public where they can buy it, how it can be cooked and recipes.

The Eat Kent project which the grant supported uses an app, website and print publication to deliver its message and direct to resources and markets. The Eat Kent cookbook/magazine is intended to be published on a quarterly basis going forward and will be archived on both the website and the app.

The interactive web app will incorporate detailed advice as to 'what's in season', ways of cooking it and recipes as well as where to find it.

The existing website is developed to be easier to view on mobile devices. All channels will link to partner web sites and information including NHS information on nutrition, KCC's 'Whole System Approach to a Healthy Kent', Produced in Kent and Visit Kent for places of interest.

## Feedback

The grant enabled us to move from the concept to the design of our web/app which is crucial for our 'Eat Kent' local food initiative which will benefit all of our 45+ Farmers markets throughout Kent.

Robert Taylor, Chairman