

#### Barbara Wardlaw

\* Born in Fife on a Farm

\*Private Catering Company

\*Married to Fife Farmer

- \* Mother of 4 Children
- \* Admin Outhouse, Bookkeeping and Administration Service
- \* Contracted to Fife Farmers Market as Market Coordinator now in 8<sup>th</sup> Year

### COUNTY OF FIFE



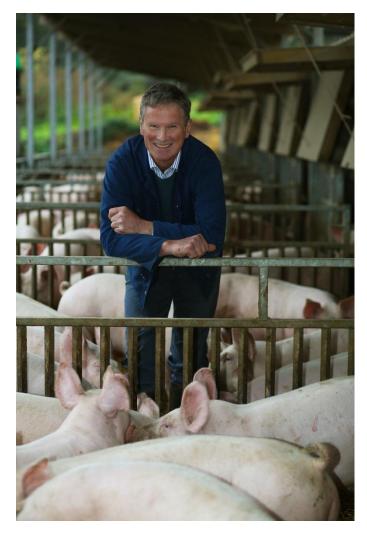
- \* Fife Farmers Market Ltd is an Industrial & Provident Society
- \* Owned by its members and is a non profit making Company
- \* First Fife Market held in Kirkcaldy in the year 2000
- \* The society was formed by a group of Fife farming producers with a view to creating an outlet to market their own produce.

# MARKET COORDINATOR

- Day to day management of society
- Trader applications
- Accounting
- Marketing
- Licence, Laws, Rules and requirements to trade.
- Reporting to Directors and Committee



# **PUDDLEDUB PORK**





### Kirkcaldy Farmers Market



### CUPAR FARMER'S MARKET



#### DUNFERMLINE FARMER'S MARKET



#### **ARBROATH SMOKIES**



## **FFM Shopping Bag**



## NETWORKING

- Local Community, Charities & Council
- Royal Highland Educational Trust (RHET)
- Scotland's Rural College (SRUC)
- Business Gateway Fife
- Hotel's, Restaurants, Farm Shops,
- Food From Fife
- Fife Agricultural Show
- Other Farmers Markets,
- University

### **MEADOWSWEET ORGANICS**



## LANGOUSTINE THE BOX THE REAL HOT CHOCOLATE COMPANY







### CRAFTS

#### Mia Candles



#### Caurnie Soaps



## CHALLENGES

- Weather
- Variety of Producers, duplicates
- Rules set by Authorities
- Advertising & Social Media
- Gaining New Customers
- Economy



# SUCCESS STORIES



- Scottish Independent Retail Award 2016
- Fife Agricultural Show Food & Drink Marquee
- Bowhouse Indoor Market
- Working with local Michelin Star Chef's
- Supporting New Traders
- Cupar Twin Town French Food & Drink Tour

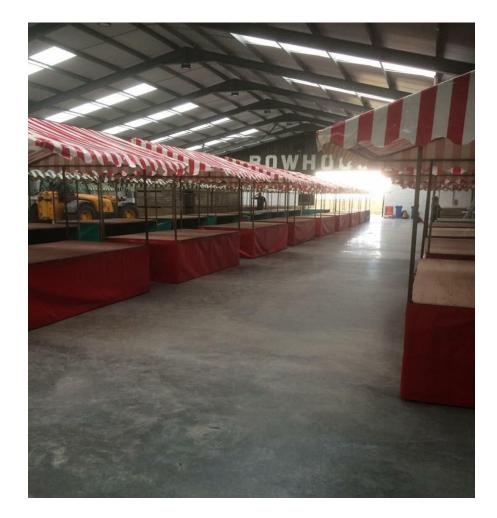
## AWARD



#### **COOKERY DEMONSTRATIONS**





















CRAIL FOOD FESTIVAL



www.fifefarmersmarket.co.uk