LOCAL FOOD
(The farmers role?)
If an Apple was the Earth…

…what would agriculture look like?
Only 1/8 suitable for food production

Quarter slice represents total land mass of the earth

Three of the four slices devoted to roads, towns, cities & forests

Remaining 3% represents land to grow food for more than 6 billion people

Thin apple peel represents the earth’s topsoil where food is grown

Why do we need them?
If this apple was the earth...

... this square would be the land available for agriculture

Why do we need them?
To feed a World population

- that is predicted to grow from 6.3 billion to 9.5+ billion over the next forty years it will be necessary to:
  - double the total production of food
  - triple crop yields per hectare
  - and do it on less land with much less water
Scottish/UK Policy

• Westminster misguided policy - food security does not matter! We can import anything that we need.

• Scottish Gov. Policy

• External Control

• Future policy drivers
Scottish Agriculture

- World wide reputation for quality
- Decline in production
- Self sufficiency?
- Organic agriculture
Cairngorms National Park

Cairngorms Farmers Market Association
- first inaugurated 2004
- 3 pilot markets 2004 / 5
Cairngorms Farmers Market
QUALITY FROM THE NATIONAL PARK
Cairngorms Farmers Market Association 2006

- Successful Grant Application to Leader+, CNPA, Highland, Moray + Aberdeenshire councils and HIE Moray + Inverness + East Highland.
- Equipment purchased to reduce hire cost, e.g. Cold counters, tents, generators, tables, equipment trailer, marketing + branding.
- Part time Organiser recruited
- 8 markets run
Cairngorms Farmers Market Association 2007

- 22 Markets run

Products now include: cheese, vegetables, jewellery, tablet, homemade cards, garden plants and chainsaw carvings, beef, lamb, organic lamb, organic bread, furniture, fruit, honey, pottery, leather goods.

Market research continue to show very positive feedback from customers
Benefits of Farmers Market

- Low cost entry to retail
- Face to face interaction
- Reconnects people with the land
- Cuts out the middle men
- Contributes to local economic development
- Provides fresh healthy food
- Reduced 'food miles' and packaging
- Links to tourism
What the Government can do?

- Value what farmers produce
- Identify Local food as a priority
- Assess Land Use
- Have a vision
- Create a sustainable land use policy
- Reinvest in research
- Take action now
What Farmers can do?

- Reconnect with the public
- Continue to respond to market signals
- Produce quality wholesome food
- Be efficient
- Maximise Public benefits
  - Enhance the environment
  - Landscape
  - Access
  - Renewables
  - Carbon sequestration
What can you do?

• Reconnect with your food
• Give clear market signals
• Carefully consider your choices and the impact of those choices.
• Seek out local produce
Food Security?

• Ultimately, it is up to you!

Thank you.

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