



12 April 2010
For Immediate Use

High Wycombe Farmers' Market to close

Thames Valley Farmers' Market regret to announce their decision to close the monthly farmers' market held at Frogmoor following a six months' trial period.

The market was launched in September 2009 with support from the High Wycombe Town Centre Partnership who were instrumental in trying to revive the farmers' market in the town centre. However, the market has unfortunately failed to attract sufficient business resulting in a sharp decline of stallholders who attended the first market.

Market Manager, Diane Harker, explained: "We had hoped to attract customers from the surrounding area but, in the event, were not able to promote the market as we wished due to restrictive Council policies on the use of signs.

"We would like to thank all customers who have supported High Wycombe farmers' market over the past six months. The nearest TVFM market in the area is at Beaconsfield which takes place on the fourth Saturday from 9am – 12.30pm at Windsor End. In March Beaconsfield celebrated a successful eight years."

Ends

Further information:

Diane Harker, TVFMC market manager: 01628 670272

Notes for Editors

Thames Valley Farmers' Market Co-operative (TVFMC) supports local farmers, small producers and market organisers in the three counties of Berkshire, Oxfordshire and Buckinghamshire. TVFMC is a not-for-profit organisation and is affiliated to FARMA, which accredits Farmers' Markets to ensure quality standards are maintained. The Thames Valley has an abundance of natural resources available for farmers and producers. Award winning meats, cheeses and preserves can be bought at markets. The first farmers' market started in 1999. www.tvfm.org.uk.