

New farmers' markets benefit from BBO Food Group funding

Thames Valley Farmers' Market Co-operative Ltd (TVFMC) is a non-profit co-operative of local producers with 17 markets in towns across Berkshire, Buckinghamshire and Oxfordshire.

BBO Food Group provides grants of around £2,000 per year to TVFMC for new markets to be promoted through signs, banners, editorial and advertising in local and regional media.

New markets benefiting from this include Newbury in Berkshire, which received £770.55 and two markets in Buckinghamshire, at Little Chalfont and High Wycombe received £800 between them.

Jane Bowler, chair of the TVFMC Board comments: "As a not for profit organisation it helps us enormously to receive grants, especially to promote and advertise new markets. If we did not receive these grants the promotion side of new markets would probably not be possible as our budget is very low for this type of work."

Farmers and food producers located in Berkshire, Buckinghamshire and Oxfordshire are essential contributors to the local economy. New local food businesses are joining TVFMC because of the new markets and increased promotion.

Jane adds: "I would like the BBO Food Group and TVFMC to work together more closely for our mutual benefit. The hospitality and food-service sectors need to source more local produce, and the farmers' markets are good places for chefs and caterers to find suppliers. We need to engage more young people too – they are our customers of the future."

Members of TVFMC can take advantage of discounted membership fee to join the BBO Food Group. Many producers do this to increase their publicity on websites and in the BBO Food Guide.

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Little Chalfont Farmers' Market.



Chipping Norton Farmers' Market.



Hungerford Farmers' Market.

Promoting the production and consumption of local food