



FPC PRESS RELEASE

26 November 2009

FPC WELCOMES SUPPORT FOR TRADITIONAL MARKETS

The Fresh Produce Consortium welcomes the recent 'Markets 21' report which sheds light on the potential of traditional markets to contribute to local communities.

"Central Government's agreement to champion markets is certainly promising and this report reveals the often unseen and significant potential for local markets to contribute positively within their communities both socially and economically," said Nigel Jenney, Chief Executive of FPC.

FPC challenged both local and central Government this summer to give more support to traditional markets and it welcomes the report 'Markets 21' published by the Retail Markets Alliance which gives more details of the value of thriving traditional markets and sets out the challenges which they face.

Traditional markets provide UK consumers with a wide range of affordable quality fresh fruit and vegetables and cut flowers. With around 1,124 traditional retail markets across the UK this market sector is twice as large as other types of markets, yet it can often be ignored when an evaluation of markets is carried out.

Independent retail markets are a key customer group for wholesale market traders and form an important element of the local economy. There is a significant inter-dependence between wholesale and retail markets, with wholesale markets, although representing just 1 per cent of total markets, accounting for 54 per cent of the total turnover for this sector.

Traditional markets account for between 25-30 per cent of the fruit and vegetable market, which is valued at £8.27 billion overall in 2009.

"FPC is pleased to see that there is greater support for traditional markets with the Retail Markets Alliance and central Government's welcome initiative," added Nigel Jenney.

"Traditional markets offer a variety of affordable flowers and fresh produce, grown both locally and overseas, in a wonderful vibrant setting and can have a positive future. We encourage local authorities to recognise the potential of traditional markets to bring a wide range of benefits to their communities and to help them achieve their targets for social inclusion, regeneration of inner urban areas and encouraging consumers to enjoy a healthy diet."

Ends

Notes for editors:

1. The Fresh Produce Consortium (FPC) is the UK's fresh produce trade association and is based in Peterborough. The FPC has represented the fresh produce sector for many years and is recognised across the UK and EU as the voice of the industry.
2. Extensive membership covers the complete spectrum of industry businesses including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other allied organisations.
3. Eat in Colour campaign www.eatincolour.com
4. For details of the UK Government's response and the report 'Market Failure?: Can the traditional market survive' published by the Communities and Local Government Committee visit:
<http://www.publications.parliament.uk/pa/cm200809/cmselect/cmcomloc/308/30802.htm>
5. According to the 2009 research by the Retail Markets Alliance 'Markets 21' there are 1,124 retail markets, 605 farmers' markets and 26 wholesale markets in the UK, with approximately 47,000 traders and a gross turnover of £7.6 billion each year. For the report visit: www.retailmarketsalliance.org/review

Ends