



FPC PRESS RELEASE

27 July 2009

TRADITIONAL MARKETS - SURVIVE OR THRIVE? FPC CHALLENGES AUTHORITIES TO GIVE MORE SUPPORT

Not only should traditional markets survive, but they could thrive if they were given greater support. The Fresh Produce Consortium (FPC) is challenging local authorities and central Government to do more to support traditional markets, following the publication of the Communities and Local Government Committee's report into traditional retail markets ('Market Failure: Can the traditional market survive?').

Traditional retail markets provide an essential platform to provide UK consumers with a wide range of affordable quality fresh fruit and vegetables and cut flowers. Both local farmers and specialist markets are helping to meet the consumers' demand for locally sourced fresh produce. Independent retail markets are a key customer group for wholesale market traders and form an important element of the local economy.

FPC believes that the Committee's report clearly demonstrates the value of thriving traditional markets and sets out realistically the challenges which they face. Despite disappointingly negative national media coverage, the report highlights the significant potential for local markets to contribute positively within local communities both socially and economically.

"We challenge local authorities and central Government to provide greater support to traditional markets, which can help them achieve many of their own targets for social inclusion, regeneration of inner urban areas and encouraging consumers to enjoy a healthy

diet," Nigel Jenney, Chief Executive of FPC. "Traditional markets offer a variety of affordable fresh produce, grown both locally and overseas, in a wonderful vibrant setting. We urge local authorities and central Government to take on board the Committee's recommendations and see the greater potential of traditional markets for local communities."

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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. 'Market Failure?: Can the traditional market survive' is published by the Communities and Local Government Committee at:
<http://www.publications.parliament.uk/pa/cm200809/cmselect/cmcomloc/308/30802.htm>
5. According to research by the National Association of British Market Authorities and the World Union of Wholesale Markets in 2008 there were 1,200 in the UK, with approximately 46,000 traders and a gross turnover of 1.38 billion Euros each year. Across the European Union there are 25,000 markets, with approximately 400,000 traders and a gross turnover of 35 billion Euros per annum.

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