

Alastair I. MacLennan

LOCAL FOOD

(The farmers role?)

If an Apple was the Earth...

...what would agriculture look like?



Quarter slice represents
total land mass of the
earth



Only
 $\frac{1}{8}$ suitable
for food
production



*Why do
we need
them?*

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



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

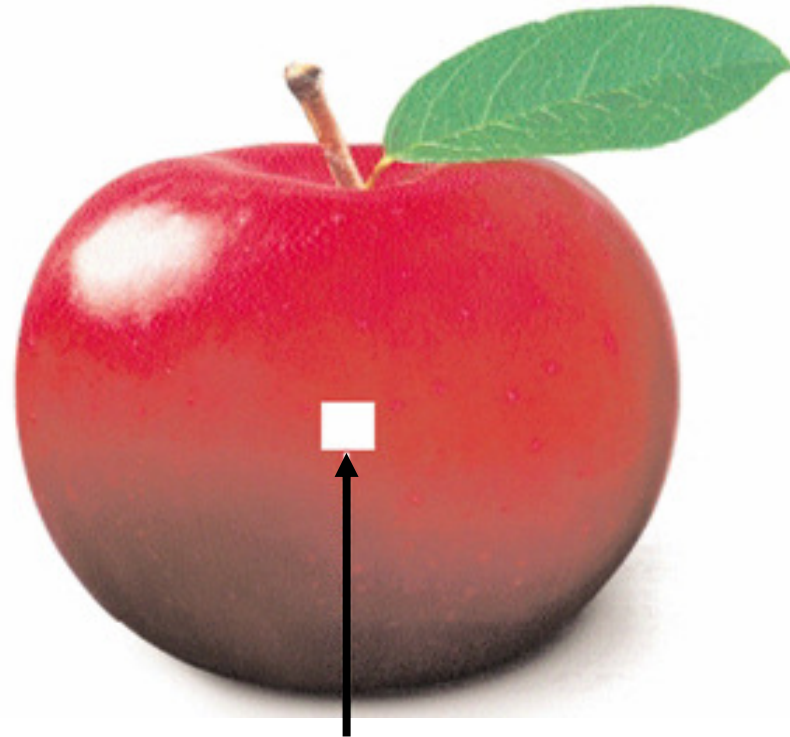


Thin apple peel
represents the earth's
topsoil where food is
grown



If this apple was the earth...

***Why do
we need
them?***



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

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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what's
on your
PLATE?