

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



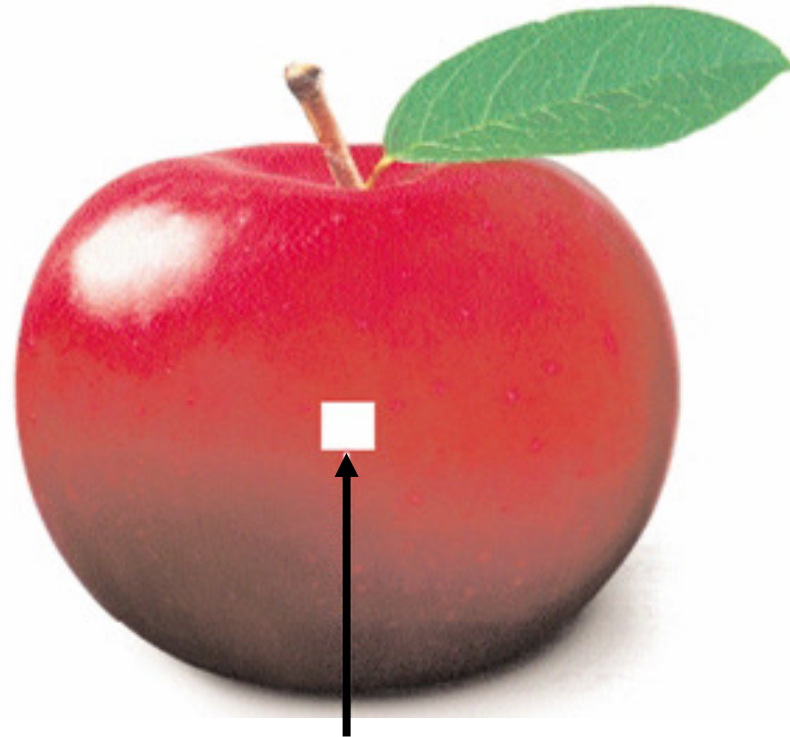
Remaining 3% represents  
land to grow food for more  
than 6 billion people



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.

Alastair I. MacLennan  
Balliefurth Farm  
Grantown-on-Spey





what's  
on your  
**PLATE**?