 [insert market logo here if it has one]

**[insert name of market] Celebrates Kent Farmers’ Market Month**

June is Kent’s first Farmers’ Market Month, and **[insert name of market]** will be joining in the celebrations. **[insert details of any special events]**

Michel Roux Jr, who was born in Kent and is patron of the Farmers’ Market Month, is enthusiastic about the quality of what farmers’ markets offer. “The Garden of England has a long history of fantastic fruit and vegetables, and it now boasts lots of wonderful small producers, who are making delicious and exciting products in small batches and with real love.”

**[insert manager’s name]** wants to attract new shoppers to see the wide choice the market offers. “We will surprise you. We don’t just have fresh produce, meat and cheese, we have stalls selling **[insert other products available at market, eg fresh fish, pasta sauces, speciality breads, vegetarian dishes, deli-style pies, beer from micro-breweries, handmade chocolates, flavours of jams and chutneys you would never find in supermarkets etc].”**

**[If relevant add: “We also have a great plant stall run by experienced gardener XXXXX, who happily gives free advice!”]**

**[insert manager’s name]** is also keen to bust the myth that farmers’ markets are more expensive. “Our fresh produce is often cheaper than supermarkets, because shoppers buy direct from local farmers, avoiding middlemen and overheads, and the food has only travelled small distances, rather than being air-freighted. However, it’s harder to compare other products, because supermarkets can’t offer fish landed only the day before; handmade pies; cheese from small-scale producers, or unusual meat like wild venison, pigeon and rabbit. But we must be competitive, because Kent’s network of markets is growing.”

**Notes to Editors**

**INSERT MARKET DETAILS: DATE, TIME, VENUE; EITHER WEBSITE OR WEBPAGE ON KFMA WEBSITE AND CONTACT DETAILS FOR EMAIL AND PHONE IN CASE ANYONE WANTS MORE DETAILS**

Kent has nearly 50 farmers’ markets, operating over 1000 markets a year. Details of all markets and special events being held as part of Farmers’ Market Month can be found at [www.kentfarmersmarkets.org.uk](http://www.kentfarmersmarkets.co.uk) or via @KentFarmers on Twitter.