



PRESS RELEASE

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FARM SHOPS WELCOME SUPERMARKET DECISION ON 'FAKE FARM' BRANDS

FARMA, the trade association for Farm Shops and Farmers' Markets in the UK, with around 400 members, has welcomed the decision by Morrisons never to use 'fake farm' brands in its stores.

It follows the results of a survey where 70 per cent of UK adults say they object to the use of fake farm brands and only want real place names or farm names to be used on packaging and branding.

Says FARMA chairman Milly Stokes, "Our members have been increasingly concerned at the way supermarkets are marketing their fresh produce under labels of non-existent farms and locations. It only serves to confuse shoppers, who our own research says are increasingly concerned about the provenance of their food.

FARMA member farm shops and farmers' markets offer customers the ability to buy with confidence, safe in the knowledge that our members are offering locally sourced meat, fruit and vegetables, often grown on the farm where it is being sold.

We are grateful to the NFU for campaigning vigorously on this issue and making a formal complaint last year to the National Trading Standards over the use of 'fake farm' branding by retailers.

Whilst the decision by Morrisons is good news, some of the UK's biggest supermarket brands are still using 'fake farms' to market their produce. We hope that increased pressure from consumers will help stamp out this confusing practice.

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Editor's Notes:

FARMA, The National Farmers' Retail and Markets Association, is the trade association for farm shops, farmers markets and pick your own farms in the UK. It is run as a co-operative of around 400 businesses that share one thing - a passion to promote food which is grown and sold by the same hands.

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