

Our Ref: ATISN 10199

Date: 4th March 2016

Dear ,

ATISN 10199

Thank you for your request which I received on the 15th February 2016 about research into Farmers Markets.

A copy of the information I have decided to release is enclosed.

1. Which company has the Welsh Government authorised to undertake this telephone survey?

Wavehill.

2. Is this another evaluation on behalf of the work done by Fork2Fork?

No.

3. Or is it a separate survey authorised by the Welsh Government?

The research is separate to the evaluation done by Fork2Fork.

4. Why are the Welsh Government authorising such a survey when they are not responsible for Farmers' Markets?

The Welsh Government has a Programme for Government Commitment to "Seek to diversify and strengthen the rural economy by the promotion of Farmers' Markets, the pursuit of new markets, the growth of cooperative marketing arrangements and investment in new equipment".

We have commissioned research to inform policy in this area.



5. Did the company have to tender for this work?

Yes.

6. How much is the successful company being paid for undertaking this survey and how many producers are they obligated to contact and get a response from?

The value of the contract is £19830 including VAT.

The contractor was not obliged to undertake a survey or contact a set number of producers. To add value to the research the contractor has undertaken a survey to provide consumer input. 112 responded.

7. How many food and drink producers are being contacted?

381.

8. What questions are being asked?

See attached document below for the questions.



Farmers Markets -
Questionnaire

9. A copy of these questions would be required.

See above questions.

10. What happens to the result of this survey and when will this survey be completed?

Welsh Government will consider the outcomes and feed into policy if appropriate. Completed by April 2016.

11. What are the objectives of this survey?

To support policy development.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,

Rhodfa Padarn
Llanbadarn Fawr
Aberystwyth
SY23 3UR

FoodDivisionalBusiness@wales.gsi.gov.uk
Gwefan • website: www.llyw.cymru

Yr Adran Cyfoeth Naturiol
Department for Natural Resources

Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ



Llywodraeth Cymru
Welsh Government

or Email: FreedomOfInformationOfficer@wales.gsi.gov.uk

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely