



**2012 Administration**

**Higher – Paper 2**

**Finalised Marking Instructions**

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# ANNOTATIONS

|              |  |
|--------------|--|
| <b>1</b>     | To show mark being awarded   |
| <b>X</b>     | To show that a mark has not been awarded   |
| <b>P</b>     | Both of the above may be combined with a code to show why the mark has been given or not       |
| <b>4/5</b>   | At top RH corner of printout   |
| <b>5/5</b>   | If task is correct then this is sufficient eg Tasks 1a and 1b                                  |
| <b>16/23</b> | Total for the complete Task (eg DB) shown on the first printout for that task at the RH corner |
| <b>32/60</b> | In a box on the first printout at the LH corner  |

**DATABASE TASK**

**23**

|   |                                      |   |                              |
|---|--------------------------------------|---|------------------------------|
| a | Query                                | 5 |                              |
|   | Strathclyde or Edinburgh and Borders | 1 |                              |
|   | Dairy                                | 1 |                              |
|   | Craft                                | 1 |                              |
|   | 1 <sup>st</sup> Sunday               | 1 |                              |
|   | Print with specified fields          | 1 | Lose mark if field truncated |

If only Crossford then queried \*dairy – 3/4 for criteria

If only Peebles then queried dairy\* - 3/4 for criteria

If Kelso only additional record to the solution then lose dairy criteria - 3/4 for criteria

If only Hawick and Lochwinnoch then used 3rd Sunday – 3/4 for criteria

If Hawick, Lochwinnoch and Langholm then lose day and craft – 2/4 for criteria

If only Lochwinnoch or only Hawick then lose the Day and Area criteria marks – 2/4 for criteria

If only Greenock and Clarkston – then queried on 3rd Saturday – 3/4 for criteria

**Query1A**

| <b>MARKET</b> | <b>LOCATION</b> | <b>FOOD STALLS</b>  | <b>NO OF STALLS</b> | <b>TIME</b> |
|---------------|-----------------|---|---------------------|-------------|
| Haddington    | Market Place    | preserves, dairy, lamb, baking, pork, confectionery, wine, poultry  | 26                  | 9 am - 1 pm |
| Peebles       | High Street     | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals                                  | 24                  | 9 am - 5 pm |
| Glasgow South | Queen's Park    | ostrich, beef, poultry, fish, preserves, dairy, lamb, baking, pork, eggs, honey, confectionery, prepared meals, venison, oils | 28                  | 9 am - 5 pm |
| Crossford     | Argyle Square   | lamb, pork, confectionery, beef, ostrich, preserves, baking, dairy  | 18                  | 9 am - 1 pm |

|   |   |             |                                      |
|---|---|-------------|--------------------------------------|
| b | Aggregate Query   | 5           |                                      |
|   | Grouped by area<br>Number of markets<br>Average takings | 1<br>2<br>2 | If more than 2 decimal places accept |

If Area Id used **instead** of Area Name then do not award the grouping mark  
Ignore additional fields (eg Area Id)  
Ignore any errors in headings  
Headings do not need to be amended at this point

| <b>Query1b</b>        |                      |                     |
|-----------------------|----------------------|---------------------|
| <b>AREA</b>           | <b>CountOfMARKET</b> | <b>AvgOfTAKINGS</b> |
| Argyll                | 4                    | £3,050.00           |
| Edinburgh and Borders | 8                    | £3,601.75           |
| Fife                  | 4                    | £2,910.00           |
| South West            | 5                    | £7,057.00           |
| Strathclyde           | 12                   | £2,986.58           |
| Tayside               | 3                    | £6,376.67           |

|    |                               |    |                            |
|----|-------------------------------|----|----------------------------|
| 1c | Report                        | 13 |                            |
|    | Not ostrich                   | 1  | 17 records                 |
|    | New field heading             | 1  | Consistent capitalisation  |
|    | Calculation                   | 3  | Did not require formatting |
|    | Grouped by area               | 1  | Award even if amount wrong |
|    | Grouped by price              | 1  |                            |
|    | Alpha order of market         | 1  |                            |
|    | Title                         | 1  | Thistle!                   |
|    | Logo                          | 1  | Ignore full stop           |
|    | Report Footer                 | 1  | Truncated lose mark        |
|    | Presentation/Fits on one page | 1  |                            |
|    | Fields                        | 1  |                            |

If Fife and/or Tayside present then lose the criteria mark

If calculation is rounded to a full number then do not lose the calculation mark.  
Mark lost for presentation

Truncation applies to any data generated from the tables

If only Area, market and day fields present then award field mark

| AREA                  | WEEKLY FEE | RENTAL COST PER METRE | weekly fee plus cost per metre | rental cost * 3 | TOTAL COST |
|-----------------------|------------|-----------------------|--------------------------------|-----------------|------------|
| Argyll                | £20.00     | £6.50                 | £26.50                         | £19.50          | £39.50     |
| Edinburgh and Borders | £25.00     | £5.00                 | £30.00                         | £15.00          | £40.00     |
| South West            | £20.00     | £3.80                 | £23.80                         | £11.40          | £31.40     |
| Strathclyde           | £28.00     | £4.50                 | £32.50                         | £13.50          | £41.50     |
|                       | no marks   | no marks              | 2 marks                        | 2 marks         | 3 marks    |



## MARKETS SUITABLE FOR JOHN MENZIES

| AREA                  | RENTAL COST | MARKET         | DAY          |
|-----------------------|-------------|----------------|--------------|
| Argyll                | £39.50      | Campbeltown    | 4th Saturday |
|                       |             | Oban           | 1st Sunday   |
|                       |             | Tarbert        | 3rd Saturday |
| Edinburgh and Borders | £40.00      | Haddington     | 1st Sunday   |
|                       |             | Hawick         | 3rd Sunday   |
|                       |             | Langholm       | 3rd Sunday   |
|                       |             | Livingston     | 2nd Saturday |
|                       |             | Peebles        | 1st Sunday   |
| South West            | £31.40      | Ayr            | 1st Sunday   |
|                       |             | Castle Douglas | 3rd Saturday |
| Strathclyde           | £41.50      | Bishopbriggs   | 1st Saturday |
|                       |             | Clarkston      | 3rd Saturday |
|                       |             | Fencebay       | 1st Saturday |
|                       |             | Glasgow North  | 1st Saturday |
|                       |             | Hamilton       | 1st Sunday   |
|                       |             | Lochwinnoch    | 3rd Sunday   |
|                       |             | Milngavie      | 3rd Saturday |

**INFORMATION CORRECT AS AT MAY 2012**



| SPREADSHEET TASK  |                               |   | 20                       |
|---|-------------------------------|---|--------------------------|
| 2a  | PRODUCERS SHEET               | 5 |                          |
|   | New column                    | 1 | Consistent with headings |
|   | Vlookup for fee               | 2 |                          |
|   | Replication                   | 1 |                          |
|   | Print formulae view on 1 page | 1 |                          |
| <p>False will not work in vlookup – no marks</p> <p>If range not absolved will get 2 for formula but no replication mark</p> <p>=VLOOKUP(E3,'MARKETING FEES'!\$A\$3:\$B\$8,2,TRUE)</p> <p>=VLOOKUP(\$E\$3:\$E\$59,'MARKETING FEES'!\$A\$3:\$B\$8,2,TRUE)</p>  |                               |   |                          |
| <p>=IF(E3&gt;16,240,IF(E3&gt;12,200,IF(E3&gt;8,160,IF(E3&gt;4,110,IF(E3&gt;1,60,20))))))</p> <p>=IF(E3&gt;=17,240,IF(E3&gt;=13,200,IF(E3&gt;=9,160,IF(E3&gt;=5,110,IF(E3&gt;=2,60,20))))))</p> <p>=IF(E3&lt;2,20,IF(E3&lt;5,60,IF(E3&lt;9,110,IF(E3&lt;13,160,IF(E3&lt;17,200,240))))))</p> <p>=IF(E3&lt;=1,20,IF(E3&lt;=4,60,IF(E3&lt;=8,110,IF(E3&lt;=12,160,IF(E3&lt;=16,200,240))))))</p> |                               |   |                          |
| <p>=IF(E3&gt;=20,'MARKETING FEES'!\$B\$8,IF(E3&gt;=16,'MARKETING FEES'!\$B\$7,IF(E3&gt;=12,'MARKETING FEES'!\$B\$6,IF(E3&gt;=8,'MARKETING FEES'!\$B\$5,IF(E3&gt;=4,'MARKETING FEES'!\$B\$4,'MARKETING FEES'!\$B\$3))))))`</p>   |                               |   |                          |
| <p>If pupils have used a named or an absolute cell and referenced from the other sheet then accept</p>  |                               |   |                          |

**STRATHCLYDE FOOD PRODUCERS**

| MEMBER SHIP NO | NAME      | SURNAME    | CATEGORY         | NO OF MARKETS PER MONTH | MARKETING FEE             |
|----------------|-----------|------------|------------------|-------------------------|---------------------------|
| P44            | Neil      | Anderson   | Eggs             | 13                      | =VLOOKUP(E3,fees,2,TRUE)  |
| P51            | Jim       | Baxter     | Eggs             | 5                       | =VLOOKUP(E4,fees,2,TRUE)  |
| P64            | Zita      | Black      | Preserves/honey  | 17                      | =VLOOKUP(E5,fees,2,TRUE)  |
| P50            | Jack      | Brand      | Poultry          | 14                      | =VLOOKUP(E6,fees,2,TRUE)  |
| P17            | Janis     | Brown      | Home Baking      | 7                       | =VLOOKUP(E7,fees,2,TRUE)  |
| P74            | Sean      | Brown      | Vegetables       | 3                       | =VLOOKUP(E8,fees,2,TRUE)  |
| P66            | Melanie   | Fan        | Wine             | 2                       | =VLOOKUP(E9,fees,2,TRUE)  |
| P81            | Adam      | Ferguson   | Dairy            | 10                      | =VLOOKUP(E10,fees,2,TRUE) |
| P69            | Paula     | Fisher     | Poultry          | 14                      | =VLOOKUP(E11,fees,2,TRUE) |
| P12            | Aisla     | Forrester  | Fish             | 12                      | =VLOOKUP(E12,fees,2,TRUE) |
| P76            | Ursula    | Galt       | Ostrich          | 17                      | =VLOOKUP(E13,fees,2,TRUE) |
| P47            | Kate      | Gilbert    | Poultry          | 20                      | =VLOOKUP(E14,fees,2,TRUE) |
| P40            | Richard   | Givan      | Vegetables       | 8                       | =VLOOKUP(E15,fees,2,TRUE) |
| P61            | Anne      | Granger    | Preserves/honey  | 16                      | =VLOOKUP(E16,fees,2,TRUE) |
| P21            | Sanjeev   | Gupta      | Confectionery    | 11                      | =VLOOKUP(E17,fees,2,TRUE) |
| P57            | Angus     | Hamilton   | Fish             | 16                      | =VLOOKUP(E18,fees,2,TRUE) |
| P45            | Margaret  | Harley     | Vegetables       | 8                       | =VLOOKUP(E19,fees,2,TRUE) |
| P54            | Paul      | Hastings   | Venison          | 10                      | =VLOOKUP(E20,fees,2,TRUE) |
| P28            | Daniel    | Hunt       | Eggs             | 11                      | =VLOOKUP(E21,fees,2,TRUE) |
| P36            | Isabel    | Hutchinson | Home Baking      | 12                      | =VLOOKUP(E22,fees,2,TRUE) |
| P68            | Colin     | Jackson    | Vegetables       | 6                       | =VLOOKUP(E23,fees,2,TRUE) |
| P67            | Zain      | Khan       | Ready Made Meals | 8                       | =VLOOKUP(E24,fees,2,TRUE) |
| P62            | Lorna     | King       | Vegetables       | 13                      | =VLOOKUP(E25,fees,2,TRUE) |
| P37            | Mark      | Kingsmill  | Ostrich          | 14                      | =VLOOKUP(E26,fees,2,TRUE) |
| P2             | Janis     | Long       | Beef             | 1                       | =VLOOKUP(E27,fees,2,TRUE) |
| P18            | Terry     | Mackie     | Home Baking      | 4                       | =VLOOKUP(E28,fees,2,TRUE) |
| P58            | Pat       | Madden     | Ready Made Meals | 9                       | =VLOOKUP(E29,fees,2,TRUE) |
| P41            | Rhona     | McAdam     | Venison          | 10                      | =VLOOKUP(E30,fees,2,TRUE) |
| P10            | Charlotte | McCluskey  | Dairy            | 3                       | =VLOOKUP(E31,fees,2,TRUE) |
| P71            | Ashley    | McCrorie   | Ostrich          | 16                      | =VLOOKUP(E32,fees,2,TRUE) |
| P33            | Martin    | McDonald   | Lamb             | 6                       | =VLOOKUP(E33,fees,2,TRUE) |
| P25            | Caitlin   | Muir       | Dairy            | 17                      | =VLOOKUP(E34,fees,2,TRUE) |
| P56            | Molly     | Murdoch    | Beef             | 7                       | =VLOOKUP(E35,fees,2,TRUE) |
| P39            | Shauna    | Murray     | Home Baking      | 12                      | =VLOOKUP(E36,fees,2,TRUE) |
| P42            | Paul      | Ogilvie    | Beef             | 19                      | =VLOOKUP(E37,fees,2,TRUE) |
| P43            | Pam       | Pearson    | Confectionery    | 12                      | =VLOOKUP(E38,fees,2,TRUE) |
| P80            | Kenny     | Peterson   | Pork             | 12                      | =VLOOKUP(E39,fees,2,TRUE) |
| P30            | Callum    | Porter     | Oils             | 16                      | =VLOOKUP(E40,fees,2,TRUE) |
| P75            | Liam      | Reid       | Ostrich          | 14                      | =VLOOKUP(E41,fees,2,TRUE) |
| P46            | Linda     | Ritchie    | Confectionery    | 14                      | =VLOOKUP(E42,fees,2,TRUE) |
| P3             | Donald    | Robertson  | Poultry          | 7                       | =VLOOKUP(E43,fees,2,TRUE) |
| P20            | John      | Rose       | Wine             | 16                      | =VLOOKUP(E44,fees,2,TRUE) |
| P82            | Oliver    | Shand      | Dairy            | 9                       | =VLOOKUP(E45,fees,2,TRUE) |
| P6             | Peter     | Sinclair   | Beef             | 8                       | =VLOOKUP(E46,fees,2,TRUE) |

|  |                        |          |   |
|--|------------------------|----------|---|
| 2b   | <b>SUMMARY SHEET</b>   | <b>9</b> |   |
|  | <u>Value view</u>      |          |   |
|  | New columns            | 1        | Both consistent with first<br>Must be “real” comment<br>Appropriate wording |
|  | Comment and wording    | 1        |   |
|  | £ and % format         | 1        |   |
|  | <u>Formulae view</u>   |          |   |
|  | Sumif                  | 2        | Or all others correct   |
|  | Replication            | 1        |   |
|  | Total of column        | 1        |   |
|  | Percentage calculation | 1        |   |
| Replication  | 1                      |          |   |
| Accept sub-totalling<br>Accept =sum(..)<br><br>Ignore decimal places in percentage<br>Ignore total in percentage column<br><br>If comment not on value view but on formulae view then award mark<br><br>If only £ or % still award mark for formatting |                        |          |   |

**MARKETING CONTRIBUTION**

| CATEGORY         | MARKETING FEES PER CATEGORY | PERCENTAGE OF TOTAL |
|------------------|-----------------------------|---------------------|
| Oils             | £200.00                     | 3%                  |
| Preserves/honey  | £400.00                     | 5%                  |
| Wine             | £220.00                     | 3%                  |
| Confectionery    | £430.00                     | 6%                  |
| Eggs             | £330.00                     | 4%                  |
| Pork             | £160.00                     | 2%                  |
| Fish             | £620.00                     | 8%                  |
| Venison          | £220.00                     | 3%                  |
| Ready Made Meals | £420.00                     | 6%                  |
| Lamb             | £530.00                     | 7%                  |
| Ostrich          | £720.00                     | 10%                 |
| Poultry          | £780.00                     | 11%                 |
| Dairy            | £570.00                     | 8%                  |
| Vegetables       | £520.00                     | 7%                  |
| Home Baking      | £710.00                     | 10%                 |
| Beef             | £550.00                     | 7%                  |
| <b>TOTAL</b>     | <b>£7,380.00</b>            |                     |

does not meet 10% target

**MARKETING CONTRIBUTION**

| CATEGORY         | MARKETING FEES PER CATEGORY | PERCENTAGE OF TOTAL |
|------------------|-----------------------------|---------------------|
| Oils             | =SUMIF(food,A3,fee)         | =B3/\$B\$19         |
| Preserves/honey  | =SUMIF(food,A4,fee)         | =B4/\$B\$19         |
| Wine             | =SUMIF(food,A5,fee)         | =B5/\$B\$19         |
| Confectionery    | =SUMIF(food,A6,fee)         | =B6/\$B\$19         |
| Eggs             | =SUMIF(food,A7,fee)         | =B7/\$B\$19         |
| Pork             | =SUMIF(food,A8,fee)         | =B8/\$B\$19         |
| Fish             | =SUMIF(food,A9,fee)         | =B9/\$B\$19         |
| Venison          | =SUMIF(food,A10,fee)        | =B10/\$B\$19        |
| Ready Made Meals | =SUMIF(food,A11,fee)        | =B11/\$B\$19        |
| Lamb             | =SUMIF(food,A12,fee)        | =B12/\$B\$19        |
| Ostrich          | =SUMIF(food,A13,fee)        | =B13/\$B\$19        |
| Poultry          | =SUMIF(food,A14,fee)        | =B14/\$B\$19        |
| Dairy            | =SUMIF(food,A15,fee)        | =B15/\$B\$19        |
| Vegetables       | =SUMIF(food,A16,fee)        | =B16/\$B\$19        |
| Home Baking      | =SUMIF(food,A17,fee)        | =B17/\$B\$19        |
| Beef             | =SUMIF(food,A18,fee)        | =B18/\$B\$19        |
| <b>TOTAL</b>     | <b>=SUM(B3:B18)</b>         |                     |

|   |                              |        |   |
|---|------------------------------|--------|---|
| 2c  | COURSE BOOKING SHEET         | 6      |   |
|   | Discount - Nested if<br>Cost | 2<br>1 | Rate table should not be<br>visible on either sheet |
|   | Replication                  | 2      |   |
|   | Print selection              | 1      |   |
| <p>If calculated percentage <b>rate</b> then give replication mark<br/>Give mark for cost formula</p> |                              |        |   |

| DISCOUNT AMOUNT                           | COST          |
|---|---------------|
| =IF(C5>15,\$H\$5,IF(C5>10,\$H\$6,\$H\$7)) | =fee-(fee*D5) |

**SSA**

## Scottish Stallholders Association

### COURSE BOOKING SHEET

| COURSE        | Food Hygiene - June |                    | FEE             | £220.00 |
|---------------|---------------------|--------------------|-----------------|---------|
| MEMBERSHIP NO | NAME                | NO OF YEARS MEMBER | DISCOUNT AMOUNT | COST    |
| P52           | Ollie Davis         | 15                 | £33.00          | £187.00 |
| P56           | Molly Murdoch       | 19                 | £44.00          | £176.00 |
| P60           | Jason Dougan        | 2                  | £22.00          | £198.00 |
| P65           | Tariq Butt          | 5                  | £22.00          | £198.00 |
| P68           | Colin Jackson       | 13                 | £33.00          | £187.00 |
| P72           | Steven Tolland      | 10                 | £22.00          | £198.00 |
| P1            | Willie McDougal     | 7                  | £22.00          | £198.00 |
| P14           | Euan Woodman        | 12                 | £33.00          | £187.00 |
| P15           | Chris Wakefield     | 6                  | £22.00          | £198.00 |
| P19           | Robin McLeod        | 11                 | £33.00          | £187.00 |
| P21           | Sanjeev Gupta       | 16                 | £44.00          | £176.00 |
| P26           | Laura Smith         | 3                  | £22.00          | £198.00 |

**SSA**

Scottish Stallholders  
Association

COURSE BOOKING SHEET

| COURSE        | Food Hygiene - June |                    | FEE   | 220      |
|---------------|---------------------|--------------------|---|----------|
| MEMBERSHIP NO | NAME                | NO OF YEARS MEMBER | DISCOUNT AMOUNT                                 | COST     |
| P52           | Ollie Davis         | 15                 | =IF(C5>15,\$H\$5,IF(C5>10,\$H\$6,\$H\$7))*fee   | =fee-D5  |
| P56           | Molly Murdoch       | 19                 | =IF(C6>15,\$H\$5,IF(C6>10,\$H\$6,\$H\$7))*fee   | =fee-D6  |
| P60           | Jason Dougan        | 2                  | =IF(C7>15,\$H\$5,IF(C7>10,\$H\$6,\$H\$7))*fee   | =fee-D7  |
| P65           | Tariq Butt          | 5                  | =IF(C8>15,\$H\$5,IF(C8>10,\$H\$6,\$H\$7))*fee   | =fee-D8  |
| P68           | Colin Jackson       | 13                 | =IF(C9>15,\$H\$5,IF(C9>10,\$H\$6,\$H\$7))*fee   | =fee-D9  |
| P72           | Steven Tolland      | 10                 | =IF(C10>15,\$H\$5,IF(C10>10,\$H\$6,\$H\$7))*fee | =fee-D10 |
| P1            | Willie McDougal     | 7                  | =IF(C11>15,\$H\$5,IF(C11>10,\$H\$6,\$H\$7))*fee | =fee-D11 |
| P14           | Euan Woodman        | 12                 | =IF(C12>15,\$H\$5,IF(C12>10,\$H\$6,\$H\$7))*fee | =fee-D12 |
| P15           | Chris Wakefield     | 6                  | =IF(C13>15,\$H\$5,IF(C13>10,\$H\$6,\$H\$7))*fee | =fee-D13 |
| P19           | Robin McLeod        | 11                 | =IF(C14>15,\$H\$5,IF(C14>10,\$H\$6,\$H\$7))*fee | =fee-D14 |
| P21           | Sanjeev Gupta       | 16                 | =IF(C15>15,\$H\$5,IF(C15>10,\$H\$6,\$H\$7))*fee | =fee-D15 |
| P26           | Laura Smith         | 3                  | =IF(C16>15,\$H\$5,IF(C16>10,\$H\$6,\$H\$7))*fee | =fee-D16 |

|                       |   |  |
|-----------------------|---|--|
| <u>Page 1</u>         |   |  |
| Logo                  | 1 |  |
| Text                  | 2 | Includes new paragraph                       |
| Size of text          | 1 | Any reasonable difference in size            |
| <u>Page 2</u>         |   |  |
| Convert table to text | 1 | Conversion only                              |
| Footnote text         | 1 |  |
| Footnote position     | 1 |  |
| <u>Page 3</u>         |   |  |
| Query inserted▣       | 1 | Ignore additional fields                     |
| Heading               | 1 | Heading has to include "Markets"             |
| Total of Markets◇     | 1 |  |
| Comment deleted       | 1 |  |
| Justify P2 and 3      | 1 | Refers to the body of the document           |
| <u>Page 4</u>         |   |  |
| Insert query          | 1 | V and L                                      |
| Orientation           | 1 |  |
| Heading               | 1 | Enhanced in some way                         |
| Page numbers△         | 1 |  |
| Layout                | 1 | Line spacing, page break and font in queries |

▣P3 Query – if additional fields brought in headings must be fit for purpose, otherwise lose heading mark

◇Ignore the word "total"

△Page numbers – one has to be left of centre and the other right of centre





## **FARMERS' MARKETS**

### **MAKE SURE IT'S THE REAL THING**

**The definition of a Scottish Farmers' Market is a market in which farmers, growers and producers from throughout Scotland| sell their produce direct to the public.**

**All foods/products sold should have been grown, reared, caught, brewed, pickled, baked, smoked or made/prepared by the producer.**

Producers from all over Scotland have worked hard over the last 20 years to make Farmers' Markets a household name. Working closely with rural crafts and other food producers, farmers have brought fresh, local produce into our urban areas, offering an alternative shopping experience. Farmers' Markets are now a major attraction in the majority of our towns.

The Scottish Stallholders Association represents more than 50 Farmers' Markets in Scotland and has specific criteria for membership. Local growers and producers take personal pride in the food they bring to their Farmers' Market and want you to enjoy it. The emphasis is on freshness, quality and value for money. Buying locally means you can ask how the food is produced and grown and at the same time customer feedback is appreciated by the producer. Buying locally reduces food miles and the distance from field to fork. This puts money back into the local economy, sustaining and creating jobs.

Most Farmers' Markets are held monthly and at weekends and are run by farmers and producers themselves or by town centre management companies and local councils. All have their main focus on top quality foods and products, grown and produced locally.

Many markets widen their appeal by including garden plants and handcrafts and by inviting producers from all parts of Scotland to attend their markets, giving the public real choice and a unique opportunity to see the variety of food produced on a small scale in Scotland. All Farmers' Markets and individual stallholders are expected to meet the same standards of health, safety and labelling as any other retail outlet.

The Scottish Stallholders Association works closely with VisitScotland<sup>1</sup> who have accredited 15 of our markets. There is no doubt that a visit to our markets is a tourist attraction and is always much enjoyed by the holiday maker. Scottish Caterers, chefs and Hoteliers are taking the opportunity to source local produce to put on their menus.

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<sup>1</sup> [www.VisitScotland.com](http://www.VisitScotland.com)

We have selected a number of markets to visit (see over). The range of produce available at each of the markets can vary enormously with each area having its own specialities. For example, Crossford in the Clyde Valley will have an abundance of tomatoes. There are also a growing number of orchard initiatives and related enterprises within the UK, particularly in the south of England but also within Scotland. As many of the groups are facing similar challenges they are often happy to help out with advice or information. Also they can be a great source of ideas for new initiatives within the Clyde Valley orchards.

The demand for traceable produce led to the opening of a number of farm shops in town centres. These are operated on a collective basis by groups of local farmers to meet customers' needs every day of the week. Edinburgh, Dumfries, Blairgowrie and Ayr all have Farm Shops which may also stock products from England, Ireland and Wales.

Dairy products available are wide and varied. There is an increasing demand for cheese and specifically goat's cheese. Some dairy farmers have diversified into ice-cream and a number of these small producers have taken awards at major food events. Small dairy farmers tend to receive a lower price for sales to the large dairies or supermarkets as they tend to pay a volume premium. Many dairy farmers have had a look at other uses for their milk but unfortunately a minority cease production completely each year. The SSA works with small dairy farmers to help them develop alternative products, put them in touch with farmers who have successfully diversified and assist them in finding outlets for their produce.

Another area of growth has been that of confectionery – Scots have a very sweet tooth and traditional products such as tablet, macaroon and toffee are proving to be highly successful.

We cover many geographical areas, the table below shows these areas and the number of markets in each area.

| AREA                  | NUMBER OF MARKETS |
|-----------------------|-------------------|
| Argyll                | 4                 |
| Edinburgh and Borders | 8                 |
| Fife                  | 4                 |
| South West            | 5                 |
| Strathclyde           | 12                |
| Tayside               | 3                 |
| TOTAL                 | 36                |

## MARKETS THE DANISH FARMERS COULD VISIT

| MARKET        | LOCATION      | FOOD STALLS   | NO OF STALLS | TIME        |
|---------------|---------------|---|--------------|-------------|
| Haddington    | Market Place  | preserves, dairy, lamb, baking, pork, confectionery, wine, poultry  | 26           | 9 am - 1 pm |
| Peebles       | High Street   | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals                                  | 24           | 9 am - 5 pm |
| Glasgow South | Queen's Park  | ostrich, beef, poultry, fish, preserves, dairy, lamb, baking, pork, eggs, honey, confectionery, prepared meals, venison, oils | 28           | 9 am - 5 pm |
| Crossford     | Argyle Square | lamb, pork, confectionery, beef, ostrich, preserves, baking, dairy  | 18           | 9 am - 1 pm |

**1A USING 3<sup>RD</sup> SUNDAY ALL OTHER CRITERIA CORRECT**

| MARKET      | LOCATION         | FOOD STALLS  | NO OF STALLS | Time        |
|-------------|------------------|--|--------------|-------------|
| Hawick      | The Square       | preserves, dairy, lamb, baking, honey, fish, confectionery, prepared meals                               | 22           | 9 am - 1 pm |
| Lochwinnoch | Visitors' Centre | dairy, fish, beef, preserves, lamb, vegetables, baking, pork, eggs, honey, confectionery, prepared meals | 32           | 9 am - 5 pm |

**1A If Only querying on 3<sup>rd</sup> Sunday**

| MARKET      | LOCATION         | DAY        |
|-------------|------------------|------------|
| Hawick      | The Square       | 3rd Sunday |
| Kirkcaldy   | Forth Avenue     | 3rd Sunday |
| Langholm    | Market Gate      | 3rd Sunday |
| Lochwinnoch | Visitors' Centre | 3rd Sunday |

**1A WITHOUT STRATHCLYDE – ALL OTHER CRITERIA CORRECT**

| AREA                  | MARKET     | LOCATION     | FOOD STALLS  | DAY        |
|-----------------------|------------|--------------|--|------------|
| Edinburgh and Borders | Haddington | Market Place | preserves, dairy, lamb, baking, pork, confectionery, wine, poultry                           | 1st Sunday |
| Edinburgh and Borders | Peebles    | High Street  | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals | 1st Sunday |

**1A WITHOUT EDINBURGH AND BORDERS – ALL OTHER CRITERIA CORRECT**

| AREA        | MARKET        | LOCATION      | FOOD STALLS   | DAY        |
|-------------|---------------|---------------|---|------------|
| Strathclyde | Glasgow South | Queen's Park  | ostrich, beef, poultry, fish, preserves, dairy, lamb, baking, pork, eggs, honey, confectionery, prepared meals, venison, oils | 1st Sunday |
| Strathclyde | Crossford     | Argyle Square | lamb, pork, confectionery, beef, ostrich, preserves, baking, dairy  | 1st Sunday |

| <b>1A – NOT QUERIED ON CRAFT STALLS – ALL OTHER CRITERIA CORRECT</b> |                    |                        |   |            |
|--|--------------------|------------------------|---|------------|
| <b>AREA</b>  | <b>MARKET</b>      | <b>LOCATION</b>        | <b>FOOD STALLS</b>  | <b>DAY</b> |
| Edinburgh and Borders  | Edinburgh          | Princes Street Gardens | dairy, beef, ostrich, preserves, lamb, baking, eggs, honey, fish, confectionery, prepared meals                               | 1st Sunday |
| Edinburgh and Borders  | Haddington         | Market Place           | preserves, dairy, lamb, baking, pork, confectionery, wine, poultry  | 1st Sunday |
| Edinburgh and Borders  | Peebles            | High Street            | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals                                  | 1st Sunday |
| Strathclyde  | Glasgow South      | Queen's Park           | ostrich, beef, poultry, fish, preserves, dairy, lamb, baking, pork, eggs, honey, confectionery, prepared meals, venison, oils | 1st Sunday |
| Strathclyde  | Hamilton           | County Square          | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals, vegetables                      | 1st Sunday |
| Strathclyde  | Loch Lomond Shores | Esplanade              | ostrich, preserves, dairy, lamb, baking, beef, fish, vegetables, eggs, honey, confectionery, prepared meals, venison, oils    | 1st Sunday |
| Strathclyde  | Crossford          | Argyle Square          | lamb, pork, confectionery, beef, ostrich, preserves, baking, dairy  | 1st Sunday |

**1A – not searched on any day**

| <b>MARKET</b> | <b>LOCATION</b>  | <b>FOOD STALLS</b>  | <b>NO OF STALLS</b> | <b>Time</b>  |
|---------------|------------------|---|---------------------|--------------|
| Haddington    | Market Place     | preserves, dairy, lamb, baking, pork, confectionery, wine, poultry  | 26                  | 9 am - 1 pm  |
| Hawick        | The Square       | preserves, dairy, lamb, baking, honey, fish, confectionery, prepared meals  | 22                  | 9 am - 1 pm  |
| Kelso         | Drovers Way      | lamb, pork, confectionery, beef, ostrich, preserves, baking   | 20                  | 9 am - 1 pm  |
| Linlithgow    | Palace Terrace   | dairy, beef, ostrich, preserves, honey, fish, confectionery, prepared meals   | 28                  | 10 am - 2 pm |
| Peebles       | High Street      | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals                                  | 24                  | 9 am - 5 pm  |
| Fencebay      | Village Square   | beef, preserves, dairy, lamb, vegetables, fish, baking, wine, poultry   | 16                  | 9 am - 1 pm  |
| Glasgow South | Queen's Park     | ostrich, beef, poultry, fish, preserves, dairy, lamb, baking, pork, eggs, honey, confectionery, prepared meals, venison, oils | 28                  | 9 am - 5 pm  |
| Greenock      | The Waterfront   | pork, confectionery, beef, ostrich, preserves, dairy, lamb, baking, wine  | 29                  | 10 am - 2 pm |
| Lochwinnoch   | Visitors' Centre | dairy, fish, beef, preserves, lamb, vegetables, baking, pork, eggs, honey, confectionery, prepared meals                      | 32                  | 9 am - 5 pm  |
| Bishopbriggs  | The Inch         | preserves, vegetables, pork, confectionery, beef, dairy, lamb, baking, wine   | 18                  | 9 am - 1 pm  |
| Clarkston     | Kyle Square      | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals                                  | 30                  | 9 am - 1 pm  |
| Crossford     | Argyle Square    | lamb, pork, confectionery, beef, ostrich, preserves, baking, dairy  | 18                  | 9 am - 1 pm  |

**Query 1C – BEFORE CREATING A REPORT**

| <b>AREA</b>           | <b>MARKET</b> | <b>FOOD STALLS</b>  | <b>WEEKLY FEE</b> | <b>RENTAL COST PER METRE</b> | <b>TOTAL COST</b> |
|-----------------------|---------------|---|-------------------|------------------------------|-------------------|
| Strathclyde           | Fencebay      | beef, preserves, dairy, lamb, vegetables, fish, baking, wine, poultry   | £28.00            | £4.50                        | £41.50            |
| Strathclyde           | Glasgow North | beef, preserves, dairy, lamb, fish, wine, vegetables, venison   | £28.00            | £4.50                        | £41.50            |
| Edinburgh and Borders | Haddington    | preserves, dairy, lamb, baking, pork, confectionery, wine, poultry  | £25.00            | £5.00                        | £40.00            |
| Strathclyde           | Hamilton      | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals, vegetables                | £28.00            | £4.50                        | £41.50            |
| Edinburgh and Borders | Hawick        | preserves, dairy, lamb, baking, honey, fish, confectionery, prepared meals  | £25.00            | £5.00                        | £40.00            |
| Edinburgh and Borders | Langholm      | honey, fish, confectionery, prepared meals, preserves, dairy, lamb, baking  | £25.00            | £5.00                        | £40.00            |
| Edinburgh and Borders | Livingston    | preserves, dairy, lamb, baking, honey, fish, confectionery, prepared meals  | £25.00            | £5.00                        | £40.00            |
| Strathclyde           | Lochwinnoch   | dairy, fish, beef, preserves, lamb, vegetables, baking, pork, eggs, honey, confectionery, prepared meals                | £28.00            | £4.50                        | £41.50            |
| Strathclyde           | Milngavie     | dairy, fish, beef, preserves, vegetables, lamb, baking, pork, eggs, honey, confectionery, prepared meals, venison, oils | £28.00            | £4.50                        | £41.50            |



|                       |                |  |        |       |        |
|-----------------------|----------------|--|--------|-------|--------|
| Argyll                | Oban           | dairy, beef, preserves, lamb, fish, wine, venison, oils  | £20.00 | £6.50 | £39.50 |
| Edinburgh and Borders | Peebles        | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals             | £25.00 | £5.00 | £40.00 |
| Argyll                | Tarbert        | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals, vegetables | £20.00 | £6.50 | £39.50 |
| South West            | Ayr            | beef, pork, dairy, vegetables, lamb, fish  | £20.00 | £3.80 | £31.40 |
| Strathclyde           | Bishopbriggs   | preserves, vegetables, pork, confectionery, beef, dairy, lamb, baking, wine                              | £28.00 | £4.50 | £41.50 |
| Argyll                | Campbeltown    | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, prepared meals, poultry                   | £20.00 | £6.50 | £39.50 |
| South West            | Castle Douglas | preserves, pork, confectionery, beef, dairy, lamb, baking, wine  | £20.00 | £3.80 | £31.40 |
| Strathclyde           | Clarkston      | dairy, fish, beef, preserves, lamb, baking, pork, eggs, honey, confectionery, prepared meals             | £28.00 | £4.50 | £41.50 |

Answer to 2b – If statement

| MARKETING CONTRIBUTION |                             |                     |
|------------------------|-----------------------------|---------------------|
| CATEGORY               | MARKETING FEES PER CATEGORY | PERCENTAGE OF TOTAL |
| Oils                   | £200.00                     | 2%                  |
| Preserves/honey        | £440.00                     | 5%                  |
| Wine                   | £260.00                     | 3%                  |
| Confectionery          | £520.00                     | 6%                  |
| Eggs                   | £470.00                     | 5%                  |
| Pork                   | £160.00                     | 2%                  |
| Fish                   | £620.00                     | 7%                  |
| Venison                | £320.00                     | 4%                  |
| Ready Made Meals       | £510.00                     | 6%                  |
| Lamb                   | £620.00                     | 7%                  |
| Ostrich                | £840.00                     | 9%                  |
| Poultry                | £950.00                     | 11%                 |
| Dairy                  | £840.00                     | 9%                  |
| Vegetables             | £700.00                     | 8%                  |
| Home Baking            | £810.00                     | 9%                  |
| Beef                   | £640.00                     | 7%                  |
| TOTAL                  | <u>£8,900.00</u>            |                     |

does not meet 10% target

