

# POLICY BRIEF

FOR NATIONAL GOVERNMENTS



## LOCAL PUBLIC MARKETS

*Local public markets have played an important role in communities for centuries and are a key public space.*

Local markets serve the community in numerous ways, including acting as a main trading centre where people can earn a living, creating social spaces in neighbourhoods for locals to meet and interact with one another and linking rural and urban communities.

Although developing and maintaining markets falls within a local government's control, national governments can be significant contributors to the development of local markets by providing city governments and communities with resources and policy tools.

**SDG 11.7: By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.**

A key tool national governments can use to support local markets is a National Urban Policy (NUP). National Urban Policies provide a vision to guide the growth and management of cities, which are intended to address current urban trends and to meet the needs of urban populations. National-level policy on local markets will provide direction to the local level and outline the minimum level of standards a city should attain.

### NUPs should contain policies focused on:

#### LOCATION POLICIES

The location of local markets is a crucial element to increase residents' access to markets. When deciding where to shop, consumers are strongly influenced by how far they must travel, with proximity of the market/shop and timesaving often cited as reasons for visiting a particular food outlet. National governments should consider developing national policy that directs municipalities to:

- Ensure urban residents are within an 800 m walking distance of a local market;
- Plan for mixed land-uses, pedestrian-friendly urban environments, cultural conservation, and the development of complete communities.



## DESIGN POLICIES

The design of local markets is important because how a market is organized and structured contributes to how comfortable the market experience is for both consumers and vendors. National design policies should be flexible enough to allow for local input so that local markets can reflect the desires of the local community. National policies should ensure that city governments follow certain design standards while still allowing for collaboration with local residents. National governments should consider developing national policy that directs municipalities to:



- Ensure safety is a consideration in local market design and location;
- Adhere to Universal Design Principles;
- Develop a local market system that meets the needs of residents, vendors, and consumers;
- Maintain and preserve local identity;
- Ensure the physical infrastructure of the market promotes food safety.



## MANAGEMENT POLICIES

The management of the local markets is important because it contributes to the success of the market in terms of attracting and keeping vendors and ensuring the rules of the market are enforced, which contributes to food safety and hygiene. National governments should consider developing national policy that directs municipalities to:

- Consider various security and safety measures and precautions local governments and market operators should take;
- Outline what can and what cannot be sold in the local markets;
- State legislation that is applicable to all markets;
- Identify food safety practices that need to be followed;
- Consider desirable management structures and requirements for market managers;
- Outline management procedures market operators can follow;
- Identify potential implications of poor local market maintenance;
- Explain the need for an operational environment to protect and promote health;
- Consider the environmental health issues, such as pest control and solid and liquid waste management;
- List the best practices that local municipalities and market operators should consider.

## PROMOTION POLICIES

Promotion encourages people to buy locally at the markets and creates awareness of the local markets among both residents and visitors. National policy focused on encouraging the public to buy local produce, which benefits public markets because they are the access point for local foods. “Buy local” programs encourage consumers to purchase goods directly from local food producers.



## FUNDING POLICIES

National governments can support developing and maintaining local markets by providing funds to local governments, market organizers and community groups. National governments should consider allocating specific funds from the federal budget to support developing, improving, and maintaining local markets. In addition, national funding policies can support improved access to local markets by: providing funding to establish new markets and renovate existing markets, giving tax relief to markets, promoting local markets, and supporting consumers to buy at local markets. Such policies improve the viability of markets by ensuring markets are affordable for both vendors and consumers.

The above policies are not mutually exclusive, and national governments should, when developing local public market policy, consider the ways the policies can be complementary. For local public markets to be successful, all levels of government must establish policies and guidelines regarding location, design, management, promotion and funding.