

ARMs for Farms!

How retailers can increase the demand for sustainably grown fruit and veg

www.betterfoodtraders.org



Retailer

“a person or business that sells goods to the public in relatively small quantities for use or consumption rather than for resale”

"the big supermarkets have forced many independent retailers out of business”.



Better*

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Local

Seasonal

Healthy

Sustainable

Fairly Traded

Low Carbon

Kind to People



**BETTER
FOOD
TRADERS**

Principles of Better Food Traders



1. Mission driven, trading for social purpose, not to maximise profit
2. Building supply chain transparency, trust and cooperation
3. Sourcing food sustainably, using the food zones (or similar short supply-chain framework)
4. Trading fairly
5. Championing ecological farming and food production
6. Promoting a diet that is good for both people and planet
7. Low carbon, low impact distribution
8. Building a strong community in support of our work
9. Striving to change the bigger picture



Website

www.betterfoodtraders.org



Eligibility Criteria

- What is more important to your business: profit or ethics? *
- Do you prioritise healthy and sustainable products in your food offer? (e.g. organic, local, Fairtrade, primarily plant-based and unprocessed) *
- Do you promote a healthy and sustainable diet to your customers? *
- Do you source any products via air freight? *
- Do you invest in, involve or engage with your local community? *
- Type of business? *
- What year did you start trading? *
- What was your income from food sales in the last financial year? *
- What are your latest weekly customer numbers? *



BFT membership application

What business structure do you have (select one option)? Please email us your company or business documents, (eg. memorandum and articles of association for a ltd. company)

How do you inform customers about where their food comes from and who grows it?

Better Food Traders 2019	Better Value Created/ Comparison with mainstream system
10 small businesses committed to mission over profit - Over £2,000,000 turnover 18/19	Supporting diversity within retail – challenging prevailing model of the supermarket
38.2 FTE jobs at or above real living wage and low pay ratios (comparison of highest paid to lowest paid) - typically around 2:1	Showing a commitment to decent living wages – conventional food retail pay is low and pay ratios huge – 1,188:1 – some supermarket directors earning over 1,000 times more than their workers
3902 regular weekly customers Over 3.5 million portions of veg supplied	Customers become informed citizens -not consumers – they take part in experiential learning about food system sustainability
26 agro-ecological farms supported with fair and prompt payment	Benefits include: increased biodiversity on farms, regenerative soil building, decreased runoff pollution, better working conditions
Over 50% of retail £ going back to producers	Increased return to farmers who conventionally get only around 8-20% of the share of the total spent on food
60% of produce sourced via direct relationships with farms within 100 miles of retailer	All produce agro-ecologically grown - at least 90% is certified organic. Reduced carbon emissions from fossil fuels Collaborative crop planning Supportive buying policies = reduced waste
85% of produce sourced from the UK	Increasing local resilience - compares with 23% UK grown fruit and veg consumed in UK

JOIN THE BETTER FOOD TRADERS

- **Grows your food business** with marketing support, resources, training, advice and shared expertise.
- **Brings new customers** – the Better Food Trader mark tells people you are principled in all areas of your business.
- **Guarantees your values** to farmers, growers and producers looking for fair distribution outlets.
- **Drives political change** through providing impact data and case studies for campaigning organisations.

Fruit and Veg schemes

Farmers markets and stalls

Online platforms for direct sales

Food Hubs

Ethical shops

Buying groups

Food Co-ops

Farm shops

Member benefits in 2019 included...

- Free marketing via our website, talks at events
- Online workspace where we discussed everything from how best to communicate a price rise to using compostable thistle bags
- Free training at the School for Social Entrepreneurs

In 2020

- Regular BFT network gatherings – first one coming soon in Feb 2020 focussing on marketing training and peer to peer knowledge exchange
- One-to-one advice with our food business advisors
- Whatever you, the network members, prioritise

Accredited Better Food Traders

Aspiring Better Food Traders



Windmill Community Gardens



2019 Better Food Traders



2019 Sustainable Food Cities



How can I join in?

- **Buy your food from a Better Food Trader** – find one on our website or sign up to hear about new traders as they join
- **Become or start a Better Food Trader business yourself** – contact us or apply via the website from next week
- **Identify a potential Better Food Trader** - persuade them to join us or tell us so we can invite them

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