



**BETTER  
FOOD  
TRADERS**

**Responses to the Cost of Living Crisis**

# Better Food Traders

- National network of ethical retailers across the UK.
- Members provide routes to market for organic and agroecological growers.
- Members pay fair prices, enabling organic farmers to thrive.



# Member standards

- Social/environmental mission  
- profit, people, planet
- Written sourcing policy with  
focus on local, organic farms
- Ability to track spend on:
  - organic / agro-ecological /  
non-organic
  - UK / non-UK
  - Whether the produce is  
own-grown, bought direct  
from a grower, or bought  
from a wholesaler.

**Together we can make the food system  
better for people and the planet.**



# Cost of Living: Context

- Rising costs affecting both growers and traders.
- Retailers are caught in the middle.
- Alternative food system does not have the economies of scale or financial buffers of the supermarket system.
- If retailers disappear, routes to market disappear.





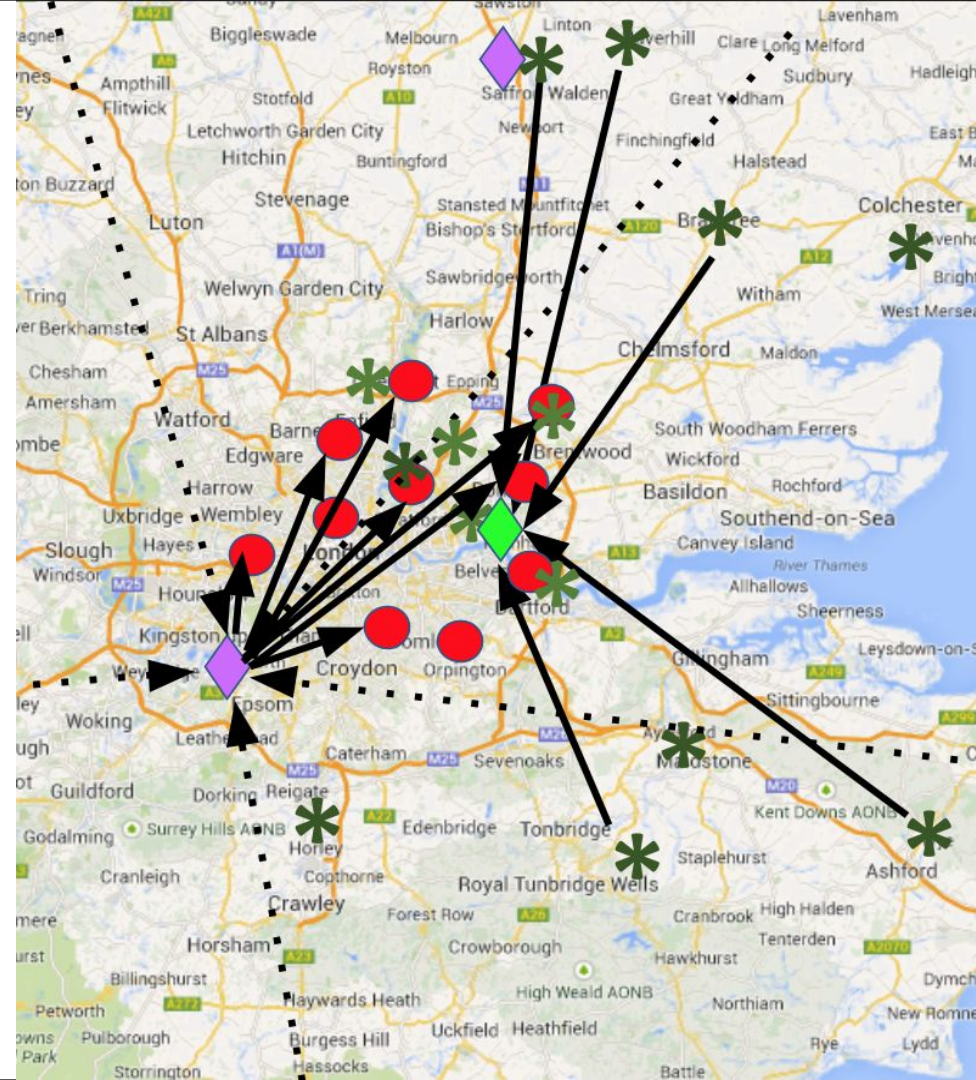
# Positives

- Organic growers not exposed to eg rising fertiliser costs.
- Retail prices of organic versus traditional produce narrowing?
- Small businesses can change business model more quickly.
- Local growers and traders can call on local community.



# Working together

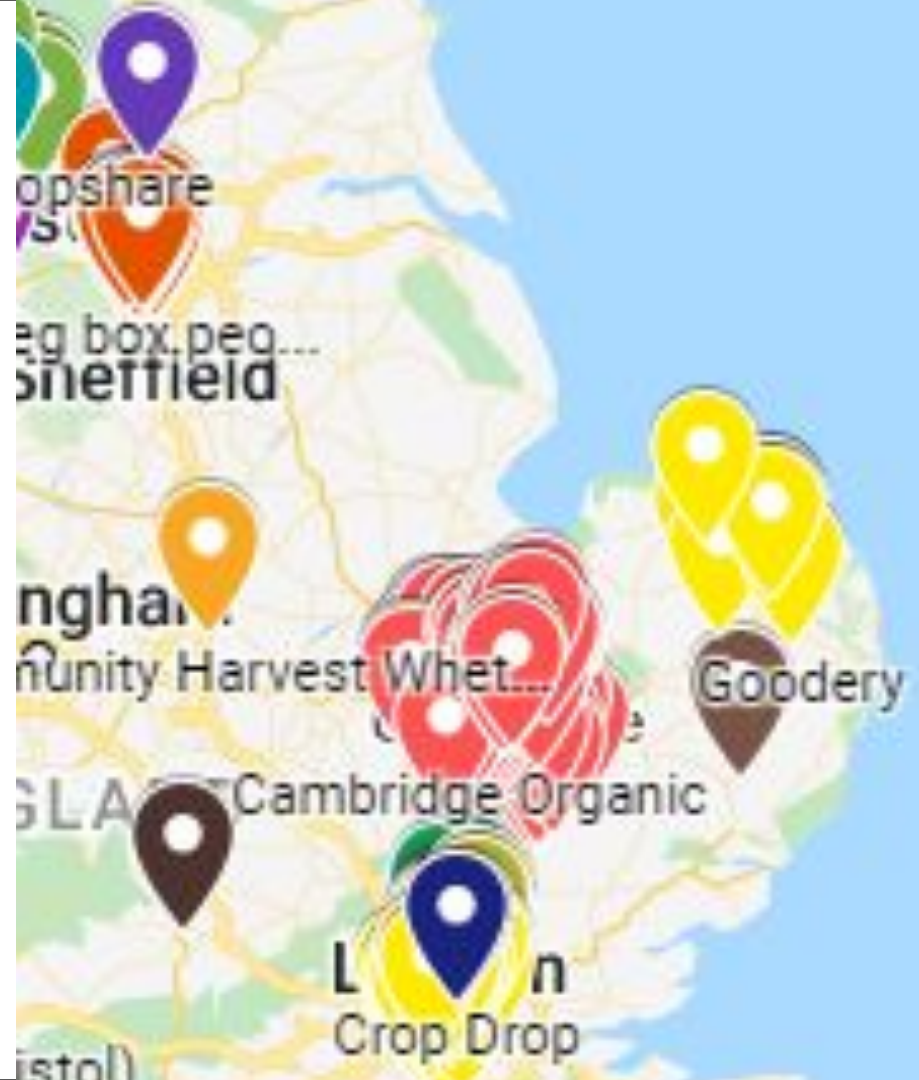
- How can enterprises work together across the supply chain?
- Better Food Shed, London
- Rationalised deliveries, reduced time and costs for farmers, allowed small traders to top up from wholesaler Langridge.
- “Game changer” Sarah Green





# Working together

- Supply chains can still be **short** with one middle step
- Better Food Traders is creating strong local networks - Sheffield, Cambridge and South West.
- Better Food Traders as a UK-wide network enables
  - Knowledge-sharing
  - Advice
  - Support



# Supporting citizens

- Bridging the Gap  
3-year programme
- Reports from Better Food  
Trader members - four types  
of support:
  - Government schemes
  - Charity
  - Community
  - Businesses





# Supporting citizens

- Cambridge Organic veg boxes can be paid for with govt Healthy Start Vouchers.
- Local council in Devon is subsidising organic veg, GPs can then prescribe.
- Enfield Veg Co donate to a local charitable Pantry (Food Bank where people pay a small amount and choose).



# Supporting citizens

- Sutton Community Farm - customers “donate a veg box” - 25 boxes a week.
- Community Farm, Somerset - customers add voluntary £3 per order, £15k raised.
- GC, London - £33k donated to Food Credit Scheme.
- Veg Box People have created low-cost root veg box.



# DROP US A MESSAGE

Betterfoodtraders.org

hello@betterfoodtraders.org

## FIND US



@betterfoodtrade



@betterfoodtraders

**\*Local  
Seasonal  
Healthy  
Sustainable  
Fairly Traded  
Low Carbon  
Kind to People**

