

Better Food Traders Webinar 9th May – Q&A

Sofia Parente from London

1. What is your relationship with the landworker's alliance?

Answer: Growing Communities has a very positive working relationship with the Landworker's Alliance and we recently contributed some funding to their horticultural campaign, which is focussing on the Agricultural Bill.

However as well as supporting local agro-ecological horticulture, the Landworkers Alliances campaign is also aiming for a commitment to a decentralised values-based **supply** schemes in every city. We agree, and see 'Better Food Traders' as way in which we can use trade to ensure a fair and increasing market for local produce.

Florence Pardoe from Bristol

2. What metrics do you have in mind for traders to measure?

Answer

Broadly we want Better Food Traders to be able to demonstrate that they are:

- Mission driven organisations - putting people and planet before profit.
- Selling fruit and veg produced by ecological farmers and growers
- Trading fairly – i.e. ensuring farmers and growers are being paid a fair price for their produce
- Promoting ways of eating and cooking that are good for both people and planet
- Distributing food in a low impact and low carbon way
- Building a strong community in support of this work
- Striving to change the big picture

Nick Weir

3. The Open Food Network has 800+ food producers - many of whom may well be interested in being a BFT. We are happy to promote BFT to them

Answer: That is really great news and exactly what we're looking for – i.e. to complement and enhance the important work being done by other like-minded networks.

Paola Guzman

- 4. It seems to me that the trend is towards alternative food businesses providing a range of products that include livestock products. Could they be on the BFT?**

Answer: In sector terms, Better Food Traders are retailers of mainly fresh, plant-based food. Their focus will be fresh fruit and veg but definitions of 'mainly' will be set to ensure we don't exclude groups trading a proportion of processed and/or animal produce.

Sofia Parente

- 5. Do you want to create a national map of BFT? Portions of veg is a good metric. that is our aim at Veg Cities too!**

Answer: we will if we think it will drive more consumers towards buying their fruit and veg from a Better Food Trader

Sarah Williams from London

- 6. Echoing support - food coops network includes potential BFTs! We struggle with our name as not all are food coops but definitely an overlap with box schemes.**

Answer: we really welcome working with Sustains Food Coop network

Paola Guzman from Willoughby

- 7. The BFT relies on a set of principles. Can you talk about them and how would members have to meet them?**

Answer :

<https://www.growingcommunities.org/key-principles>

These (above) are essentially the same as the BFT principles

Nick Weir from Stroud

- 8. In terms of metrics Open Food Network (OFN) collects data on all sales through all shopfronts. I hope we can make a connection between BFT and OFN so that if BFTs have an OFN online shop front we can**

automatically collect all that data without any extra data collection work needed by the BFTs

Answer: That's really good news and exactly the sort of collaboration that we're hoping for.

Joe Dunne from Middlesbrough

9. Is it solely for primary food producers or secondary producers that are using ingredients from those primary producers? Growing Middlesbrough would be happy to promote BFT and have a lot of secondary producers on our directory

Answer: The Better Food Traders focus will be those trading fresh fruit and veg but definitions of 'mainly' will be set to ensure we don't exclude groups trading a proportion of processed and/or animal produce. That way we hope to include everyone that is supporting agro-ecological farmers and growers, including Growing Middlesbrough.

Paola Guzman from Willoughby

10. I am a bit concerned about concentrating on veg. In my survey responded by 50 CSAs/Box schemes only 7 did only veg and 10 fruit and veg. That means 33 are including other products.

Yeah I understand, maybe would be worth planning a phase to bring in other products in the bid?

Answer: The Better Food Traders focus will be fresh fruit and veg but definitions of 'mainly' will be set to ensure we don't exclude groups trading a proportion of processed and/or animal produce, including CSA/Box schemes.

Nick Weir from Stroud

11. The other BFT/OFN collaboration we can explore is that we could set up a BFT group within OFN so that potential customers can browse a map a bit like this one which is embedded in the Biodynamic Association website <https://openfoodnetwork.org.uk/groups/biodynamic-association-licences>

Thanks Julie and Nicky - looking forward to talking to you 01453 840037
or nick@openfoodnetwork.org.uk

Paola Guzman from Willoughby

12. This is something that the wallace centre is doing to promote better skills amongst food hub managers in the USA. Perhaps it can give you some ideas? <https://foodsystmsleadershipnetwork.goentrepid.com/>

This is the network they have set up and the activities they do
<http://www.wallacecenter.org/foodhubcollaboration/>

And then Julie has seen the data they collect through the bi-annual food hub survey and the food hub benchmarking study

This are the webinars they have done <http://www.ngfn.org/resources/ngfn-cluster-calls>

Answer: That's great Paola – thanks for highlighting this.