MEMBERSHIP PACKAGE
Why become a Better Food Trader?

We are a UK-wide network that supports and promotes ethical food businesses including shops, food hubs, market stalls and veg box schemes.

Join an amazing community of like-minded traders all working for people and planet, and all committed to selling sustainably-grown produce.

We share knowledge and resources, run online training sessions, create joint marketing campaigns, and advocate for a better food system.

Being a Better Food Trader is also a badge of honour - a way to show your customers that you commit to ethical and sustainable ways of working.

“It’s about finding solidarity about shared values, and it’s about values in action not just values in words.”

“You have supported us all in many different ways over the last months.”
- Paula Sharp, Veg Scheme Coordinator, Lee Greens

“It’s been wonderful to be part of such a great network and I’ve really enjoyed the meetings I’ve been able to attend.”
- Retts, Enfield Veg Co.

“A network I’m truly proud of being part of. And I feel less alone because of it. Thank you!”
- Rachel Dring, Growing Communities
MEMBER BENEFITS INCLUDE

- **COORDINATED MARKETING AND PR**
  such as the Map Campaign, promoting our interactive tool that helps customers buy healthy, sustainable veg from their local community.

- **TRAINING SESSIONS**
  specifically for food traders, on a range of topics as requested by the membership - from customer retention to marketing and comms, from cash-flow to SEO.

- **ONLINE AND IN-PERSON MEETINGS**
  share knowledge and ideas at our Marketing Meetings and Directors’ Meetings, and come together in person at regional networking events and our Annual Gathering!

- **ACCESS TO THE PEER-TO-PEER BETTER FOOD TRADERS WORKSPACE**
  where you can search for information, ask for advice and answer other traders’ questions.

- **OUR BETTER FOOD TRADERS ONLINE LIBRARY OF RESOURCES**

- **THE BETTER FOOD TRADERS NEWSLETTER**
  full of network news and useful insights.

- **ETHICAL CONSUMER MAGAZINE OFFER**
  14 month subscription for the price of 12 with code BetterFood22

- **NETWORK-WIDE DATA PROJECT**
  to enable benchmarking and sharing of best practices.

- **NATIONAL ADVOCACY FOR ETHICAL FOOD RETAIL**
  working with allies including the Landworkers’ Alliance, Sustain, Open Food Network and Regional Food Partnerships.
Find out more at BetterFoodTraders.org or fill in the membership form at https://betterfoodtraders.org/become-a-better-food-trader

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