



**BETTER
FOOD
TRADERS**



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



MEMBERS L-R: LOCAVORE (GLASGOW), BETTER FOOD (BRISTOL), UNICORN GROCERY (MANCHESTER), LEE GREENS (LONDON), REGATHER (SHEFFIELD)

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**



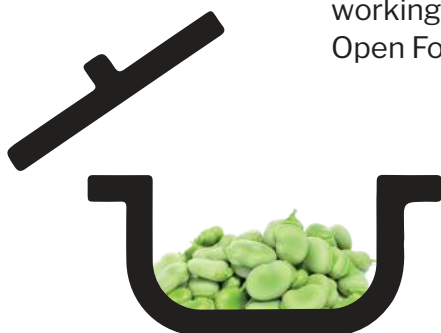
NETWORK-WIDE DATA PROJECT

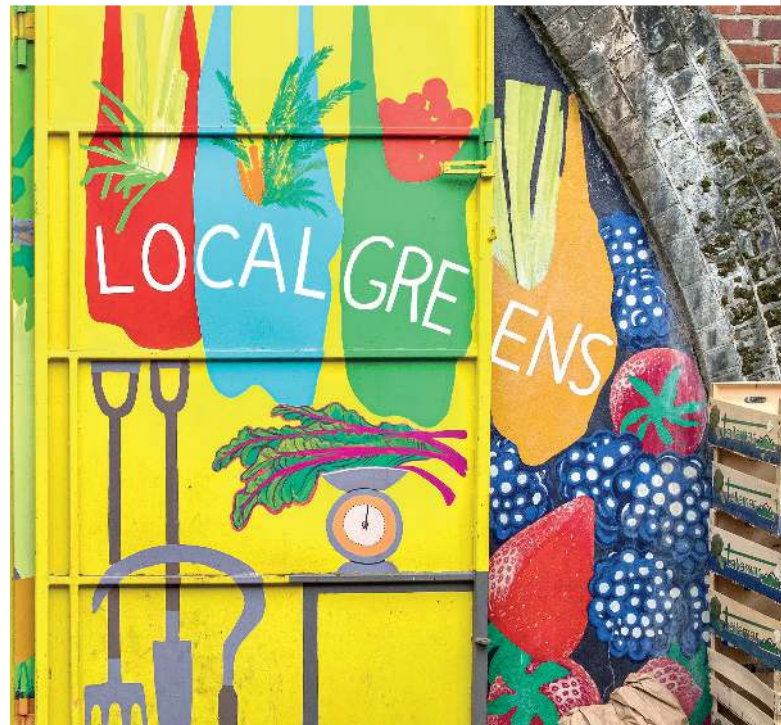
to enable benchmarking and sharing of best practices.



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](https://betterfoodtraders.org) or fill in the membership form at <https://betterfoodtraders.org/become-a-better-food-trader>



hello@betterfoodtraders.org
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MEMBERS L-R: GROWING COMMUNITIES (HACKNEY, LONDON), GROWING PEOPLE (MILTON KEYNES), SUTTON COMMUNITY FARM, LOCAL GREENS (HERNE HILL, LONDON)

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