



**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**



# 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**



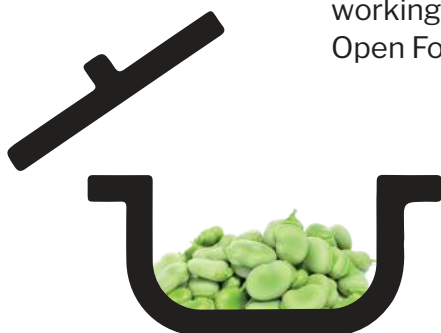
## **NETWORK-WIDE DATA PROJECT**

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>



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

VEG BOX IMAGES © LAUREN MCLEAN PHOTOGRAPHY