

# ANNUAL GATHERING 2026



**Penarth, Wales  
10 June**

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# SUMMARY

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Every year, Better Food Traders members and sector partners from come together in a different part of the UK. We meet as a network of people working to build a more resilient, interconnected food system, with independent traders, sustainable food producers and citizens at the heart.

This year, we gathered on the beautiful Penarth seafront, west of Cardiff in the Vale of Glamorgan, Wales. We spent the day at the Penarth Pier Pavilion, a 100-year old building with a history of creative community use and public ownership. We couldn't have asked for a better space for our network to gather. With doors that opened out on to the water, a day of sunshine and a constant supply of delicious local food, we were set up for both learning exchange on practical, back to basics trading operations; and big, blue skies thinking about the transformational shifts we need to move us forward, together.

Facilitated by Dawn Dublin (Black Butterfly and African & Caribbean Heritage Food Network) and Gareth Roberts (Regather), the day featured a diverse mix of attendees, including bakers, shop-keepers, veg scheme managers, logistics coordinators, wholesalers, food producers, growers, campaigners, community organisers, and researchers.

This summary outlines key insights and reflections to help move our collective work forward. If you manage a mission-driven food retail business, you'll find practical takeaways and a download of information from the talks to support your operations. If you're a civil society organisation, we hope these insights foster closer collaboration as we work together to strengthen the better food, farming and retail sectors across the UK.

# OUR VISION

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**A FOOD SYSTEM BUILT ON SHORT SUPPLY CHAINS,  
WHERE FEWER LINKS IN THE CHAIN MEAN MORE  
TRANSPARENCY, AND STRONGER RELATIONSHIPS  
BETWEEN PRODUCERS AND THE PEOPLE WHO BUY  
THEIR FOOD.**

**WHERE INDEPENDENT FOOD BUSINESSES ANCHOR HIGH  
STREETS, CREATE LOCAL JOBS, AND KEEP MONEY  
CIRCULATING IN LOCAL ECONOMIES.**

**WHERE FARMERS, GROWERS, BAKERS AND PRODUCERS  
HAVE REAL ROUTES TO MARKET AND SUSTAINABLE  
LIVELIHOODS.**

**WHERE FARMING WORKS WITH NATURE, PRIORITISING  
AGROECOLOGICAL AND ORGANIC PRACTICES THAT  
REGENERATE RATHER THAN DEplete.**

**WHERE FAIRNESS IS BUILT INTO EVERY PART OF THE  
CHAIN - FARMERS ARE PAID WHAT THEIR WORK IS  
WORTH, WORKERS EARN A LIVING WAGE, ALONGSIDE  
HONEST PRICES FOR CUSTOMERS.**

**AND WHERE DIVERSE, LOCAL SUPPLY CHAINS BUILD THE  
RESILIENCE WE NEED AS CLIMATE CHANGE AND GLOBAL  
INSTABILITY PUT EVER GREATER PRESSURE ON HOW WE  
FEED OURSELVES.**



# REFLECTIONS FROM BFT

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2026 marked our biggest and most diverse Annual Gathering yet. Traders made up half of our attendees and half were sector partners. People travelled from far and wide across the UK, from Edinburgh and Jersey, Sussex and Manchester, East Anglia and West Wales.

This year, we saw both the pressures and the possibilities facing our food and farming system, from supply chain shocks to local food resilience. The gathering recognised the vital role independent traders play within it.

Our mission remains centred on enterprise support for traders. This year, whilst keeping sessions focused on exchanging learning around the operational experience of traders, we created space to consider the broader operating environment. We travelled from the hyper-local to the national, from the specific to the universal, covering everything from customer personas to national planning and business rates policy; HR practices to new economic models; retail merchandising tips to funding for civic infrastructure.

Running a small business in the UK is increasingly difficult. Better Food Traders are doing it all whilst maintaining a commitment to high environmental and social standards, care for all people along their supply chain, planetary boundaries and making the profit needed to make this work viable.

Yet this Annual Gathering has shown us momentum is building. There is growing interest about the role that independent traders play within the broader movement for change around organic and agroecological food, and growing demand from the public.

We're closing the 2026 Annual Gathering with a renewed sense of admiration for independent traders and commitment to supporting them. They are the key to getting more and more good food produced, sold and enjoyed locally. We're proud to continue representing Better Food Traders members in the year ahead.

# ATTENDEE FEEDBACK

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**100% of feedback respondents said that the Annual Gathering was a good opportunity for building relationships and making useful connections, and that they left feeling nourished, connected and with a sense of impact. Thanks to everyone who offered thoughtful feedback! Here are some highlights:**

**"BFT feels like a really strong community and it is always inspiring to hear about so many pockets of 'better' all across the UK."**

**"These annual gatherings are so helpful at developing and growing relationships and also understanding how areas are progressing and where is struggling"**

**"BFT is unique in the sector and unique in a good way. I've full faith in how BFT is developing, you seem to be making great progress every year "**

**"I'm leaving feeling enthusiastic and inspired about what we're all doing. It's invaluable being part of this community"**

**"It was a good networking opportunity at an excellent venue with great food. Good mix of people."**

# SPOTLIGHT ON WALES

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## TRADER TRIUMPHS AND TRIALS, AND THE BROADER POLICY ENVIRONMENT





# SPOTLIGHT ON WALES

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What is it like to work in sustainable, independent food trading in Wales? What does success look like? What are the challenges and what are those working in this sector excited about?

We brought together a farmers' market organiser, an owner of a rural grocery shop, the director at community food initiative and a policy-influencing NGO to find out.

We have got a lot of people working with the same aim: to increase the amount of fruit & veg grown and get that to market, whether through procurement or direct to consumers. There are a lot of good minds thinking in their areas about how to solve those problems.

The movement in Wales is really changing. It takes a long time to build relationships and connections. The fact that that's there means we can go on to do so much more collaboratively.

We're really excited about the energy that is in Cardiff about good sustainable food and the momentum of the movement. That has a positive impact on the people who sell at the market and it creates great quality produce for the people of Cardiff.

There is so much opportunity - someone could do what we're doing, really not very far away, and thrive. That's awesome!

A photograph of a panel discussion. Five people are seated on a stage behind a long table. From left to right: a woman with grey hair in a white blazer, a man with grey hair in a green jacket, a woman with blonde hair in a white shirt, a man with dark hair in a blue sweater, and a woman with brown hair in a light blue shirt. They are all looking towards the left. In the foreground, the backs of several audience members' heads are visible.

(L-R: Carol Adams, Richard Edwards, Julia Kirby-Smith, Chris Kameen & Pearl Costello.



# SPOTLIGHT ON WALES

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There is a significant sense of potential and opportunity for an increase in better food trading in Wales. A new Plaid Cymru government settling in to the Senedd and, according to our panellists, years of movement building feels like it's gaining momentum.

The signs on the ground are promising. Farmers' markets are serving as a platform for new food producers to enter the market and Welsh Veg in Schools is proving procurement is a viable route to market for agroecological growers. Independent rural retailers are turning a profit and see room for others to do the same. Short supply chains between farmers and traders are helping farmers diversify what they grow and trial new crops and The Planet Card has shown it can widen access to sustainable produce for people on low incomes.

**“We’re starting to see farmers say, ‘Instead of just growing maize, if we grew some peas would you sell those?’ and we can say “Yeah, we’ll take them!” Creating that market for change to happen... that’s the real measure of success. To get that, we need lots of customers.”**

But there are barriers to scaling these initiatives, from the growing costs of employing people and the logistical challenges of serving some of the most remote counties in the UK, to the limited amount of horticulture production in the region. Building the organic and agroecological market in Wales and across the UK requires shoppers to keep frequenting these enterprises and policymakers to help create the enabling conditions for traders to thrive.

**“Like many small business owners across the UK right now, there is just so much that goes into being a small business owner. It’s a big responsibility. It’s a lot to take.”**

Thanks to Carol Adams from Cardiff Farmers Market, Richard Edwards from Cultivate, Chris Kameen from The Vale Grocer for sharing learning from their personal journeys and the everyday triumphs and trials of running independent food enterprises. Thanks to Pearl Costello from Food Sense Wales for providing crucial context from their work at the national level and the broader policy environment influencing traders.

# EXCHANGING TRADER STORIES

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**CHALLENGES AND SOLUTIONS  
AROUND TRADING OPERATIONS**



## EXCHANGING TRADER STORIES

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Attendees exchanged practical, real-life challenges and solutions around trading operations, learning directly from one another through stories from day-to-day trading. To kick-off this section, a handful of BFT Members were invited to host conversations around the challenges and opportunities they meet in their mission to provide local communities with affordable and sustainable food.

Together as a collective of traders and sector partners, we broke into round table discussions on:



What follows is a snapshot of some key themes that arose...

# PRICING

We can't talk about retail without talking about pricing. With inflation creating pressures on both businesses and shoppers, the affordability of sustainably produced food is on everyone's mind. Traders across the BFT network are trying to work out how to price things appropriately for a wide range of people, whilst covering rising bills and paying farmers, staff and themselves a living wage.

## ABSORBING COSTS



Some traders are absorbing the costs of incremental price increases where they can through internal efficiencies, rather than passing these on to customers. There is a limit to this strategy though; prices can't be absorbed across the whole product range and traders are facing rising costs in other areas, such as living wage and national insurance; rent and business rates; and energy costs.

## SETTING THEMSELVES APART FROM SUPERMARKETS

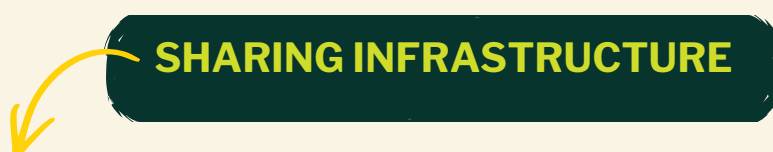


Where traders can't compete with supermarkets on price, they differentiate. They choose products carefully, knowing what works at a price point they need to sell for. They create and select products that can't be found in supermarkets. They train their teams to be advisers and experts on how to prepare produce they're unfamiliar with. They share their spaces and invest in their community through pay-it-forward schemes.

# THE COST OF TRADING

One thing feels clear. Rising costs and the instability of conventional and international produce are leaving our food system highly precarious. As one participant said, “We are currently in a bubble but this will pop.” Traders working across the BFT network are building a vital alternative retail system.

Yet despite loyal customer bases and long running businesses, it is increasingly difficult to make a decent living, employ people and pay farmers what they deserve. BFTs want to stick to their values, but often face operational and structural hurdles. From keeping up with supplier prices to honouring their commitments to fair pay, retail prices are being pushed to the limit of what customers are willing or able to afford. Many enterprise leaders shoulder this burden by working longer hours for less pay. Supporting them is vital to enabling people to continue accessing local sustainable food.



One way some traders and food partnerships are supporting themselves is through shared infrastructure, from cooperative processing equipment like mills to production kitchens. There remains a large ‘missing middle’ in regional agricultural infrastructure, such as a lack of seed hulling equipment and veg washing facilities. Establishing more equipment collectives is one way independent traders are thinking about resisting precarity, by pooling capital and skills, making the costly machinery required to scale up production more affordable and accessible to all.

# SUPPLY CHAINS

“We hold relationships no government masterplan can invent,” said Dee Woods. This looks like, wholesalers that put the people in their supply chain before profit, small growers who spend years building a relationship with a local primary school, local shopkeepers keeping a note of customers favourite products and bakers building in time for monthly visits to the farmers who grow their grain. These are the relationships that put good food on our plates rain or shine.



## KNOWING THAT RESILIENCE RELIES ON RELATIONSHIP

The BFT network has a vital role in increasing UK food resilience to shocks by shortening supply chains and creating local routes to market. In short supply chains there is room for care, transparency and trust between producers, suppliers and customers, enabling resilience in times of crisis and beyond.

## TAKING TIME TO ESTABLISH TRUST



Trust and new ways of working take time to establish. When shocks happen, such as weather events and failed crops, who pays for the loss? Deep engagement and commitment can be slow, but can happen with time and trust. As we learnt from Pearl Costello “The movement in Wales is really changing. It takes a long time to build relationships and connections. The fact that that’s there means we can go on to do so much more collaboratively.”

# MARKETING

Every trader and sector partner carries a personal story about why they work in sustainable food. These stories are what make an enterprise, and its brand, feel authentic and worth supporting. But traders use stories to do far more than sell food. Whether they're explaining how they're navigating rising costs, introducing the people who grew your favourite beans, showing what happens inside the local flour mill, or helping people understand the impact of glyphosate, traders are telling stories that inform, inspire and connect people with the world around them through food.



### INFLUENCING THE MARKET

Could leaning into trends like “fibremaxxing” help people get excited about planet-friendly foods that can be grown locally, such as split peas and cauliflower? Or should trends be avoided? Traders are working it out. Good stories can help bring culturally appropriate foods to market, where its not just demand that need to be built, but education at customs and with chefs. Take avocados, which are now familiar and widely accessible, whilst breadfruit remains hard to find and expensive. Working with organic wholesalers who keep supply chains short, transparent and relational can help build new markets in a fair, sustainable way.



### KEEPING PEOPLE ENGAGED

Expectations around convenience mean that shopping with Better Food Traders can require learning a new way to shop. Traders are spotting customer retention patterns and developing ways to keep people engaged, like loyalty schemes and promos that arrive at seasonal sales dip points. Storytelling about seasonality, politics and food cultures run throughout.



# ACCESS & AFFORDABILITY

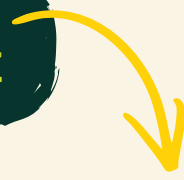
Whether traders are for-profit or not-for-profit, they need to build their customer base and make sales for the viability of their enterprise and the farmers that supply them. Regardless of their profit status, traders in the BFT network are united by a passionate commitment to broadening access to sustainable and locally produced food. This is some of the ways they're doing it:



## USING PERSONAS TO UNDERSTAND AND COMMUNICATE WITH NEW PEOPLE

Capacity is low, but taking the time to create 'customer persona profiles' and coordinating this across marketing channels is worth it. Veg boxes and shops with membership schemes who want to reach new people and communities: use personas to understand who your customers are, could be, how to find them and keep them.

## SUPPORTING DIGITAL INCLUSION AND HELPING PEOPLE SHOP ONLINE



Food access and digital inclusion are interconnected issues. Many people still don't have the skills, confidence or tech access to participate in daily tasks that many of us take for granted, like online shopping. Think about who might need extra help and how your support might help them to both access local food and online life.

# WHAT IF WE WIN?

## TRANSFORMATIONAL SHIFTS THAT CAN MOVE US FORWARD, TOGETHER

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We want a better food and farming system in which independent, sustainable food traders play a central role. What are the seeds of change, the ripples, the ways of working and ideas we want to normalise to make this work viable and vital?

We heard seven energising micro-presentations on some of the transformational shifts or ideas for change that can move us forward together.



# MICRO PRESENTATIONS



Louise Denham from Food Vale asked: **“WHAT IF FOOD UNDERPINNED LOCAL GOVERNMENT & POLICY?”**

Phil Haughton from Better Food Bristol asked: **“HOW DO WE CREATE STRONG BRANDS & COMPELLING STORIES AROUND LOCAL FOOD?”**

Sareta Puri from Sustain and Idman Abdurahaman from Eating Better asked: **“WHAT IF JUSTICE & EQUITY WAS AT THE HEART OF LEADERSHIP?”**

Despite joining the dots, food partnerships are often treated as temporary projects. As a result and despite best intentions, we end up with fragmented projects. What would it be like if food partnerships were treated like the civic infrastructure that we are rather than the optional extra?

Right now where we are is a very challenging time socially. There's rising hate and division across our communities. Many of us are leaders without always knowing it. How do we show positive JEDI leadership in our work, communities, in the movements we're part of? The root of it is understanding our own power. We all hold some form of power and it's about learning how we use that power for good.

If we want more of a diversity of people to join us, we might take a different way of doing things, which is more about curiosity. It's an invitation. How can we invite people to the table without saying “this is good for you”?



Hattie Hammans from Better Food Traders asked: **“HOW DO WE DEMONSTRATE THE IMPACT AND VALUE OF BETTER FOOD TRADERS?”**

Andrea Gibbons from Sustainable Food Places asked: **“WHAT ARE THE ECONOMIC MODELS NEEDED TO SUPPORT FOOD SECURITY?”**

Dee Woods from Granville Community Kitchen asked: **“WHAT IF WE SECURED LAND ACCESS FOR FOOD SOVEREIGNTY?”**

Jo Poulten from BI4Farmers asked: **“HOW CAN PUBLIC CAMPAIGNS CREATE MEANINGFUL CHANGE?”**

How can we measure the depth of transformation being achieved by Better Food Traders across the UK? And how can we tell the story of our network's contribution to wider food-system change?

Price caps are an old idea that may come back again. What's interesting is that politicians are grabbing on to them as something that's easily understandable and has popular support. Is there a way to make these work for could do something good? Could subsidies like these go towards growers, farmers, Better Food Traders?

Public campaigns for transformational policies like basic income do work and can be successful. These campaigns can have impact. What if it all went right and all of our food producers were financially secure?

Solidarity economics gives us another logic. It asks us to build food systems that nourish community wealth instead of stripping it from people. This is why we as Better Food Traders matter so much. We are not an afterthought. We are not temporary tenants in someone else's redevelopment story. We are actually custodians ourselves, of culture, of trust, of access, of memory and survival.





# BREAK OUT CONVERSATIONS



After these micro presentations, we continued exploring each topic in break-outs, where we spotlighted seeds of change (e.g. good practice, and promising ideas) as well as key barriers. Here's some examples:

| Theme                                     | Seeds of change                                                                                                                                                                                                                                                                                                                                                                                 | Blocker                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Land access for food sovereignty          | <p>Preserving public agricultural assets e.g. long leases and stable tenure safeguarding community food projects, trial of county farms for school meal provision with living wage for workers in Wales. Emerging frameworks e.g. Community Land Trusts, Community Asset Transfers, and Community Right to Buy.</p>                                                                             | <p>Systemic barriers: much land is locked away by institutional owners and major corporations, who rarely redistribute these spaces in perpetuity. Financial exclusion and a lack of national political will. Cultural challenges: lack of shared imagination and a pervasive narrative that leaves many feeling that land ownership is not for them.</p> |
| Public campaigns create meaningful change | <p>Distinct but interconnected public campaigns, e.g. Basic Income for farmers, artists and carers, are learning from each other and building momentum. Basic Income for Farmers now backed by the Green Party.</p> <p>In Jersey, every primary food producer receives a £5k lump sum + subsidies for environment and education benefits. Welsh growers can access 40–60% equipment grants.</p> | <p>Whilst pilots are providing proof of concept, national campaigns for policy change at this scale this face complex cultural, structural, and financial hurdles, such as resistant public narratives and unpredictable market responses.</p>                                                                                                            |

| Theme                                                              | Seeds of change                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Blocker                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Food underpins local governance & policy                           | Wales is piloting the Sustainable Farming Scheme alongside a 100-year vision from the Well-being of Future Generations Act and school-based food access via Big Bocs Bwyd. The Good Food Bill would mandates local authorities to produce food strategies (as seen in Oxfordshire's council-owned Food Action Plan). To bridge traditional gaps, progressive councils are forming unexpected alliances by contracting community organisations directly, as seen in Edinburgh, and leveraging academic research through EU Horizon partnerships in Sheffield. | Lack of expertise within government regarding how the food system operates and how it can be deployed as a tool for societal change. Resources put behind initiatives like "Big Summer Day Out" would be better directed toward food system reform. Fear that if community-led food networks become mainstream, the state will outsource or privatise the work. |
| Strong brands and compelling stories around local sustainable food | BFTs are successfully capturing consumer interest by investing deep care and beautiful design into their visual identities, using concepts like radical hospitality to foster a shared sense of community and celebration. Rather than relying on rigid corporate messaging, independent traders are leaning into raw, authentic storytelling. They're openly sharing both the behind-the-scenes joys and operational hardships.                                                                                                                             | Maintaining a relevant digital footprint is exhausting for small teams who must constantly adapt to shifting social media algorithms.                                                                                                                                                                                                                           |
| Justice & equity at the heart of leadership                        | BFTs are committed to sustainable food for everyone and embedding that from their employment practices, to their customer base, to how they work with suppliers. Some examples include shopkeepers designing their business around flexible working patterns that suit parents and carers, and a flour mill developing and supporting an Ethiopian customer base.                                                                                                                                                                                            | For some, it's not always clear what working towards justice looks like in their daily life as a grower, miller or trader. However, spaces like these provide transformative opportunities for learning and recognition of the work people are already doing.                                                                                                   |

| Theme                                                                                  | Opportunity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Blocker                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>The value of Better Food Trader businesses is evidenced &amp; recognised</b></p> | <p>Traders are finding that narrative-driven storytelling is far more effective at engaging customers than raw quantitative data alone, particularly when focused on a single, clear objective rather than rigid, restrictive metrics. By combining rigorous metrics with compelling personal stories, networks and traders can powerfully demonstrate their multi-layered impact.</p>                                                                                                            | <p>It is difficult for many SMEs to measure progress or capture long-term impacts - and for BFT as a membership body, especially across a widespread network of independent traders. Honing and amplifying a collective voice for our diverse network of enterprises is complex and long-term work.</p> |
| <p><b>Sustainable food accessible &amp; affordable for all</b></p>                     | <p>Decentralised regional distribution and cooperative bulk-buying models are successfully widening access to fresh produce. For example, Tamar Grow Local have pioneered zero-waste online farmers' markets where growers set their own prices, a framework now scaling regionally through the Good Food Loop wholesale distribution hub. Urban buying cooperatives like Cardiff's Splo-down use council-supported spaces and sliding-scale pricing to make fresh wholesale food affordable.</p> | <p>The underfunded cost of food production and the cost of living for food producers and traders. Doubt around whether a simple surge in mid-market consumer demand will automatically trigger economies of scale. Dependency on supermarket surplus.</p>                                               |

# WHAT NOW?

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**To succeed, what do we need from policy-makers, our own enterprises, and Better Food Traders?**

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We ended the Annual Gathering by collectively thinking about action and the asks we're taking forward. Below are some direct quotes from attendees.

## WHAT CAN WE ASK FROM OUR NATIONAL AND LOCAL GOVERNMENTS?



- **PUBLIC PROCUREMENT**

- Change public sector procurement systems and legislation to ensure more of taxpayers' money is spent with agroecological, and other SME, food businesses.
- Stop outsourcing public goods to private firms

- **RELATIONSHIP WITH CITIZENS & FOOD SYSTEM WORKERS**

- Take the time to listen and learn from those working on the ground...you needed us in times of crisis, don't forget that!
- Stop asking for data and listen to communities and farmers, act as enablers not enforcers
- Don't take away peoples agency
- Spend time with the people your policies affect. Genuine participation. Lets slow down to make change more impactful
- Listen and attend our welcoming, considered educational events and talks
- We should ask them questions. That's a good start. For us this has led to shared understanding/language, support and tangible change.
- Stop allowing the big supermarkets to dictate

- **PERSPECTIVE**

- Shift worldview - we are part of nature not above it.
- Acknowledge the importance of good food for all. We eat to live! Make good food the norm not the exception.
- Look at the evidence of the wider societal goods of our work.
- Public money for public good, grow the commons.
- Purpose over profits.
- Be braver.

## WHAT CAN WE ASK FROM OUR NATIONAL AND LOCAL GOVERNMENTS?

- **STRATEGY, POLICIES & TAX**

- **Make it easier to use Healthy Start card at local level**
- **Business rates relief for Better Food Traders**
- **Build a civil food resilience policy**
- **UPF tax**
- **HFSS tax with income used to subsidise healthy, sustainable fruit and veg grown by Better Food Traders!!!!**
- **Land reform and UBI**
- **Funding from levelling up funds go to food work**
- **4day working week at FTE pay for healthier communities**
- **Policy change to support social enterprises around disproportionate overheads for employment, taxes, VAT.**
- **Change policy so it supports smaller and medium size organic growers for food resilience. Address the root causes of food inequality. Help rebalance power!**
- **Supporting local food partnerships**
- **National Food Strategy for Wales, now!**
- **Radical land reform. Or in the meantime to purchase assets for community use rather than funding emergency food provision that ends up going to pay supermarkets**



## WHAT AM I GOING TO ASK OF MYSELF/MY BUSINESS?

- **STORYTELLING**

- I am going to make sure that I spend more time/energy letting customers/supporters know the impact they've made by buying food from our farmers. Telling better stories!
- Be more brave in telling stories
- Excite people about a better vision for food
- Ensure the stories we tell encourage trust and traceability for customers in our sector
- Safeguard time for storytelling and meeting people in real spaces

- **HOPE & PERSONAL RESILIENCE**

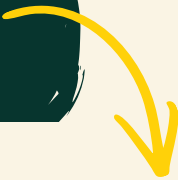
- Keep positive and acknowledge the amazing work we and the people around us are doing NOW
- Spend more time with nature - not doing but being
- Maintain our principles and keep going
- Be kind and fill up your own cup so that you can keep going for others
- Keep going, work more with others, believe in change

- **THINKING & ACTING DIFFERENTLY**

- I'm going to learn to embrace radical imagination
- I want to become more radical
- More radical imagination



## WHAT AM I GOING TO ASK OF MYSELF/MY BUSINESS?



- **COLLABORATION**

- Collaborate, share information and resources
- Collaboration in funding
- Lots of conversations, collaborations, conviviality as we work for change
- Leave my assumptions at the door and create new partnerships

- **PRIORITIES**

- Never forget the workers!
- Incorporate food literacy into school curriculums
- 4day working week at FTE pay for behaviour change and food system transformation
- Keep lobbying for public bodies to support accessibility of good food for all

- **COMMUNITY NEEDS**

- Am I listening to the people we serve enough and responding to their needs and wants?
- Build feedback into the business plan

## WHAT ARE WE GOING TO ASK OF BETTER FOOD TRADERS (THE ORG AND THE NETWORK)?



- **MARKETS**

- More street markets
- More street markers targeting food deserts

- **STIMULATING DEMAND**

- Are there other ways to reach new audiences. Should we join TikTok to share the message?
- The summer map of Better Food Traders sounds great! Excited for it

## **WHAT ARE WE GOING TO ASK OF BETTER FOOD TRADERS (THE ORG AND THE NETWORK)? CONT.**



- **STORYTELLING & ADVOCACY**
  - Keep doing what you're doing, especially promoting the benefits of better food and independent trade to the wider public - reaching beyond the bubble
  - Keep telling the stories of people doing the hard work building sustainable food systems
  - Keep lobbying on our behalf
  - Keep advocating in the places where it's hard for our voices to be heard
- **COLLABORATION**
  - Continue working in collaboration with businesses and organisations with knowledge, skills and experience on specific issues
  - Support local food partnerships on how best to advocate for better public procurement at a local authority level - as you seem to know lots and you could help us on our journeys locally for greater impact
  - Help with funding and coordinated funding bids
- **LEARNING EXCHANGE & NETWORK FACILITATION**
  - Love this face to face gathering, thank you so much for convening and long may it continue
  - Enabling connections and networking allowing knowledge and experience sharing
  - More case studies for those doing big picture campaign work
  - Make this day available remotely for those who can't attend
  - Toolkits for knowledge exchange
  - More research telling us local and national policy levers -- how can local and national food strategies support traders?

# THANK YOU

**A huge thanks to Dawn Dublin and Gareth Roberts for hosting on the day, and BFT Members who facilitated a session, including:**

- Penny and Johnny from Artichoke Wholefoods
- Annika from FIKA Exeter
- Eric from Good Small Farms
- Alex and Augusta from Carmarthenshire Food / Bwyd Sir Gâr Food
- Alex from Langridge Organic
- Sara from Tamar Grow Local

**As well as those who presented & facilitated conversations:**

- Carol from Cardiff Farmers Market
- Richard from Cultivate
- Chris from The Vale Grocer
- Louise Denham from Food Vale
- Phil Haughton from Better Food Bristol
- Sareta Puri from Sustain and Idman Abdurahaman from Eating Better
- Andrea Gibbons from Sustainable Food Places
- Dee Woods from Granville Community Kitchen
- Jo Poulten from BI4Farmers

**And the local enterprises who hosted, fed and supported us:**

- Penarth Pier Pavilion
- Big Fresh Catering
- Tidy Kitchen
- St Hilary Vineyard
- Pearl from Food Sense Wales
- Food Vale







## **BETTER FOOD TRADERS CIC**

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