MEMBERSHIP INFORMATION PACK

























BETTER FOOD TRADERS

We think you'll fit right in.

WHY BECOME A BETTER FOOD TRADER?

Running an independent sustainable food business is hard work. Better Food Traders is a network of people who get it. Join us and become part of something bigger: a movement of small businesses and organisations striving to create a better, greener alternative to the current food system.

Better Food Traders is a UK-wide network that represents and promotes locally-rooted food traders who are putting people and planet first. Our mission is to empower and support our members, and push for an independent, more sustainable food sector.

Our members include shops, bakeries, online sellers, food hubs, market stalls, veg box schemes, and local producers all committed to creating a better food system. This means supporting nature-friendly farming, boosting local high streets, creating good jobs and bringing you closer to the people who produce your food.

A growing network of traders, communities, and changemakers.

440+

Climate and nature-friendly UK farms being supported by BFT members, and more in Europe

200+

Better Food Traders across the UK

£35 MILLION*

Worth of sustainable produce sold by Better Food Traders members last year

*Based on turnover data collected on joining



WHAT OUR MEMBERS SAY:

"We've been members for a couple of years now and have found the connections made and support from BFT and other members really helpful as we've grown our business." - **Liz and Chris from The Vale Grocers.**

WHO WE WELCOME



We welcome food retailers, wholesalers, bakers, market traders, veg box schemes, food hubs and online sellers who meet the six Better Food Traders Standards.

Does your enterprise align with these standards? You're a Better Food Trader!

1. **The majority of our products are sustainably produced**. This means certified Organic, chemical-free where own-grown, agroecological, Organic or Pasture For Life for meat/ dairy, MSC for fish, or other recognised sustainable production certification.
2. **We prioritise working with local climate and nature friendly farms, and working with the seasons.**
3. **We are committed to fair trade, fair prices and decent work in the food sector.**
4. **We operate on a triple bottom line where profit, people and planet are all important.**
5. **We implement circular business practices.**
6. **We are locally-rooted, working in and for our local community.**

Don't meet the standards but want to join? Let's talk about it. Email us at: membership@betterfoodtraders.org.

Not a trader but align with our wider work? e.g. individuals, NGOs, and other types of enterprises. You can become a **Supporter**. See info below.

EVERYTHING YOU GET AS A MEMBER

A BFT Membership gives you practical tools and real connections. It's more than just a logo to put on your website.

You will join a community of like-minded people who are asking the questions you may have asked, exchanging ideas and sharing solutions that match your organisation's needs.

A Place on our Trader Map 1

So customers looking for better food can find you directly.
See the map here or at: betterfoodtraders.org/buy-better-food/

Training & Workshops 2

Free online learning events supporting you and your team to learn from sector experts and alongside like-minded peers.

Peer Support & Learning 3

Online meetups and sector-specific networking — so you can learn from others facing similar challenges.

Business Support Week 4

A full week of workshops and one-to-one expert advice clinics every January.

Annual Gathering & Field Trips 5

In-person event to connect, learn and recharge with the wider network.

Resource Library 6

Instant access to past training sessions, guides, tools and templates to help your business.

Marketing campaigns 7

Coordinated annual campaigns from our channels, plus customisable resources and social media assets.

Regular newsletters 8

Stay up to date with sector news, funding opportunities, policy changes and network stories.

Micro-grants 9

Access to occasional funding opportunities, including our Marketing Support Scheme.

A Team Behind You 10

Championing your work, and advocating for sustainable independent food traders in research and policy arenas.

Not sure yet? We offer a 12-month trial with full member benefits. After that, you can choose to upgrade to full membership.

WORKING TOGETHER FOR CHANGE



WHAT OUR MEMBERS SAY:

"Better Food Traders emerged to fill a gap we at Organic North had been acutely aware of for years. It's a place to convene with allies, meet new pals in the sector, and that alone would be reason enough for it to exist. However, continues to be so much more than that.

Skills and advice are freely shared between members and that has served to build a real sense of community and solidarity. Our collective voice allows BFT to advocate for national policy change and the folk at the helm of BFT have their ears to the ground on this front too. More power to it. " - ***Sean*** **from Organic North**

Research by Sustain found that three times more of the customer's food pound goes to farmers when they shop with a local Better Food Trader compared to a supermarket.

OUR VOICE IS YOUR VOICE

We're using our collective voice to engage policymakers and advocate for fairer food systems that centre independent traders. Better Food Traders connects the dots across the UK-wide membership and brings these issues to light for regional and national decision-makers. Areas of work include business rates, local planning laws, procurement and more.

You're not just joining a network. You're helping change the system.

HOW WE WORK

The Better Food Traders network is supported by a small but mighty core team. Together with members and partners, we focus on:

Member building
Market building
Movement building

This strategy means we help enterprises thrive through: training and support, research and policy work, public and advocacy campaigns, and connecting people across the UK to grow the better food movement.



The Annual Gathering

MEMBERSHIP THAT WORKS FOR BUSINESSES OF ALL SIZES

The network has an affordable membership model. Fees are tiered to reflect the size of your business, so it's fair whatever stage you're at.

Tiers	Cost	Who is it for?
Tier 1	£39 per year	For CSAs, sole traders, start-ups (in their first 2 years) and enterprises with an annual turnover under £50k
Tier 2	£75 a year	For enterprises with an annual turnover between £50k-£150k
Tier 3	£13 per month / £150 a year	For enterprises with an annual turnover of £150k-£500k
Tier 4	£21 per month / £250 a year	For enterprises with an annual turnover of over £500k

We also offer **Supporter** membership for those who do not fit the trader model:

Tier	Cost	Who is it for?	Benefits
Supporter	£75 per year	For supporters who do not fit the BFT trader model but align with our wider work, e.g. individuals, NGOs, and other types of enterprises.	Quarterly Supporters newsletter Place at the Annual Gathering Invites to special peer meet-up

Some Key Points:

- Fees are *per organisation*, with all staff and volunteers included so everyone can feel involved
- Everyone receives the same benefits, regardless of tier
- This is a pay-it-forward model. Members who can afford more help those who can't
- We don't want fees to be a barrier so discretionary reduced or free memberships are available on request. For a confidential conversation contact Melissa Ray (Membership Manager) at: Melissa@betterfoodtraders.org

OUR RECENT WORK


Field trip to Kindling Fam,

TRAINING & BUSINESS ADVICE

Last year, we ran 24 hours of online learning and peer support, plus a full day, in-person field trip. Topics included enterprise stacking and collaborative business models; marketing strategy, voice and storytelling; data analytics; funding; building financial security; baking and retailing diverse grains and flours; social prescribing as a better food trader; and more.

During Business Support Week in January we facilitated 55 hours of 1:1 business advice clinics for our members with sector experts.

We hosted our second in-person field trip at Squash Liverpool and Kindling Farm for a day of knowledge exchange and networking

POLICY AND RESEARCH

Our research and policy work is making an impact, including our work on Business Rates, shaping the National Food Strategy for England, and working on a number of projects relating to national food resilience, procurement and strengthening supply chains.

We are developing research and policy recommendations on good food retail for Local Authorities, and our report on the public benefits of independent food retail 'Purpose over Profit' was launched at the last Labour Party Conference.

PARTNERSHIPS

We have a deep ethos of collaboration, which we see as vital to achieving systemic change. This has included working with, among others:

- Sustain
- Food Foundation
- Soil Association
- Sustainable Food Places
- Growing Communities
- Bridging the Gap
- The Nest
- UKGrainLab
- The Real Bread Campaign
- Ooooby



WHAT OUR MEMBERS SAY:

"Being a Better Food Trader feels impactful. It helps turn the individual efforts of small independent sustainable businesses into a collated movement. Being part of the Better Food Traders network has brought opportunities for learning and knowledge sharing, inspired action and given strength." - ***Katherine, Cambridge Organic***

BETTER FOOD TRADERS

Ready To Join?

Apply to join at betterfoodtraders.org/join-us

Just fill in a short application form and book a call with Melissa, Membership Manager.
Got questions? Email: hello@betterfoodtraders.org

Find FAQ's and more information on our website.

BetterFoodTraders.org

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