

Good Food Business: building resilience during Covid-19

7 May 12-1.30



Agenda

- Welcome and updates from Sustain
- Presentations from:
 - Sophie Andre, Elysia Catering
 - Alexandre Bettler, Today Bread
 - Amy Greenfield, Awesome Wales Zero Waste Shop
- Q&A
- Presentations from:
 - Christina Reynolds, GCDA
 - Kerry Rankine, Growing Communities
 - Nick Weir, Open Food Network
- Q&A and round up

Defending our Food Supply



- How we can support those who supplying us with good* food?
- Listening to our networks
- Collecting and collating information
- Sharing and signposting
- Looking at wider campaigns
- Longer term resilience

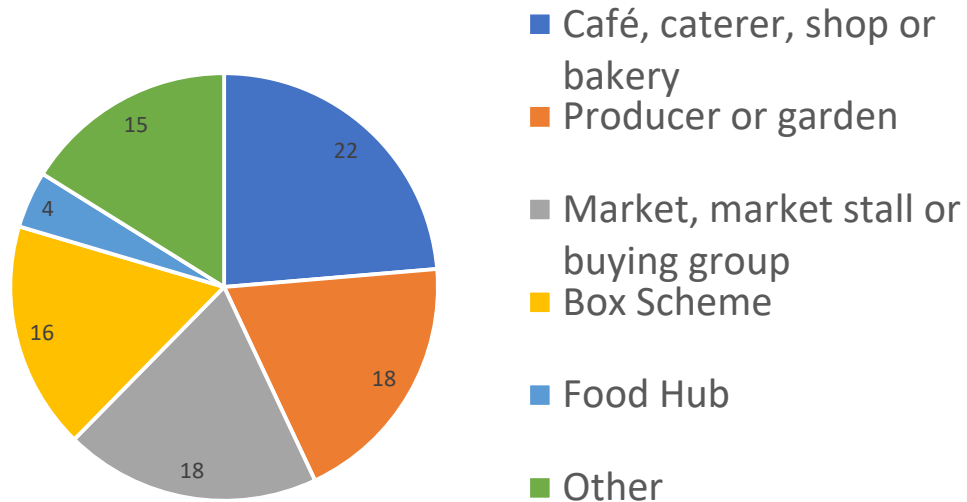
- [*CHECK OUT OUR BLOGS]

www.sustainweb.org/coronavirus/securing_our_food_supply/

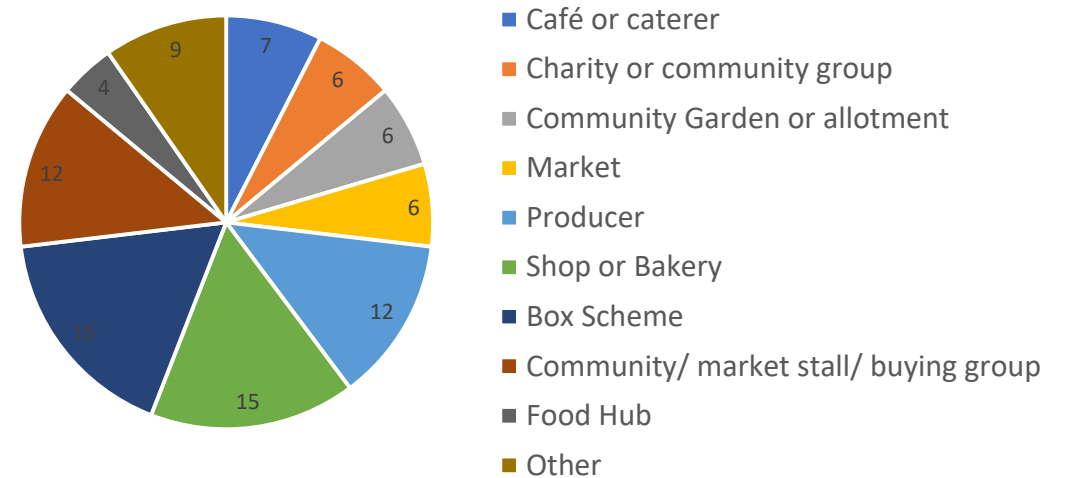
Food Enterprise Survey results

96 responses in total, 59 food coops, 37 LFL, plus 200 responses from bakeries

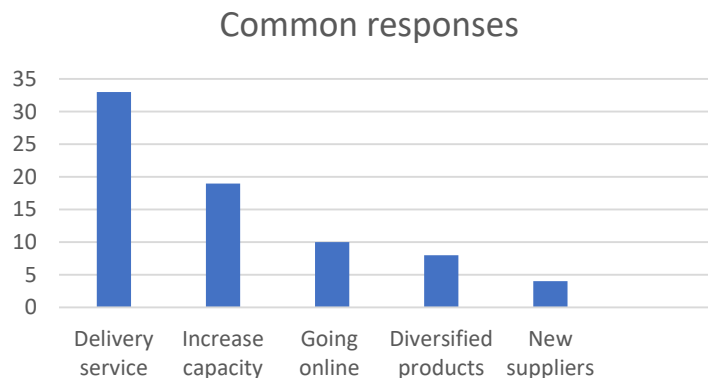
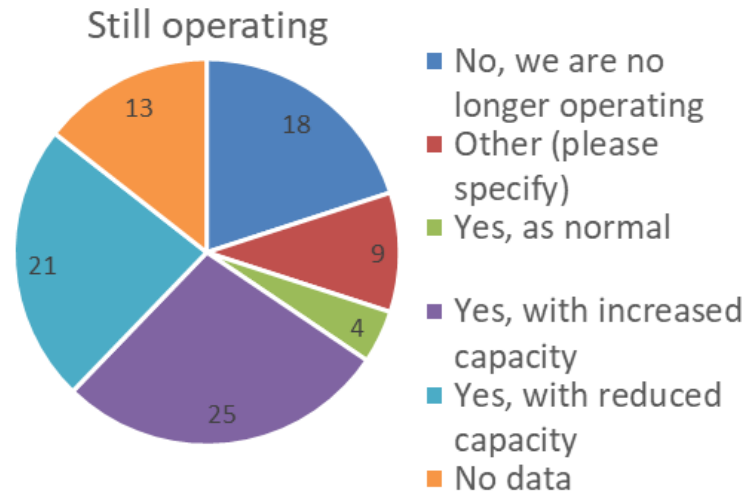
Overview



More segmented



Food Enterprise Survey results



- Most enterprises have stayed open
- Many have adapted to the lockdown with delivery service being the most common response
- Mix of platforms
- Many collaborations
- Capacity and support to pivot
- Sources of info and guidance: networks, similar organisations, government bodies/local councils

Challenges and what next?

- The lockdown has exposed some fragility in supply chains
 - inadequate supplies because of backlog
 - increased prices
- Fearful of the loss of income and funding => ability to pay staff/rent and impact post-lockdown
- Opportunity to strengthen local food systems
- Felt supermarkets were gaining too much power, and the government/local councils have been inadequate in offering support
- Help promote their businesses,
- Lobby London Food Board, Councils & Governments to support small/local food and strengthen supply chains and food access



Defending our food supply



credit: Pexels

Our farmers, fishers, food distributors, markets and local shops are essential parts of the national food infrastructure.

Supermarkets and big food supply chain companies have access to policy-makers and targeted support. Sustain is looking at ways to support smaller farmers, fishers and food producers and their diverse market outlets.

Sustain and our alliance members are currently working on the following areas during the Covid-19 coronavirus pandemic:

- [Helping smaller farmers and food growers](#) manage food distribution, access to market outlets and finding workers
- [Helping smaller fishers](#) manage fish distribution and access to market outlets
- [Helping food markets](#) stay open and operate safely
- [Helping local retail bakeries](#) stay open and operate safely
- [Helping communities grow food](#)

We have also compiled information for supporting local supply chains online:

- [A list of online marketplaces and shopfronts](#) for consumers to support their local food businesses
- [Useful resources](#) for producers and retailers moving their businesses online

Menu

Coronavirus Food Alert

Securing food for vulnerable people

Supporting the local response

Defending our food supply

Keeping farmers in business

Keeping fishers in business

Keeping food markets open

Keeping local bakeries open

Helping communities grow food

Supporting Local Food Online

Moving your local food organisation online

Funding and other support

Learning from other places

Planning for the future

Our statement on Covid-19

Support our charity

Donate to enhance the health and welfare of people, animals and the planet.

Donate

Moving your local food organisation online



Image by Ricarda Mölck on Pixabay

Many small food organisations have, or are looking to, move their trade online during the lockdown.

Sustain has curated a (non-exhaustive) list of existing web platforms that you may be able to sell your produce through. If you'd prefer to set up your own independent web shop or takeaway service, please scroll down to the next table.

If you are a retailer or producer organisation who has needs support or has adapted how you run your organisation during the lockdown, please complete our short survey.

oliveology

Elysia

BREAKFAST + APERITIF

We are
OPEN
GROCERY
+
MEALS

From Catering to Groceries & Ready-Meals Pedlar

Elysia

Elysia



BREAKFAST + APERITIF

Impact of the pandemic and Adaptation



IMPACT

- B2B Event Catering company focusing on artisan food surplus - All events cancelled within 2 weeks - no revenue

ADAPTATION

- Service of groceries & then ready-meals delivery with same suppliers
- Creation of an online platform using Jotform and then Shopify
- Deliveries on our cargo bike + help of Pedivan/Pedalme

Success & Challenges

SUCCESS

- Team work: setting up menus, platforms & communication push
- Getting over 80 B2C orders within 2 weeks after the launch
- Retail products
- SEO & Online Presence

CHALLENGES

- Getting the supplies on time & Sourcing surplus ingredients
- Understanding our mistakes quickly
- No pattern in consumers' orders - Saw-tooth sales
- Team vision - Keep everyone motivated



Long term plan ?

Elysia

Sustainable Caterer | Home-Cooked Meals & Groceries Pedlar



EVENT INDUSTRY

- Not likely to come back to normal before the end of the year

REAL CHALLENGE IS NOW

- Grow customer base: Acquire new retail customers before all retail businesses re-open
- Keep developing 2 businesses: Catering & Retail products/deliveries
- Train team (marketing, sales, logistics)

Today Bread





AWESOME.WALES

#ZEROWASTE COOKING
IDEAS FROM ONE OF
OUR FAVOURITE
CUSTOMERS
#BEETROOTLEAVES

beingtrixielixie



beingtrixielixie When you get fresh beetroot in



amy_parfitt
@awesomewalescic
keeping us going



lilmiraclemum
I've missed this
First
@awesomewalescic
veggie box si



markefaulkner

HELLO SOURDOUGH



@AWESOMEWALESCIC



So excited!!

@awesomewalescic



laurenpage_losinglbs

DELICIOUS DINNER, SO SIMPLE BUT SO YUMMY



LINGUINE FROM @AWESOMEWALESCIC





Mentions • thelittlewelshhouse 22 h

Little delivery from our local shop.
🌱 Thanks @awesomewalescic



all_tucked_in_

And this



All completely zero
waste

yass

@AWESOMEWALESCIC



A LITTLE OVER-BAKED
PERHAPS BUT I'M
SURE IT'LL BE
DELICIOUS!



SUPPORTING FOOD
BUSINESSES IN
GREENWICH

MARKET BUNDLES from ROYAL ARSENAL FARMERS' MARKET

BREAKFAST AND BEYOND

- Raw honey with ginger from Nuts 4 Honey
- Jam from Campbell's Chutneys
- Sourdough from Luchio's Bread Obsession
- Tea and coffee from Drury Coffee
- Prosecco from Bonnie & Rose Bar

MEDITERRANEAN

- Burek from Balkan Bakes
- Olives from Mar de Olivos
- Pasta, salami and crispbread from Copa Caccia
- Pasta sauce and a bottle of wine from Salento Food and Wine

PIMP UP YOUR DINNER

- Spice rub and jollof sauce from L and L Originals
- Curry paste from Pat and Pinky's
- Hot sauce from Baj's Blazin' Sauces
- Extra virgin olive oil from Mar de Olivos

BOOZE AND MORE

- 6 Gypsy Hill Craft Beers and 500ml Old Fashioned Cocktail from Bonnie & Rose Bar
- Wine from Salento Food and Wine
- Espresso Kombucha from Good Koffee
- Rhubarb and rosemary shrub from Wolfe's Shrubs



IF YOU'D LIKE TO
FIND OUT MORE ABOUT
GCDA'S INDEPENDENT FOOD
BUSINESS NETWORK
OR
ROYAL ARSENAL FARMERS' MARKET
EMAIL
CHRISTINA@GCDA.ORG.UK

GROWING COMMUNITIES



Growing Communities
FARMERS' MARKET
EVERY SATURDAY
10 am til 2:30 pm
by GROWING COMMUNITIES
2012 1566

Do
Our
V PLUS







OPEN FOOD
NETWORK **UK**



Type in a location...





Enterprise Permissions

penn ADD TO ORDER CYCLE MANAGE PRODUCTS EDIT PROFILE ADD PRODUCTS TO INVENTORY

| | | | |
|-----------------------|---------|------------------------|---|
| Overton Organic Eggs | permits | Locavore Grocery | <input type="checkbox"/> EVERYTHING <input checked="" type="checkbox"/> TO ADD TO ORDER CYCLE <input type="checkbox"/> TO MANAGE PRODUCTS <input type="checkbox"/> TO EDIT PROFILE <input checked="" type="checkbox"/> TO ADD PRODUCTS TO INVENTORY |
| Pennine Cropshare | permits | Calderdale Food Mixer | to add to order cycle to add products to inventory to edit profile to manage products |
| Penny's Pies | permits | Helston Local Food Hub | to add to order cycle to add products to inventory to edit profile to manage products |
| Calderdale Food Mixer | permits | Pennine Cropshare | to add to order cycle to add products to inventory to edit profile to manage products |

CREATE





Kent Food Hubs - Folkestone

folkestone

Next order closing in 2 days
Ready for 05/05/20 - 17:00-20:00

SHOP

ABOUT

PRODUCERS

CONTACT

GROUPS

Showing: Fruit & Veg

Clear all X

Search by product or producer

- Bread & Baking
- Dairy
- Eggs
- Meat
- Other Food
- + 14 More
- Certified Organic
- Produced within 15 miles
- Gluten-free
- Plastic-free
- + 4 More



Alexanders [↗](#)
from [Forager](#)

Alexanders 0 50g × £3.30 £0.00



Asparagus Bunch [↗](#)
from [Walmestone Growers Limited](#)

Asparagus Bunch 0 250g × £3.25 £0.00



Beetroot [↗](#)
from [Walmestone Growers Limited](#)

Beetroot 0 500g × £1.01 £0.00



Carrots [↗](#)
from [Walmestone Growers Limited](#)



Questions?

Supporting Local Food Online

https://www.sustainweb.org/coronavirus/local_food_online/

Moving your local food organisation online

https://www.sustainweb.org/coronavirus/selling_platforms_for_food_orgs/

Bread!

https://www.sustainweb.org/realbread/articles/mar20_deliveries_online_shops/

Local food supply local experiences and sector guidance:

https://www.sustainablefoodplaces.org/coronavirus/supporting_food_supply_chain_and_diverse_outlets/

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