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
- Café, caterer, shop or bakery
- Producer or garden
- Market, market stall or buying group
- Box Scheme
- Food Hub
- Other

More segmented
- Café or caterer
- Charity or community group
- Community Garden or allotment
- Market
- Producer
- Shop or Bakery
- Box Scheme
- Community/ market stall/ buying group
- Food Hub
- Other
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

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
- Keeping food markets 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

Moving your local food organisation online

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

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.
Elysia
From Catering to Groceries & Ready-Meals Pedlar
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**

**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
#zerowastecooking

Ideas from one of our favourite customers

#beetrootleaves

@awesomewalescie
keeping us going

I've missed this

First @awesomewalescie veggie box sông

beingtrixielixie
When you get fresh beetroot in

beingtrixielixie
HELLO SOURDOUGH

@AWESOMEWALESCIC

So excited!!
@awesomewalescic

DELICIOUS DINNER, SO SIMPLE BUT SO YUMMY

LINGUINE FROM @AWESOMEWALESCIC
Little delivery from our local shop.

Thanks @awesomewalescopic

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 Fat 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
## Enterprise Permissions

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Kent Food Hubs - Folkestone

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

Search by product or producer

Alexanders
from Walmerstone Growers Limited

Alexanders

Asparagus Bunch
from Walmerstone Growers Limited

Asparagus Bunch

Beetroot
from Walmerstone Growers Limited

Beetroot

Carrots
from Walmerstone Growers Limited

Carrots
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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