

Session 2 - Good Food for Economy

CHAIR: Jill Muirie, Glasgow Centre for Population Health

1. Sustainable food business

- Reuben Chesters, Managing Director, Locavore CIC

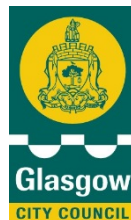
2. The Great British Food Hub

- Gillian Mackay, Founder, The Great British Food Hub

3. Jaw Brew Circular Beer

- Mark Hazell, Jaw Brew

[#GlasgowFoodSummit](#)





Reuben Chesters Locavore CIC



Context

- Impending climate disaster
- Domination of food by multinationals
- Practitioners have a focus on relieving symptoms
- No real and ready alternatives
- Weak political backing for a Good Food Economy



What is a Good Food Economy?

- Economically redistributive
- Environmentally sustainable and restorative
- Contributes to health, well-being and communities

Glasgow Food Strategy – Proposals for Glasgow

- Recognition that we have a systemic problem with our economy.
 - Measures to penalise and further tax corporations
 - Supermarket tax, Higher NDR, assumption against Supermarket development
 - Support to duplicate & scale solutions fast.
 - Funding & finance, access to land and buildings, access to markets
 - Target for 300 progressive stores, 1000ac market growing
- Community Buyouts of corporations
- Buy local campaign, led by public procurement and practitioners
 - #BuyLocal, #SupermarketFree

Gillian Mackay

the great british food hub



A click & collect online Farmer's Market

Challenges Facing small scale food and drink producers

- Advertising is expensive!
- You're almost invisible on Google. No one can find you!
- It's a struggle to get traffic to your own online shop!
- Most retailers want to buy your goods for ridiculously low prices, marking it up and reaping the rewards themselves!
- Farmer's Markets demand an upfront fee with no guarantee of sales. They take up a lot of your time and if it rains.....?
- Many hotels and restaurants are now tied to central ordering platforms as are most Council's schools and colleges. They only accept larger food producers and value volume and low cost over quality and provenance.

The Great British Food Hub launched in October 2018...



...it wasn't without it's teething problems!

How does TGBFH work?

- The Host selects products from Producers and launches the weekly market
- Customer browse through 20-30 **LOCAL** producers and buy securely online
- The market closes and the producers make, prepare, harvest their orders
- Everyone meets at the weekly **LOCAL** collection
- Many producers stay to talk with their customers allowing them to learn about where their food comes from or how it is made.
- Payments are made quickly and securely to Hosts and Producers
- The whole thing starts again with a new week's market.

It's a fair system...

- There are no upfront costs to either new Hosts or Producers
- Producers receive 80% of their sales
- Hosts receive a 10% commission on all sales at their Hub

Helping the LOCAL economy...

- 90% of what is spent stays in the **LOCAL** economy

There's no wastage...

- Producers only bring to the collection food that has been pre-ordered

Food miles are low...

- Each Hub focuses on small artisan Producers **LOCAL** to their area

A real alternative to mass produced foods...

- Customers get WEEKLY access to healthier choices and unique, fresh produce with the convenience of “click & collect”

We're looking for **HOSTS...**

passionate, **LOCAL** individuals or organisations who want to champion **LOCAL** food in their community

You'll get your own online marketplace with links to your social media, an easy to use back office system and messaging platform to connect with your customers

We'll give you full training on the use of the platform, 24/7 support, launch and marketing materials and a simple solution for you to reach your goals