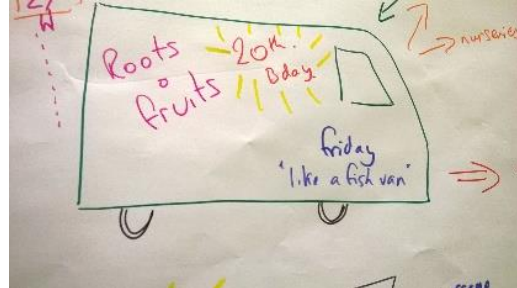


COMMUNITY RETAILERS 'SHARING GOOD PRACTICE' SESSION
SEPTEMBER 2017

What's going well for..... (in no particular order):

EAST LoTHIAN ROOTS AND FRUITS

- Just had 20th birthday!
- Have mobile shop – operates on Fridays
- Working with more health centres and GP surgeries – stalls
- Selling & delivering fruit and veg boxes and bags - public sector / private customers..marketing on facebook



NORTH GLASGOW COMMUNITY FOOD INITIATIVE



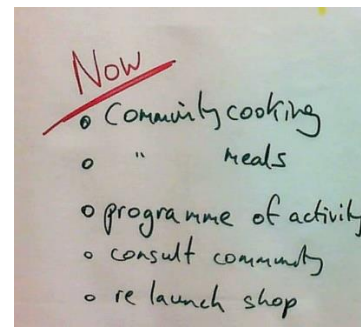
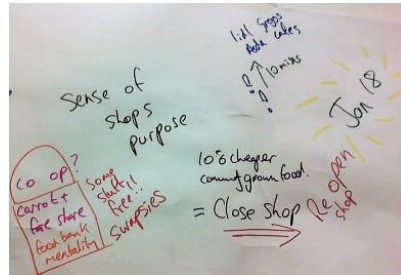
- Recent customer survey – great feedback
- Are making a demonstrable difference to customers health and wellbeing
- Funding for 'Sugar Smart' activities

SEAL

- Losing tender for NHS work – challenging, but enables us to do what we want to do / change what we want to change
- Can be 'local' again

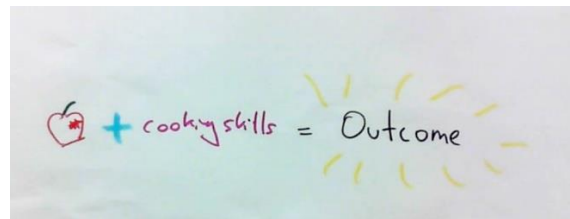


MOOGETY FOODS



- Needed to rethink what were doing and why
- Closed shop (unsustainable)– reopening soon
- Consultation with community is key

LANARKSHIRE COMMUNITY FOOD AND HEALTH PARTNERSHIP

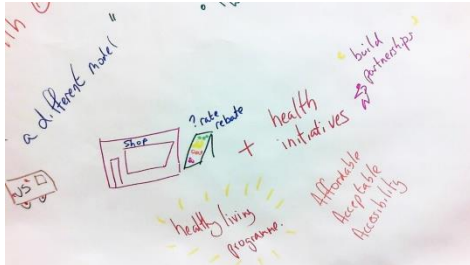


- Bottom line is food access, availability, affordability
- Linking these with other food and health activities - key to achieving outcomes

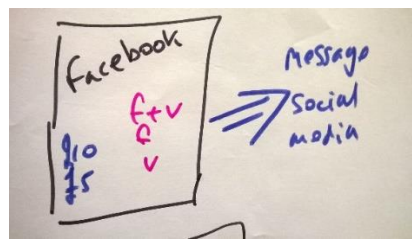
What we discussed at the session:

How can community retailers get their communities to buy more fruit and veg? ie 'stretch the reach'

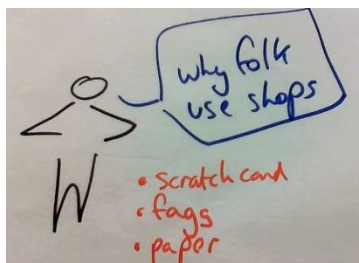
- Use a different model? Link with local shops?



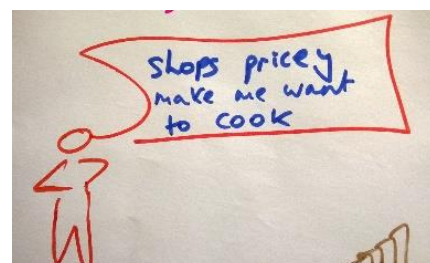
- Use the existing infrastructure we have / have between us
- Ensure we're selling quality produce that people want to buy
- Learn from what has and what hasn't worked for us and other community retailers e.g. using social media to promote services:



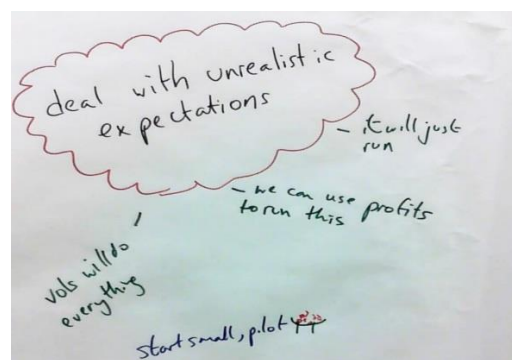
- Know your markets e.g. remember why people use local shops:



but also.....



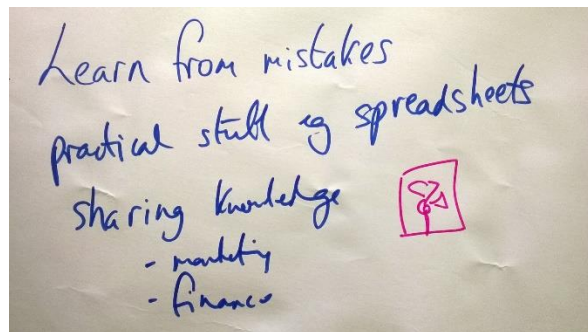
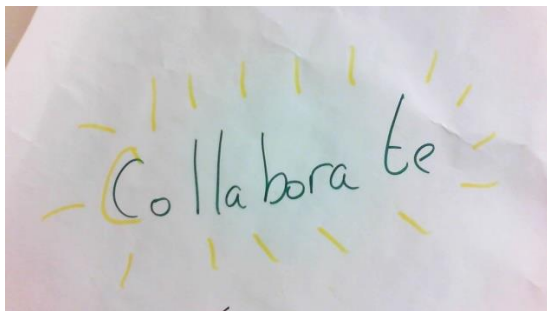
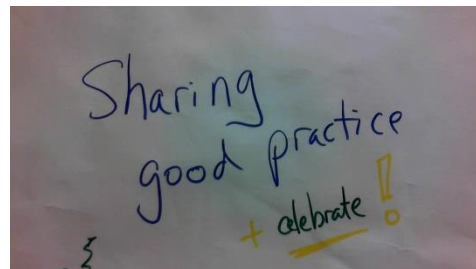
- Deal with unrealistic expectations:



What do we need to do to achieve this?



AND

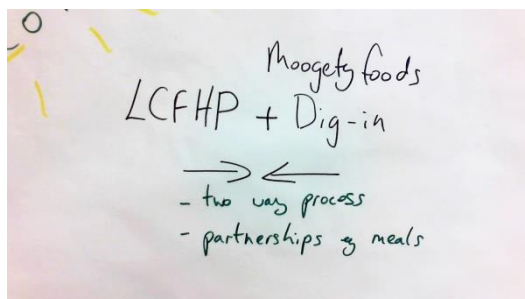


'It's about sharing knowledge'

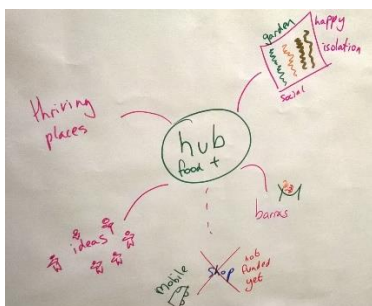
'Need somewhere central to share resources'

What else was discussed?

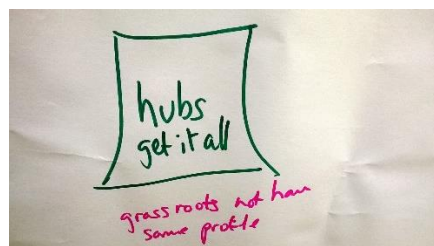
Partnership opportunities.....



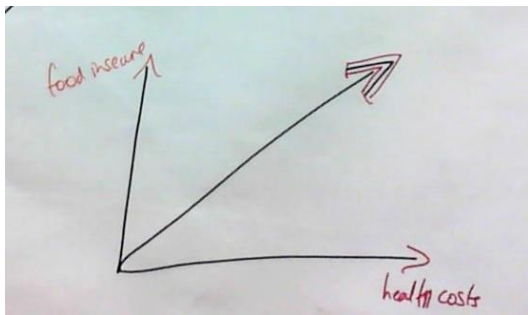
The role of hubs.....



but, do.. ?

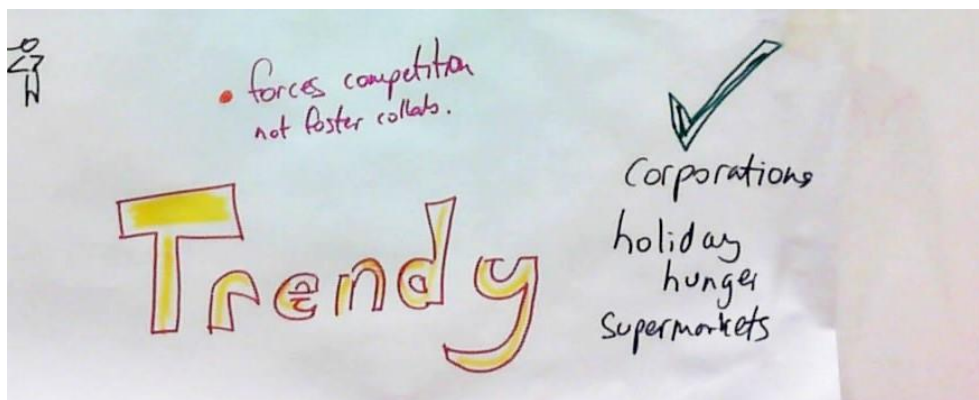


Tackling food poverty makes for 'sound' economics.....



But, is there a paradox / disconnect?

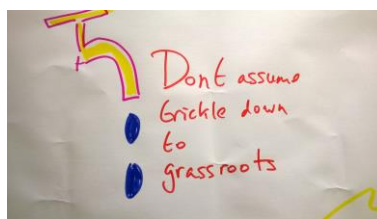
'Trendiness' of food poverty and food insecurity.....



Dignity should underpin community food work



..and, do we assume too much about what we do?



Finally, there are lots of great examples of community food work

