

Impact Report

2021

**BETTER
FOOD** 

Organic. Local. Ethical.





Building a better, fairer food community begins with making better, fairer decisions about the products we source

Welcome to our first impact report

We've come a long way since the early days. What began 30 years ago as 'Phil's Better Food Campaign' – an organic veg box delivery scheme with high sights and a low budget, run from our founder Phil Haughton's own kitchen in Bishopston – has grown up to become a flourishing organic grocery store, at four sites (and counting) across Bristol.



*Phil Haughton
Founder of Better Food*



Our driving force

Sustainability is the driving force that brought Better Food into the world. The three decades that have passed since then have seen huge shifts in the very concept of sustainability, most notably a reawakening to the finite nature of our planet's resources, and acknowledgement that living and governing for convenience and immediate gain can bring devastating future impacts.

We know that our own role in this has become more complex as our business has grown, and as new thinking in sustainability has helped us to understand the positive and negative impacts of what we do. It's down to us to make sure that we continue to do business sustainably, in the way intended all those years ago in Phil's kitchen. Though we've never taken our eyes off what is responsible and right, this report marks an opportunity to take a step back and consider our impact holistically. It's a snapshot of where we are as we look back on 2021, and where we want to be as we look to the future, to make sure we leave our corner of the world a better place.

Where we want to be

As far as we have come, we still have much further to go – check out our targets for 2022 at the end of this report. We won't get there without your support, ideas and wisdom, so please do let us know your thoughts. Email us at hello@betterfood.co.uk.

Our mission and values

Organic. Local. Ethical. These are the words that we lean on in everything we do, and that guide us in our mission to create a better, fairer food community. Making organic food more accessible lies at the core of this mission - we believe that everyone has the right to good quality food, produced in a way that cares for people and planet. In our stores, we gather the best of Organic, Local and Ethical from every area of grocery retail, so that our customers can make shopping organic, locally and ethically part of their daily lives, and our suppliers can reach more people.

Organic.
Local.
Ethical.

Our approach to sourcing

Building a better, fairer food community begins with making better, fairer decisions about the products we source. To help make those decisions, we stick to a few important principles when choosing what to stock and what not to stock. You can see these principles over the page, giving you a picture of what drives us and our general direction of travel. In practice, the huge range of products we sell means that the decisions we make about what to stock are a balance between all of these principles. We use our values, common sense, and the needs of our customers and our business to make the best sourcing choices we can.

Our nine sourcing principles

1. We prioritise organic
2. We champion local
3. We trade fairly
4. We care about animal welfare
5. We put fresh produce centre stage
6. We look after our planet and oceans
7. We make it easy to shop for health
8. We celebrate diversity
9. We minimise avoidable waste

Organic first

We've been an organic certified business since 1997, but we've put organic first from day one.

Organic means reassurance and transparency. Finding out how what we buy has been made, and what impact it's had on people, animals, nature, and the planet can be complex, time-consuming and expensive. Organic certification tells us that we can trust what we're putting in our shopping baskets and know that it's delivering value.

But, to us, organic certification is more than just a label. We see it as a commitment from our suppliers to work in harmony with nature, with respect for people and farm animals, and in a way that sustains the health of the planet. In turn, our commitment to you is that we'll put organic first by providing you with the widest selection of organic products we possibly can, from suppliers who know that people and planet can't be sacrificed for profit.


+50%

On average, plant, insect and bird life is up to 50% more abundant on organic farms*

* Soil Association

Jess Vaughan



Jess's Ladies

Third-generation farmer Jess Vaughan knows each of her 80 cows — affectionately known as 'The Ladies' — by name, many of whom are descended from the three cows her grandfather bought for Hardwicke Farm in the Severn Valley back in 1955.

The farm is certified to Soil Association organic standards, and is a brilliant example of the positive difference organic farming can make to the land, livestock, and quality of the finished products, too. Jess and her family avoid the need for pesticides and artificial fertilisers by carefully cultivating the soil through rotation. This in turn provides lush pasture and silage for her Ladies all year round, and a haven for local wildlife.

The Ladies are never pushed to over-produce, and their close relationship with Jess means that she can tend to the wellbeing of each and every cow individually. Jess minimally processes their precious milk onsite — it's never homogenised and only pasteurised at low temperatures, preserving its taste and natural composition. The resulting milk, yoghurt, cream and kefir have to be tried to be believed — dairy as it should be, from farm to bottle.



Organic at Better Food

We're certified organic by the Soil Association, the UK's leading organic certification body and campaigns charity. We're regularly audited so that we can handle and sell unpackaged organic goods and still label them as organic.



We'll do everything we can to source an organic version of any product. Our buying team is always looking for opportunities to increase our range of organic products, and they are quick to replace products that we've found an organic alternative for. Where possible, we aim to source entire product lines with organic certification.

Because of the added reassurance that comes with certification, whenever we can we're especially careful to prioritise organic when a product contains animal derived ingredients, or ingredients that comes from long and distant supply chains that might be open to unsustainable or unethical practice, such as soy, cocoa and nuts.

Our team benefit from our commitment to organic too, from a free freshly-made, organic lunch available each day, to organic cotton aprons, and opportunities to volunteer at and learn from some of the organic farms we work with.

Fresh produce at Better Food

We put fresh produce centre stage at Better Food, believing that considerably sourced fruit and vegetables can have a positive impact on the planet, wildlife, the local economy, overseas producers, and you – our customers.

99% organic

More than 99% of the produce we sell is certified organic, from farms whose standards support soil health and ecological diversity compared to conventional farming. The rest comes from small scale, local producers using similar agroecological techniques but without certification.



20 growers

Our stores help support around 20 local growers within 50 miles of Bristol

Who we buy from

We source our produce in a few different ways, depending on the season. Over the course of the year, just under 60% of our produce comes from national wholesalers, giving us access to the very best UK and imported organic produce all year round. Last year, just shy of 25% came to us via The Community Farm (see case study), either directly from their fields or from a number of local growers who use the farm as a distribution hub. The rest is sourced directly from growers, locally and abroad. In total, our business helps support around 20 local growers within 50 miles of Bristol.

Keeping food miles down

We keep our food miles short by buying as seasonally as possible, whilst still keeping a wide range of staples in stock for customers year-round. We'll always look to the UK first, never importing produce that is abundant within our own shores. As UK seasons come to an end, we'll look first to Europe, and only to the southern hemisphere for tropical fruit and staples that can't be found nearby at that time of year. We'll never buy anything that needs airfreighting.

The Community Farm

Our history is interwoven with that of The Community Farm. Our founder Phil, alongside local famers Luke Hasell and Jim Twine, first established organic growing at the site in Chew Magna and the concept of a community owned, open farm back in 2008.

Finally taking root in 2010, today The Community Farm grows a huge variety of organic crops on over 8 acres of their richly fertile 15-acre site, with visible benefits to the land and wildlife. We're lucky that a significant proportion of our fresh produce comes either straight from their fields or from local, small-scale organic growers using the farm as a distribution hub, helping them reach outlets like ours.

The Community Farm is a Community Interest Company that reinvests its profits to allow people from all walks of life to visit the farm and volunteer, learning valuable skills, making new connections, and establishing a relationship with the land.



Our organic cafés

In 2017, our cafés became the first in England to achieve an Organic Served Here award, gaining four (out of five!) stars for the proportion of organic ingredients on our menu. In 2022, we'll be working with the Soil Association to renew our award and maintain our commitment to sourcing the best organic ingredients.

By choosing organic in our cafés – often from local suppliers such as Wogan Coffee, Strode Valley Organics and The Bristol Loaf – we create menus from food that supports a better food system. We know that our ingredients come from producers who consider their impact on people, planet and animal welfare, and often with the shortest food miles possible.

In 2021, we introduced our own Made For You ready meals, made by our kitchen team using the same organic ingredients we use in our cafés, and giving our customers more ways to choose organic, seasonal food.

We've taken steps to reduce the impact of our café operations too, reducing our food waste and making it easy for our customers to say no to single use packaging. See page 18.

14 producers

Our cafés use produce from 14 local, organic certified producers





Vocal about local

We know how important it is to keep our food system as local as possible, and that when we prioritise local supply chains – especially when it comes to food – we’re prioritising resilience.

Local supply chains are strong in times of crisis. The effects of the pandemic, Brexit and climate change have impacted the availability of some of our products from time to time, but, by and large, being close to our suppliers – both geographically and through our relationships – helps us to keep the products you love on the shelves.

They protect and support the people involved, too – creating local employment, keeping money circulating in the local economy, and often cutting out the middlemen so that producers can reap the full benefit of their produce.

As with so many of the decisions we take as a business, one of the biggest drivers in choosing to source locally is the positive impacts on the environment. Sourcing locally results in fewer food miles, and – with enough demand – more of our local landscape given over to nature-friendly farming.

within 50 miles

64% of our suppliers are located within 50 miles of Bristol, while 25% of the products we sell are sourced from suppliers within 5 miles of Bristol

Bristol is an incubator for fantastic producers of food, drink and much more, with talented people making or growing everything from beer to flowers, face cream to marmalade. What’s more, our city sits in a region abundant in food production; organic vegetables, the highest welfare beef and dairy herds, and enterprises manufacturing innovative and ethical products, all sit within a stone’s throw from here. We’re both proud and committed to showcase as many of these suppliers as we can.

Tempeh Meades

More than just a brilliant local pun, Tempeh Meades, run by husband and wife team Ben and Kirstie Meade, is a great example of innovative food production in the heart of Bristol. Using authentic double-fermentation learnt first-hand in Indonesia, and organic Italian soybeans, Ben creates exceptional quality tempeh by hand. A staple in West Java where he learned his trade, tempeh is still relatively rare on British menus, despite being packed full of protein, fibre and nutrients. As early adopters of their products at Better Food, we’re excited to see this local indie develop – with the switch to home-compostable packaging already made, and UK-sourced ingredients on the cards.

Local suppliers

Over 100 of our suppliers have a Bristol postcode, and at last count 87 of those can be found within a 5-mile radius of Bristol's centre. From irresistible chocolates to seasonal flowers, organic veg to craft beer – we couldn't squeeze them all on a map, so take a look at where we find just a few of our local favourites...

Within 1 mile

- 2 Warmlii
- 5 Nania's Vineyard
- 6 The Real Olive Company
- 7 Wogan Coffee

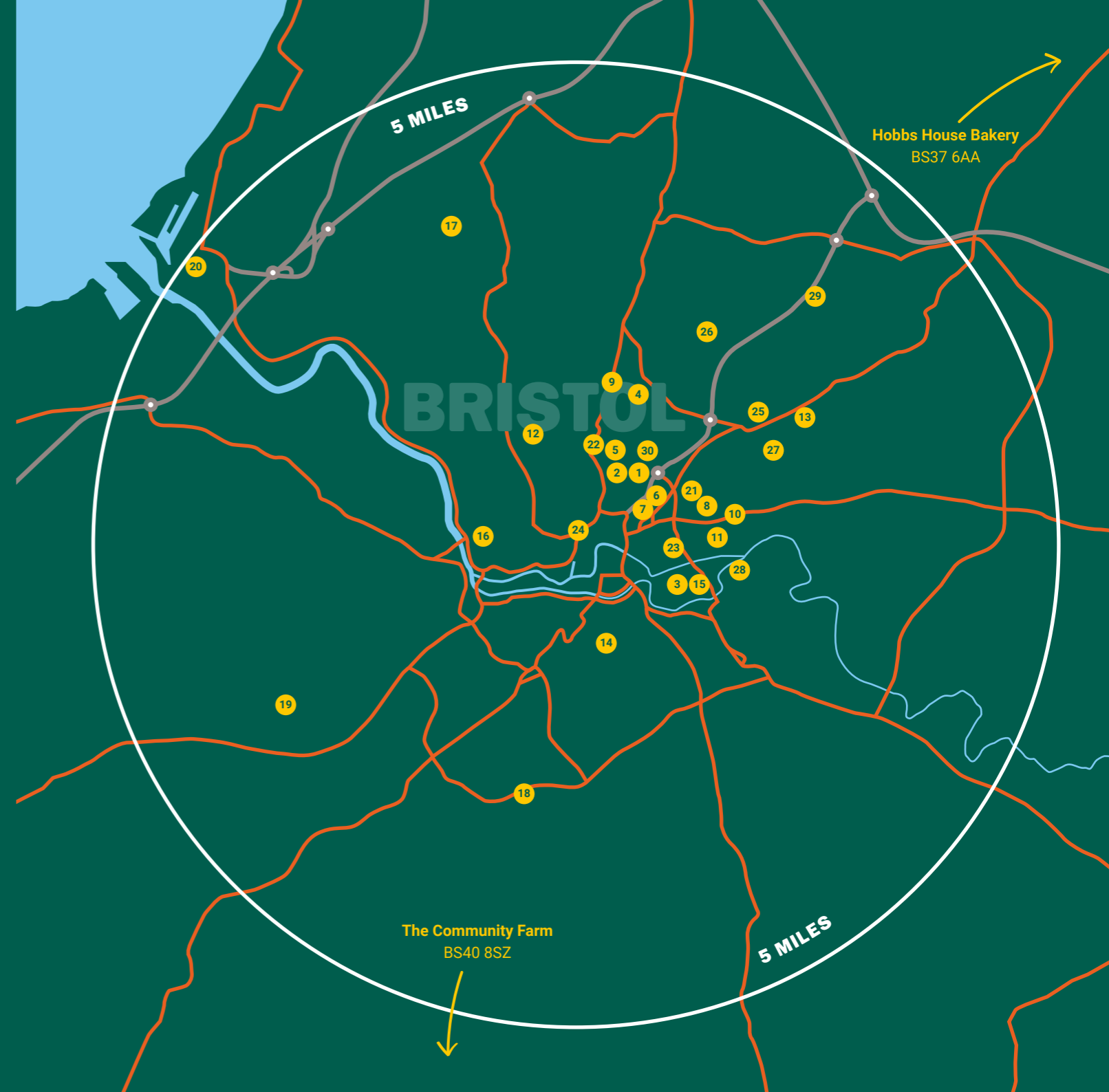
Within 5 miles

- 1 Gingerbeard's Preserves
- 3 Tempeh Meades
- 4 Plant & Pestle
- 8 Arbor Ales
- 9 Amma Life
- 10 The Bristol Loaf
- 11 Faith and Betty
- 12 Sophie Swindells
- 13 Essential Trading Cooperative
- 14 Wiper and True

- 15 The Forest Bakery
- 16 Step and Stone
- 17 Pieminister
- 18 Heart of BS13
- 19 Keeps Farm Flowers
- 20 Chocbox
- 21 Rupert Blamire Pottery
- 22 Claire's Honey
- 23 Moor Beer
- 24 Rosie Webb
- 25 Caro's Creams
- 26 Coo Geller
- 27 Radek's Chocolate
- 28 Lost and Grounded
- 29 Sims Hill Shared Harvest
- 30 Tim's Bees

Within 10 miles

- Hobbs House Bakery
- The Community Farm



Our people

Nearly 150 local people make up our store, café, kitchen and central office teams. They're the life of our stores, never more so than during the past two years, making sure our stores continue to go from strength to strength despite the challenges brought by the pandemic.

We're a diverse bunch, with 25% of our team telling us they come from a black, Asian or minority ethnic background, and 54% of our people identifying as female. Our gender pay gap stands at 5% in favour of our male team members – below the industry average of 6%, but still something we'll be taking into consideration and working on in the coming year. We'll also be looking at ways to improve our binary – non-binary pay gap, currently 12.7% in favour of binary team members.



Team benefits

In April 2021, we became a Living Wage Employer – a goal we've aspired to for some time. It adds to a growing list of ways we try to look after our teams. In our latest team satisfaction survey 79% of respondents rated their enjoyment of the job at 4 or 5 out of 5. Here are some other benefits we've put in place to make life for our teams that bit better...

Paid breaks

And a free organic lunch for every member of the team

Team discount

We increased our team discount to 25% in 2021

Long service rewards

Including extra holiday and bonus vouchers

Free organic food and more

Our teams get first dibs on grade out stock

Retail Trust Membership

Access to support on housing, mental health, finances and much more

Mental Health First Aiders

Team members trained to give first response support to their colleagues

150

Nearly 150 local people make up our store, café, kitchen and central office teams

Melroy, Customer Service Adviser (CSA), St Werburghs store

"I've been working as a CSA at the St Werburghs store for the past five years. I live locally and appreciate being able to walk to work, which is only six minutes away from home. When I applied for the job, I had been a regular customer for many years. The ethos of Better Food resonates strongly with my belief in the importance of providing food that is organic, ethically produced, locally sourced, and sustainable. I've found Better Food to be a welcoming and supportive working environment, and I value the relationships I have with colleagues and customers. I love the relaxed atmosphere in store (helped by a great selection of music!), but behind the scenes the team is working extremely hard. I noticed this especially over lockdown, as we did all we could to keep the shop open through team member shortages. During this time, I came to realise what a valued service the shop provides to the local community, and it meant so much to hear how appreciative our customers were of this. This past year, I've been involved with the 'Black Lives Matter' steering group, set up to discuss issues of inequality and how we as a business can do better. This has resulted in reviewing our recruitment policy, team handbook and taking steps to diversify the range of products we stock. It's been great to see the store develop since I began working here – we use the space better now, giving us more room for packaging-free options. I've also seen more regular offers and promotions, which means a lot for many households where affordability is an issue, and is something that's important to me that we continue to work towards combating."



Ethical inside and out

Ethical – such a little word for something with so much meaning. Certainly, when we’re making decisions about what to sell, the most important thing we can ask ourselves is ‘is this the ethical choice?’.

But being an ethical retailer means a lot more than just selling ethical products. It means looking at where our activities create waste, finding ways to reduce our impact, and helping our customers to do the same. It means making a positive impact in the communities around our stores, and making sure our teams have the chance to be part of that. And it means taking a look at practices behind the scenes, making sure they’re not only good for profit, but for people and planet too. It’s a long list, and we’re yet to achieve everything in our sights, but – front and back of house – our team is hard at work conquering ethical.



In 2020 we traded in our petrol powered wheels for an electric van, to reduce the footprint of the journeys we make between our stores to transfer stock

Our friends in business

Doing business with companies that share our values is an important part of running our own business responsibly. We bank with Bristol-based Triodos, who use money for positive social, environmental and cultural change. We choose energy suppliers like Octopus, who specialise in renewable energy. We don’t print a lot, but when we do, we choose recycled and recyclable options wherever we can, and we’re particularly proud to print with Minuteman Bristol whose own community work and support of Fairtrade makes them stand out from the crowd. We proudly accepted Bristol Pounds while they were in circulation between 2013 and 2021, keeping over £B200,000 in the local economy during that time, and we’ll continue to support Bristol Pay when the new platform launches.

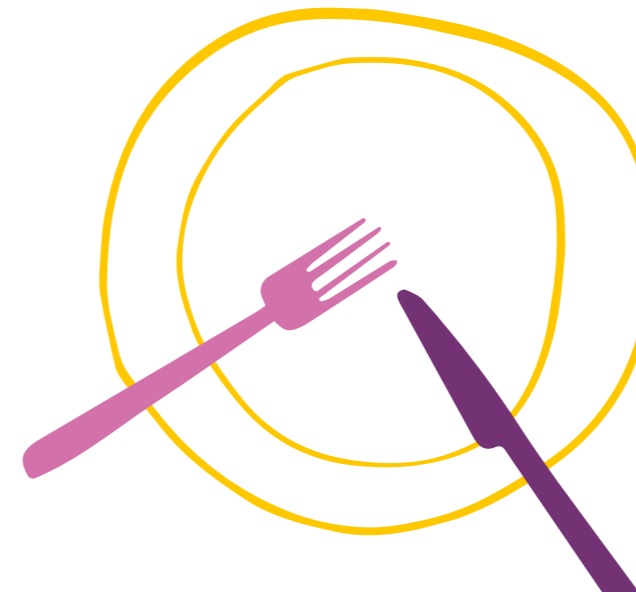


Better Giving

Early in 2021, we set about thinking how we can make a greater positive impact in a way that’s relevant to the communities near each of our shops, and that reflects the causes our customers and teams are passionate about. In May, each store team made a list of local causes that are close to their hearts, and these were voted on by their customers. What they chose became the Better Giving cause for each store for a year. Each team has a £1,000 budget to invest in raising funds for their cause, plus a Good Box donation point to help customers contribute conveniently when they visit us.

We’re especially proud of....

Donating £11,500 in cash and in kind to local food charities during the pandemic, giving food, space and equipment to local emergency food providers. Also, our Streets to Kitchen project, which ran until 2020, and raised over £13,000 to help people in Bristol affected by homelessness learn new skills and build confidence with food.



Our causes

St. Werburghs

SARI (Stand Against Racial Inequality) provide free and confidential support for victims of hate crime based on any kind of prejudice and discrimination, and work to build greater understanding and respect for diversity.

Wapping Wharf

The Green House provides free counselling for anyone affected by sexual abuse in Bristol and Taunton. They create an essential support system to help people recover and improve mental health, wellbeing and resilience.

Whiteladies Road

Houria is a catering company and CIC, using food to celebrate the gifts and experience of migrant women, and providing safe employment opportunities and training to female survivors of slavery.

Gloucester Road

Customers will have the chance to help the Gloucester Road team pick their cause in early 2022.



Food waste

Globally, it's estimated that 17% of all the food produced is wasted¹, and that doesn't even include food wasted on farms or in the supply chain, which could bring the figure closer to one third. We're determined not to be part of this crushing statistic.

Reducing food waste has long been a Key Performance Indicator (KPI) for our teams, and we have practices in place across all parts of the business to keep it to a minimum. For instance, as produce approaches its sell-by date we take a number of steps to make sure it's put to use safely, including customer discounts, making it free for team members to take home, and donating it to charities.

The good news is that at the end of the financial year in 2021, our waste from stock was at its lowest for 5 years – less than 2%, based on cost of goods across all our ranges, which includes food and drink, and catering. As shopping patterns have changed with the lifting of lockdown restrictions, we've seen waste increase, just tipping over 2% later in the year. Our target is to bring waste back down to below 2% for 2022.

In 2021, our proactive produce team established a relationship with our local FoodCycle group. Now, fruit and vegetables that don't quite make the cut to be sold are collected weekly and turned into delicious meals to be served in the community.

¹ United Nations Environment Programme (2021). Food Waste Index Report 2021. Nairobi.

Heart of BS13

Heart of BS13 is a social enterprise working to improve physical and mental health outcomes for people living in Hartcliffe and Withywood, South Bristol. Through a variety of innovative and entrepreneurial projects, their teams work with local volunteers to tackle food insecurity, improve the local environment, and address physical and mental health issues.

Our catering team has joined forces with Heart of BS13 to move one step closer to closing the loop with the social enterprise: uncooked food waste generated in our central kitchen, plus cut-flower waste from our stores, is sent to their site, where it's turned into high quality compost for use at the Kitchen Garden Enterprise – Heart of BS13's chemical-free, no dig market garden. Here, the teams grow beautiful, seasonal bouquets, sold in our stores, and provide fresh produce for their own chefs to create delicious, wholesome ready meals for the Real Meal Store, which you can find in our freezer section!



Plastic and packaging waste

Like our conventional counterparts, we organic retailers and the manufacturers that supply us have realised all too late that the plastic packaging that's long made buying and selling food so much easier is, in fact, causing a big problem. In the words of the United Nations, 'our planet is drowning in plastic pollution', and food and drink packaging plays a significant part in that. We're a long way off removing plastic from our shelves altogether, but we've made big inroads into reducing its presence in our stores.



Refill Refill Refill

We've been giving increasingly more floorspace over to refill products, and we're still fast expanding the range. As well as our well-stocked refill wholefood walls, we've found consumer-packaging free options for cleaning products, teas and coffee, health and bodycare products, pet food, eggs and even salad leaves. Our cafés are set up to serve hot drinks and food in customers' own containers. During the first lockdown, our cafés were the first in the country to take up City to Sea's #ContactlessCoffee campaign, meaning we could accept reusable cups throughout the pandemic.

Bee Better

With the Bee Better scheme, which was launched in 2020 on the Magic Stamp app, we think we became the first retailer in the UK to reward our customers for refilling when they shop. In 2021, 754 customers collected 9,173 stamps between them, representing nearly 10,000 pieces of packaging saved.

Working with suppliers

If we're really going to change things, we have to get to the source of the issue. Our buying team actively seek out products that have refill solutions, or that offer an alternative to single-use. Our sourcing questionnaire for new suppliers asks about consumer and delivery packaging, so we can avoid problem packaging, and we work with existing suppliers to improve their packaging choices. We're especially mindful of materials that are difficult to recycle in Bristol, like black plastic.

210,000

pieces of saved packaging

By refilling jars and cups, bags and boxes, our customers saved more than 210,000 pieces of pre-pack packaging in 2021

Responsible sourcing

Caroline Bennett

Here are just some of the policies we have in place to help us make responsible decisions on sourcing. For more detail and more policies, visit betterfood.co.uk/our-sourcing.

Palm oil

Our first priority is to minimise products containing palm oil. We prioritise new products that contain no palm oil at all. If a product contains palm oil with good reason, and no alternative can be found, then we only accept new products that use palm oil that is certified organic, or by the RSPO as Segregated or Identity Preserved. Our team is auditing all existing stock, replacing products that don't meet the grade.

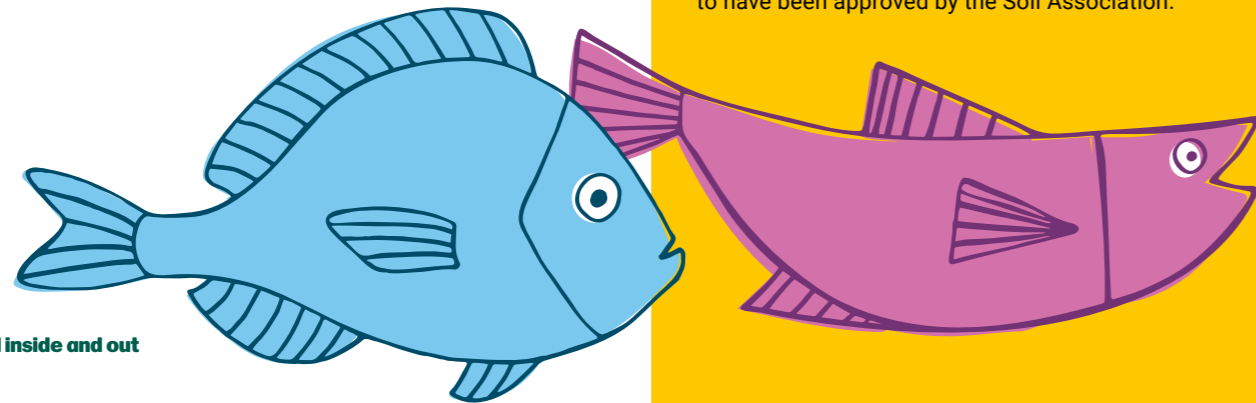
Airfreight

None of our fresh produce, herbs or flowers are transported by air. When UK fruit and vegetables are in short supply, we're careful to only buy goods we know can and have travelled by road and sea. Elsewhere in our store, we take care to make sure that the small number of products coming from overseas are not airfreighted. It's more difficult for us to make sure that our suppliers don't use airfreighted ingredients in their products, but we do take steps to discourage this, and we work with many likeminded suppliers who are just as careful in their sourcing as we are.



Sole of Discretion

Our policy on fresh fish has been shaped around our work with Sole of Discretion, a Community Interest Company (CIC) based in Plymouth. They've taught us a lot about how to approach the question of low impact fishing. Caroline Bennett founded Sole out of a desire to make it easier for shoppers to find truly sustainable fish. She believes that the scale of the fishing operation and the methods fishers use can tell us a lot more about sustainability than the species of the fish. They work exclusively with boats under 10m long, using low impact fishing methods, with every catch traceable back to boat. Their fishers are paid fairly for every catch they make – no matter how 'unpopular' the species, they aim to find a market for what they catch. Their manifesto, covering everything from discards to policy campaigning, is the only one to have been approved by the Soil Association.



Fair supply chains

One of the many reasons we prioritise organic is because fairness is a founding principle of the organic movement¹. We also recognise the strength of Fair Trade certifications, such as Fairtrade, in guaranteeing workers' rights, fair pay, and safeguarding against exploitation and slavery, as well as their better environmental standards (in many cases organic). We're particularly careful to look for organic or Fair Trade certification for imported products and their ingredients whose supply chains might be vulnerable to exploitation. Our team is busy making sure that any such product comes from a source we, and you, can trust.

Diversity in sourcing

Underrepresentation of black, Asian and minority ethnic people in production and retail, as well as many other groups in society not defined by race, is a persistent problem, and it's reflected on our shelves. We have a duty to tackle this problem and proactively reflect a diverse range of suppliers. Where possible – meaning that our sourcing policies are met, as well as our needs as a business – and when the information is voluntarily provided, we will give preference to products from suppliers with ownership from underrepresented groups and populations.

¹ <https://www.ifoam.bio/why-organic/principles-organic-agriculture/principle-fairness>



Namaste

We work with Namaste, sourcing Fair Trade gifts and homeware from their range of beautiful products. They've been sourcing fairly traded, hand crafted items from around the world for 25 years, specialising in products that use sustainable and recycled materials. Namaste believe that the best way to reduce poverty in the developing world is through trading on fair terms. Buying from small scale producers using traditional techniques, and establishing long term relationships to give the people they buy from security, they've helped over 100 producers to grow and develop. Namaste are members of the British Association for Fair Trade Shops and Suppliers (BAFTS), follow the trading principles set by the World Fair Trade Organisation (WFTO), and support Child Rescue Nepal.

A word from Phil

30 years on from the very beginnings of Better Food, we have our first impact report.



From the start of this journey, all my passion and energy has been put into inspiring our teams to make positive impact. For me, the most fundamental impact we can make as a business is to increase the amount of land being farmed organically, and make the fruits of this available to as many communities as possible. We've come a long way on this journey, and done our bit in driving change towards a world where the words 'organic', 'local' and 'ethical' really are top of the food agenda. This report very honestly lays out where we are at this point, but we know the world never stands still, and we have lots to do to measure and improve our impact going forward.

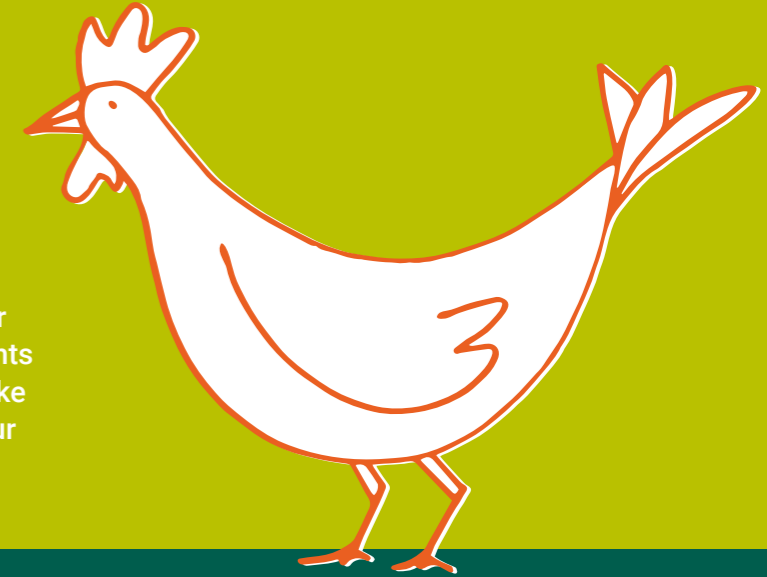
You know, just as we do, that our world is in deep climate crisis. I see it as critical that we and all businesses take a lead on changing our ways in order to minimise our negative and enhance our positive impacts. What we do naturally gives us a head start; but we have perhaps taken it for granted that the purpose of our business will keep us on track without the need to measure our impact. It's now time to move forward with energy to put this right. I am so proud of those that worked to get this report out, and of how the whole Better Food team is behind making an ever more positive impact.

To this day, I frequently meet people who have been customers over many of the past 30 years and, along with an ever-growing community, show real dedication to our principles. It is you, our customers, who make organic, local, ethical food available, because you demand it. Your commitment to making a better world through what we eat is nothing less than inspiring. Thank you.

Phil Haughton, Founder of Better Food

Where we want to be

We never stop looking at ways we can do better and be better, but we've particularly set our sights on these ten targets for the coming year, to make sure we're making good progress to improve our impact across the business by 2023.



- 1 More organic meat: 79% of our meat-containing products are already organic, we'll aim to get this up to 85%**
- 2 Hot house growing: we'll review our fresh produce to see whether hot house growing is an issue we need to take action on**
- 3 Organic Served Here: we'll renew our Organic Served Here award in our cafés, aiming to maintain our 4* rating**
- 4 Local suppliers: we'll look for 10 new local suppliers to add to our ranges**
- 5 Staff satisfaction: we'd like to see 85% of our team rating their satisfaction in the job at 4 or 5 out of 5**
- 6 Carbon emissions: we'll formally measure our carbon emissions, so that we can see where we are and how we can reduce them**
- 7 Better Giving: we'll raise at least £12,000 for local charities**
- 8 Food waste: we'll bring our stock waste (including food) back down below 2% (by value of stock purchased)**
- 9 Packaging recycling: we'll explore ways to help our customers recycle soft plastic packaging at our stores**
- 10 Unnecessary palm oil: we'll audit our stock to see where products containing palm oil can be replaced**

Our stores

St. Werburghs

21 Sevier Street
St Werburghs
Bristol
BS2 9LB
T 0117 935 1725

Wapping Wharf

1-5 Gaol Ferry Steps
Wapping Wharf
Bristol
BS1 6WE
T 0117 235 0208

Whiteladies Road

94A Whiteladies Rd
Clifton
Bristol
BS8 2QX
T 0117 946 6957

Gloucester Road

278 Gloucester Rd
Horfield
Bristol
BS7 8PD
T 0117 370 0271

betterfood.co.uk

Designed by ollyandtom.co.uk, Bristol
Printed by minutemanbristol.com on FSC Mix paper

**BETTER
FOOD** 
Organic. Local. Ethical.

