

Good Food Enterprise Charter

This Charter is a best-practice framework to help food businesses to provide more of the healthy, sustainable food residents are asking for.

It includes four areas where businesses can take action: **sustainable produce and sourcing, diversity and access, community health and wellbeing** and **reducing food waste**.

Each area includes a list of actions businesses could take. The lists are just suggestions - tell us about other approaches and actions you're taking! There's also further information for each area at the end.

Reasons to participate

- Between July 2024 and March 2025, businesses that action **one or more of the priority areas** will be eligible to apply for a **small business grant**.
- Businesses taking some action in all **four priority areas** can apply for a **Food Enterprise Network digital badge**. Businesses that are part of this network will get priority access to current and future trading and funding opportunities.

Next steps

- Read through the Charter priorities and actions, and think about which areas you are already taking action or would like to do more.
- Fill in a short form.
- You will receive an email outlining the next steps.
- Contact GoodFood@lbbd.gov.uk if you have any queries.

Priorities and example actions

Sustainable produce & sourcing

- Choose seasonal ingredients and change part of your menu/stock to reflect **what's in season**.
- Serve/sell **higher welfare** meat, dairy and eggs, **sustainably sourced** fish and **organic/Fairtrade** ingredients. Choose from a recognised **quality assurance scheme** e.g. Marine Stewardship Council, Red Tractor.
- Increase **vegetarian** and **vegan** options on menus and have one or two **meat-free days** per week.
- Replace **some meat** in burgers, sausages and meat-based sauces with vegetarian options, such as **beans, pulses or tofu**. (Preparing your own costs less than buying ready-made vegetarian products.)
- Purchase/sell **produce grown in the borough** or London, preferably using organic production methods... or grow some of your own!
- Purchase/sell ingredients from **local market traders, independent retailers and wholesalers**.

Access & diversity

- **Talk to customers** about what they want to see on the menu/for sale and stock more of those items.
- **Diversify your menus** by offering foods from different cultures and communities. Get ideas by from your staff and customers, and consider stocking/offering foods that are popular during cultural/religious festivals.
- Promote the **NHS Healthy Start scheme**, allowing eligible people to purchase milk and/or fruit and vegetables using a prepaid card.
- Consider how you can offer a **range of price points** on your menus. For example, prepare a **simple, one-pot daily special** using fewer ingredients and offer at a lower cost than other items on your menus.

Priorities and example actions

Community health and wellbeing

- **Place less healthy foods** - products high in fat, sugar and salt (HFSS) - away from tills, checkouts and entrances and do not offer volume price promotions on HFSS products.
- **Offer water** to buy at the counter or a **free water refill point**.
- Offer more **nourishing and higher-fibre snacks and puddings** such as fruit and always include a side of vegetables or salad with a meal.
- Offer **wholewheat pasta and multigrain breads**, including seeds and/or different grains; limit refined/white products.
- **Consider allergens** when creating menus – include allergen-free alternatives.
- Make **smaller portions** available on request.

Reducing food waste

- **Redistribute surplus food**. Connect with local food banks and community food projects, or join Too Good to Go, an app that links individuals or organisations wanting surplus food with businesses and organisations that have it.
- **Avoid single-use packaging**, dispose of unavoidable food waste correctly and recycle correctly.
- **Install a compost bin** for food waste, or join a local composting network.
- **Install a refill area** where customers can purchase dried goods and bring their own packaging; or **sell 'pound bowls'** of produce needing to be used quickly.
- **Preserve foods** that would otherwise go to waste and include in your menus e.g. by pickling or fermenting, or making stock using peelings.

Additional information

Sustainable produce & sourcing

Quality assurance labels:

Soil Association www.soilassociation.org/our-standards/what-are-organic-standards

Marine Stewardship Council www.msc.org/uk

Red Tractor <https://redtractor.org.uk>

Fairtrade Foundation www.fairtrade.org.uk

Rainforest Alliance www.rainforest-alliance.org

Pasture for Life www.pastureforlife.org

Food for Life www.foodforlife.org.uk

Local and seasonal:

- Growing Communities Food Zones <https://growingcommunities.org/food-zones>
- Guide to seasonal produce www.bda.uk.com/food-health/your-health/sustainable-diets/seasonal-fruit-and-veg-a-handy-guide.html
- Dagenham Farm <https://growingcommunities.org/dagenham-farm>
- Better Food Shed <https://growingcommunities.org/better-food-shed>
- Local Allotment associations www.lbbd.gov.uk/leisure-parks-history-and-culture/allotments

Alternative retailers:

- Suma wholesale <https://www.suma.coop>
- Hodmedods <https://hodmedods.co.uk>

Access & diversity

Healthy Start:

- NHS Healthy Start - Get help to buy food and milk www.healthystart.nhs.uk/retailers/

Plant-based/culturally diverse recipes:

- LBBB Cookbook www.lbbd.gov.uk/cook-with-us
- Pro Veg <https://proveg.com/uk>
- Eat Like a Londoner <https://eatlikealondoner.com/cook>
- Made in Hackney <https://madeinhackney.org/recipes>

Additional information

Community health and wellbeing

More information:

- Healthy Catering Commitment <https://healthiercateringcommitment.co.uk>
- Eatwell Plate www.nhs.uk/live-well/eat-well/food-guidelines-and-food-labels/the-eatwell-guide
- Refill London www.refill.org.uk/refill-schemes/refill-destinations

Reducing food waste

More information:

- Too Good to Go www.toogoodtogo.com
- BD Collective List of local food banks <https://bdcollective.co.uk/food-network-4>
- Commercial recycling www.lbbd.gov.uk/rubbish-recycling/commercial-rubbish-recycling
- Local composting information www.lbbd.gov.uk/rubbish-recycling/garden-waste/composting
- Fermentation resources list www.wildfermentation.com/fermentation-links