

# 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: **purchasing sustainable ingredients, providing for a diverse range of customers, offering healthier products and menus 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 that you would like to pledge to take action on in the next 6 months.
- Use this [short form](#) to either a) pledge to take action in one or more areas or b) demonstrate you are taking action in all four areas - you may be eligible for a digital Food Enterprise Network badge.
- You will receive an email outlining the next steps.
- Contact [GoodFood@lbbd.gov.uk](mailto:GoodFood@lbbd.gov.uk) if you have any queries.

# Priorities and example actions

## Purchasing sustainable ingredients and products

- 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**.

## Providing for a diverse range of customers

- **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

## Offering healthier products and menus

- **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

## Purchasing sustainable ingredients and products

### Quality assurance labels:

Soil Association [www.soilassociation.org/our-standards/what-are-organic-standards](http://www.soilassociation.org/our-standards/what-are-organic-standards)

Marine Stewardship Council [www.msc.org/uk](http://www.msc.org/uk)

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

Fairtrade Foundation [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

Rainforest Alliance [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

Pasture for Life [www.pastureforlife.org](http://www.pastureforlife.org)

Food for Life [www.foodforlife.org.uk](http://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](http://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](http://www.lbbd.gov.uk/leisure-parks-history-and-culture/allotments)

### Alternative retailers:

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

## Providing for a diverse range of customers

### Healthy Start:

- NHS Healthy Start - Get help to buy food and milk [www.healthystart.nhs.uk/retailers/](http://www.healthystart.nhs.uk/retailers/)

### Plant-based/culturally diverse recipes:

- LBBB Cookbook [www.lbbd.gov.uk/cook-with-us](http://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

## Offering healthier products and menus

### 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](http://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](http://www.refill.org.uk/refill-schemes/refill-destinations)

## Reducing food waste

### More information:

- Too Good to Go [www.toogoodtogo.com](http://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](http://www.lbbd.gov.uk/rubbish-recycling/commercial-rubbish-recycling)
- Local composting information [www.lbbd.gov.uk/rubbish-recycling/garden-waste/composting](http://www.lbbd.gov.uk/rubbish-recycling/garden-waste/composting)
- Fermentation resources list [www.wildfermentation.com/fermentation-links](http://www.wildfermentation.com/fermentation-links)

# Guidance for Completing the Form

Whether you are pledging to take action in one area of the Charter, or applying for a badge to join our Food Enterprise Network, you can use the short form to tell us about the great work you're doing.

When you are providing examples on the form, we need to know:

- a) Which area your action concerns;
- b) The action you are taking - please be specific and give examples;
- c) How you know your action is making a difference.

Here are some examples of good responses in each area:

## **1. Purchasing sustainable ingredients**

“I have talked to my butcher about Red Tractor accreditation, and they have agreed to provide more accredited meat to assure its quality.”

“I only use free range eggs and I get my fish from a range of sources, but only purchase fish with the Marine Stewardship Council accreditation mark.”

“I am promoting more plant-based eating. For example, I have replaced some of the meat in my Bolognese sauce with a vegetarian alternative and I have increased the number of vegetarian options on my menu.”

## **2. Providing for a diverse range of customers**

“I use wholemeal bread as standard. Customers have told me they are happy with this change.”

“I have installed a water machine so customer can access water on demand.”

“I am working with a local wholesaler to sell seasonal fruits and vegetables. One customer says they struggle to find yams on the market, so I'm looking into getting these in.”

# Guidance for Completing the Form

## **3. Offering healthier products and menus**

“I offer a daily special at a lower cost to encourage those on lower incomes to try my café out. I’ve had some new customers since starting this initiative.”

“I promote the Healthy Start scheme and sell milk and fresh produce to Healthy Start customers.”

“I encourage my customers to tell me what they would like to see more of by offering them a feedback card at the counter. Since getting feedback from several customers, I now sell natural yogurt.”

## **4. Reducing food waste**

“I give leftover meals to a local food bank/care home, so that they don’t go in the bin.”

“My staff are trained to minimise food waste when preparing and cooking food.”

“We offer a refill service for dried goods and offer discounts to customers who bring their own packaging.”

If you would like further guidance before completing the form, please email [goodfood@lbbd.gov.uk](mailto:goodfood@lbbd.gov.uk)