



BRISTOL FOOD PRODUCERS BRIEFING PAPER

Distribution & Marketing Opportunities for Local Producers

Bristol Food Producers are working to help scale up local food production in and around the city (growing, processing and distribution) by connecting-up existing projects to collaborate on overcoming joint obstacles and seizing mutually beneficial opportunities, in order to increase the volume and accessibility of local food in Bristol.

The ‘Who Feeds Bristol’¹ research findings suggested that one of the main barriers to increased direct supply of locally produced food is practical distribution logistics and consumer support, rather than a lack of supply.

To help find solutions Bristol Food Producers are exploring how to increase access to local markets through shared delivery logistics and marketing – a full feasibility study in shared distribution can be found at www.bristolfoodproducer.uk.

This briefing paper is a summary of many of the distribution and marketing options currently available to small producers in Bristol. Don’t start from scratch – use this paper to get a head start!

Summary of outlets reviewed

Organisation	Producer	Distribution	Marketing
Big Barn	X	x	√
Community Farm	√	√	√
Food Assembly	X	x	√
fresh-range	X	√	√
Mark Kidner Wholesale	X	√	√
Open Farm Network	X	x	√
Real Economy	X	√	√
Somerset Local Food Direct	X	√	√

¹ Who Feeds Bristol Report
http://www.bristol.gov.uk/sites/default/files/documents/environment/environmental_health/Who-feeds-Bristol-report.pdf

Online outlets

(*Case Studies available at www.bristolfoodproducers.uk)

- **Big Barn:** www.bigbarn.co.uk Largest UK online marketplace for local food producers, collaborating with Fresh Range for orders in Bristol area.
- **Farmdrop:** www.farmdrop.co.uk Online ordering platform, however this is only currently available for London. Local groups can set up their own farmdrop using this platform.
- ***Food Assemblies:** <https://thefoodassembly.com/en> Gaining traction UK-wide as a cross between a Farmers Market & CSA/Buying Group pick-up; Bristol Easton launch planned.
- **Food Routes:** <http://foodroutes.org> Use Neighbourly platform to distribute surplus food for free. Fareshare and Incredible Edible Bristol involved, but it's not really for selling produce.
- ***fresh-range:** www.fresh-range.com Online retailer of fresh local foods delivered to homes and workplaces within Bristol and the surrounding area. With more than 1,000 products sourced from over 100 producers in Somerset and Gloucestershire.
- ***Open Farm Network:** www.openfoodnetwork.org A web platform designed to make it easier for producers and consumers to buy, sell, pack and distribute local food.
- ***Real Economy Cooperative** www.realeconomy.co.uk Network of Bristol buying groups sourcing food from local producers through their web-tool. Orders are delivered to a group's chosen drop-off point, where members meet, helping reinvigorate their community.
- **Somerset Local Food Direct:** www.localfooddirect.co.uk Long standing regional online delivery direct to customers across Somerset; collaborate with Fresh Range & Real Economy.

Organic Veg Boxes – Home delivery

- ***Community Farm:** www.thecommunityfarm.co.uk Community-owned social enterprise, growing and selling organic food across Bristol through a box delivery service.
- **Leigh Court:** www.leighcourtfarm.org.uk Bristol's nearest and longest-running organic-grower box scheme, farming almost 30 acres of high-yielding certified organic land on the outskirts of the city. Produce is mainly sold through a [Vegetable Box Scheme](#) with boxes delivered to city-wide [collection points](#) or ordered for home delivery (BS1-BS8).

Markets

- There are a range of regular weekly and monthly food markets which provide opportunities for local producers: www.bristolfoodnetwork.org/regular-local-markets

For more information: www.bristolfoodproducers.uk / bristolfoodproducers@gmail.com

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Closer look at Distribution and Marketing Options in Bristol

Who	What do they do?	How can local producers work with them
Community Farm www.thecommunityfarm.co.uk	<p>A community-owned social enterprise, growing & selling organic food through a box delivery.</p> <p>Have an established customer base for their 400+ weekly organic veg boxes. They also do some wholesale.</p>	<p>The Community Farm are always looking for new local organic growers to supply fresh produce for their boxes. They are also interested in sourcing new local processed products, which don't necessarily have to be certified organic. They will take produce from within a 50 mile radius of Bristol and can pick up from Bristol/Bath or from their existing distribution routes. Any producers interested in supplying them can contact Ped directly on 07792 608 562 or farming@thecommunityfarm.co.uk</p>
Fresh Range www.fresh-range.com	<p>Online retailers of fresh local foods delivered to homes and workplaces within Bristol and the surrounding area.</p> <p>Online ordering and weekly home delivery service to around 1000 customers, with more than 1,000 products sourced from over 100 producers in Somerset and Gloucestershire.</p>	<p>To list products with Fresh Range contact them at: info@equilibrium-markets.com or 0117 332 2813. Categories they are currently looking to fill are; cereals, cheese, biscuits, confectionary, snacks, cooking ingredients and sauces. They will explain the process and send application forms to create your own online store on their site. They charge a transparent commission for each category - deducted from the gross retail price exclusive of VAT – and pay you the net price of products sold, after commission, refunds and any VAT are deducted. Payment terms are 14 days from the date the customer accepts the delivery. Producers are paid on the next working day following the 1st and 15th of each month.</p>
M&D Kidner Wholesale http://mdkidner.co.uk	<p>A family business established for almost 20 years and operating from Bristol's Wholesale Market, they are a leading local fruit and veg supplier to the catering trade. Supplying a range of markets including; hospitality catering, retail and public sector.</p>	<p>They source from a range of fruit and vegetable producers across the south west, providing a comprehensive distribution and marketing service. Any producer who is supplying good quality produce, well packaged and labelled can contact Mark Kidner directly to discuss opportunities: 07710 433419.</p>
Real Economy https://realeconomy.co.uk/	<p>Coop joining food buying groups across the city (linked to Bristol Pound). Partners with Somerset Local Food Direct. They are actively encouraging new enterprises to form, in areas of Bristol that do not have many shops or access to fresh food.</p> <p>Deliver to buying groups Thursday afternoon so need orders by 9pm Monday.</p>	<p>Real Economy link up buying groups with a range of producers from a 50-mile radius of Bristol, so are actively looking for new producers, instructions for joining them are online at Real Economy for Producers.</p> <p>You will need to: deliver your goods to the buying groups in Bristol (if you don't have a van or prefer not to make the trip they can deliver for you through their Food Hub); Create a short profile for your business so that buying groups know what to expect.; Update your stock on our web tool to show what's available and at what price; Set up a Bristol Pound account so that you can receive payment instantly and traceably from the buying group's joint Bristol Pound account. They add a small margin on top of wholesale price in order to cover costs of collection, sorting and some ivery.</p>