

Gillian Mackay

the great british food hub

A click & collect online Farmer's Market



# Challenges Facing small scale food and drink producers

- Advertising is expensive!
- You're almost invisible on Google. No one can find you!
- It's a struggle to get traffic to your own online shop!
- Most retailers want to buy your goods for ridiculously low prices, marking it up and reaping the rewards themselves!
- Farmer's Markets demand an upfront fee with no guarantee of sales. They take up a lot of your time and if it rains.....?
- Many hotels and restaurants are now tied to central ordering platforms as are most Council's schools and colleges. They only accept larger food producers and value volume and low cost over quality and provenance.

# The Great British Food Hub launched in October 2018...



**...it wasn't without it's teething problems!**

## How does TGBFH work?

- The Host selects products from Producers and launches the weekly market
- Customer browse through 20-30 **LOCAL** producers and buy securely online
- The market closes and the producers make, prepare, harvest their orders
- Everyone meets at the weekly **LOCAL** collection
- Many producers stay to talk with their customers allowing them to learn about where their food comes from or how it is made.
- Payments are made quickly and securely to Hosts and Producers
- The whole thing starts again with a new week's market.

### **It's a fair system...**

- There are no upfront costs to either new Hosts or Producers
- Producers receive 80% of their sales
- Hosts receive a 10% commission on all sales at their Hub

### **Helping the LOCAL economy...**

- 90% of what is spent stays in the **LOCAL** economy

### **There's no wastage...**

- Producers only bring to the collection food that has been pre-ordered

### **Food miles are low...**

- Each Hub focuses on small artisan Producers **LOCAL** to their area

### **A real alternative to mass produced foods...**

- Customers get WEEKLY access to healthier choices and unique, fresh produce with the convenience of “click & collect”

We're looking for **HOSTS...**

passionate, **LOCAL** individuals or organisations who want to champion **LOCAL** food in their community

You'll get your own online marketplace with links to your social media, an easy to use back office system and messaging platform to connect with your customers

We'll give you full training on the use of the platform, 24/7 support, launch and marketing materials and a simple solution for you to reach your goals

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