



**HERE ARE 373
CHERRY TOMATOES
REPRESENTING THE
PAY RATIO BETWEEN
THE CEO OF TESCO &
ITS LOWEST PAID
WORKER**

**SEEING PAY
RATIOS OF THIS
SCALE GETS OUR
CARROTS IN
A TWIST**



WHY DOES IT MATTER?

Because wealth distribution and equity in every part of our food system is important.

From the fields to the shop floor, Better Food Traders stand for a fairer system.

FIND A BETTER FOOD TRADER





**BETTER
FOOD
TRADERS
MAKE SURE
GROWERS
GET A FAIR
SLICE**



SUPERMARKETS



DON'T

SEEING
FARMERS GET
PAID PENNIES
MAKES OUR
BEETROOT
BOIL



WHY DOES IT MATTER?

Whilst supermarkets rake in profits, farmers are struggling & often receive less than 1% of the profit made.*

Better Food Traders pay fair prices, investing in sustainable farming practices & good food.

FIND A BETTER FOOD TRADER





**EIGHT PENNIES FOR
2KG OF POTATOES.
THAT'S THE PRICE
ASDA AND ALDI SET
IN THEIR EASTER
PRICE WAR EARLIER
THIS YEAR.**

**SEEING
SUPERMARKETS
DEVALUE OUR
FOOD
BREAKS
OUR
ARTICHOKES**



WHY DOES IT MATTER?

Because there is no such thing as cheap food.

When a supermarket sells food below the cost of production someone in the chain is paying the price.

Better Food Traders are rebuilding a food system that's fair, from farm to fork.

FIND A BETTER FOOD TRADER



ONE POUND



3+ TIMES THE BENEFITS

**ETHICAL BUSINESS
MODELS LIKE ORGANIC
VEG BOXES GENERATE
UP TO £3.70 IN SOCIAL,
ENVIRONMENTAL AND
ECONOMICAL BENEFITS
FOR EACH £1 SPENT
WITH THEM***

**SEEING THRIVING,
LOCAL COMMUNITIES
MAKES
OUR
SWEETCORN
SING**



WHERE YOU BUY YOUR FOOD MATTERS

Why? Every £1 you spend locally has a real impact on your community, local economy and the environment.

Better Food Traders are small, local, independent retailers, bringing benefits to their neighbourhood.

FIND A BETTER FOOD TRADER

