



# Liverpool Food People

Together we nourish our city

## Promoting excellence in sustainable food in Liverpool

Liverpool is one of 48 places across the UK working hard to improve food sustainability to benefit people, place and planet. Liverpool Food People develop networks and connections to help promote sustainable food for everyone in our City Region. There are a growing number of independent food businesses in Liverpool working hard to provide sustainable food for their customers. The Liverpool Food People Sustainable Food Award is here to recognise those efforts and provide another way to reward and promote what you do.

We are inviting food businesses like yours to apply for our Sustainable Food Award Scheme to benefit from additional joint and individual promotion and to enable everyone to work more effectively together, raising awareness of the great places to eat and buy sustainably sourced food from across Liverpool City Region.

### **We would love you to join us and in return we will provide:**

- On-going promotion through our social media and website – reaching target market consumers, those who are interested in sustainable food and businesses like yours.
- Encouragement and support to increase your sustainable food credentials and support with applications.
- Networking opportunities with similar businesses, local producers and processors as well as support organisations.
- We don't charge you for joining, we just want to be able to shout about what you're doing and help you to do more where we can.

### **In return we simply ask you to:**

- Use our logo on your website and menu, and share a link to us on your website.
- Display your certificate and window sticker if appropriate.
- Participate in any of our campaigns, e.g. sustainable fish or sugar smart cities, which are appropriate for you, and help us develop new ones that would support your business.

# The six categories we would love to reward you for are:

## 1. Managing waste, food surplus and recycling:

Why? How you manage your surplus and waste products is just as important as how you source your food. From ordering through to portion control, encouraging people to take leftovers home and dealing with your waste everything helps the city region become more sustainable in the way it uses food.

Examples: using Olleco to collect your cooking oil; using ReFood to collect food waste; using Too Good To Go to sell off surplus food at a reduced price to prevent wastage; using compostable takeaway cartons. Check out: [www.recycleformerseaside.com](http://www.recycleformerseaside.com) and [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com) for ideas.

## 2. Fairer Food:

Why? Sustainable Food mustn't just be good for people and the planet; it must also be good for local economies, businesses and jobs.

Examples: Signing up to the Sustainable Fish City Pledge or stock FairTrade goods. Do you pay Living Wage or purchase goods from others who support small farmers? Do you stock or use organic produce? Is your meat welfare approved?

## 3. Sourcing local products:

Why? Buying local products supports the local economy, environment and rural communities, whilst increasing our food security. It also provides your business with fresh, great tasting local products which set you apart from the majority of your competitors and creates a range of interesting marketing opportunities

Examples: Do you source regional products from the NorthWest (including North Wales & Cumbria)? Do you support other Liverpool City Region food producers or growers? Do you grow your own?

## 4. Working with communities:

Why: Being a sustainable food organisation is not just what you do in your business but it's also about how you interact with and support the local community around your business

Examples: enabling staff volunteering, supporting apprenticeships, linking with a community garden, supporting local charities – how do you give back to your community?

## 5. Healthy options:

Why? Tempting though it is to exist on chips and cake, we need to think more about our own and others health. Increasing public awareness of and interest in healthy and sustainable food is a vital first step to creating a positive food culture.

Examples: Do you offer any advice/ healthy options such as a side dish swaps (no chips!), provide alternatives to sugary drinks, offer any tasty healthy foods for children, support breast feeding?

## 6. Communicating:

Why? It's absolutely brilliant that you're doing all these things but you also really need to shout about it! You need to help customers find you!

Examples: how do you tell anyone about the great things you achieve for each of the above categories? Is it on your menu? On your website? Do your customers know how sustainable you are?

If you'd like to join us, receive your award and help make Liverpool a Sustainable Food City then simply let us know.  
Contact [liverpoolfoodpeople@gmail.com](mailto:liverpoolfoodpeople@gmail.com)

**Join Us... It's FREE!**

## How it works:

- 1) Express an interest in joining by emailing [LiverpoolFoodPeople@gmail.com](mailto:LiverpoolFoodPeople@gmail.com)
- 2) Tell us about the great work you're doing around sustainable food and which of the 6 categories you satisfy. We can award you Bronze for achieving excellence in two, Silver for four and an amazing Gold for achieving excellence in all six.
- 3) We will add you to the page on our website that tells everyone about the great work you are doing and send you confirmation and a link once it's live to add to your own website. We will also tell you what level you have reached and give you tips on to get to the next one.
- 4) Follow our guidelines on how to apply.
- 5) Fill out your form and send it in.
- 6) Get your award sticker and certificate (well done!).
- 7) Tell everyone!

