



SOMERSET LOCAL FOOD - SOCIAL VALUE STATEMENT

We believe all locally based micro and small businesses address the needs and challenges of our wider Somerset communities¹. However, as a social enterprise, we know we have to do even more. We have spoken to our suppliers, staff, customers and other consumers of local food, so we know what it is you value.

We will utilise your Somerset Local Food delivery service to meet the social impact priorities for your communities, for your families and for future generations of Somerset residents.²

Dynamic Business Growth:

We will achieve our growth aspirations, set out in our business plan, in order to provide a financially viable sales platform and route to market for a growing number of micro and small growers, farmers and food producers based across the wider Somerset area.

Inclusive Prosperity:

In order to ensure there is a thriving micro-business food sector for future Somerset generations, we will pay a fair wholesale price to our community of local food and drink suppliers whilst generating realistic retail margins to meet our own financial commitments. We also commit to pay our staff a fair living wage and develop reward mechanisms so their commitment and dedication is recognised as the business grows.

Health and Wellbeing:

We will use local food as a tool to help rebuild local communities by bringing people together to reduce isolation and loneliness, and to promote healthy eating options.

We will achieve this through promoting opportunities for physically active occupation in local food production, creating a shared purpose where reward is availability of affordable local produce and the confidence for those involved to grow their own food. We will also work with other organisations to reach out to those most excluded and encourage those people to participate in social activities such as sharing recipes for fresh local food and guided cooking sessions, helping them also to consider healthier meal options.

We will reach beyond traditional micro and small growers and engage with therapeutic growing projects to support them in becoming more financially viable by providing opportunities for knowledge exchange with professional growers and a route to market for their produce.

Natural Environment:

We will promote ecological and organic growing methods to protect and improve our local natural environment and increase biodiversity so our children may continue to enjoy the beautiful Somerset landscape and wildlife.

We will also encourage our community of producers, staff, customers and consumers to fully engage in our social values, and contribute to the impact we all have through the choices we make and the things we do. We would ask our members and investors that they remember their financial investment is not a trade off between social and financial interest but rather the pursuit of an embedded value proposition composed of both.³

¹ "Businesses create economic value as market actors whilst simultaneously creating shared value for society by addressing its needs and challenges" Michael Porter, Harvard Business review, 2011

² "Social value refers to the value society itself sets on things" Joseph Schumpeter, Quarterly Journal of Economics, 1908

³ "In truth, the core nature of investment and return is not a trade off between social and financial interest but rather the pursuit of an embedded value proposition composed of both" California Management Review, Vol 45, No4, Summer 2003