

# LUSH Linking Up Suppliers and Hubs

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*A practical model for supplying good food to food  
insecurity projects*

Hands up who is in the room?

At the end I am going to ask for a handful of people to join me in developing this model in the UK.

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Jade Bashford Real Farming Trust

Lynsey Kelleher Stroud Food Hubs

Seb Mayfield Ooooby

# This is a sticking plaster

Nobody should be in need of food support.

But they are.

# What's the problem with food poverty and agroecological food?

Tell your neighbour.



Producers:

Expensive to produce best food

Producers are scraping by

Farmers are not embedded in communities of need

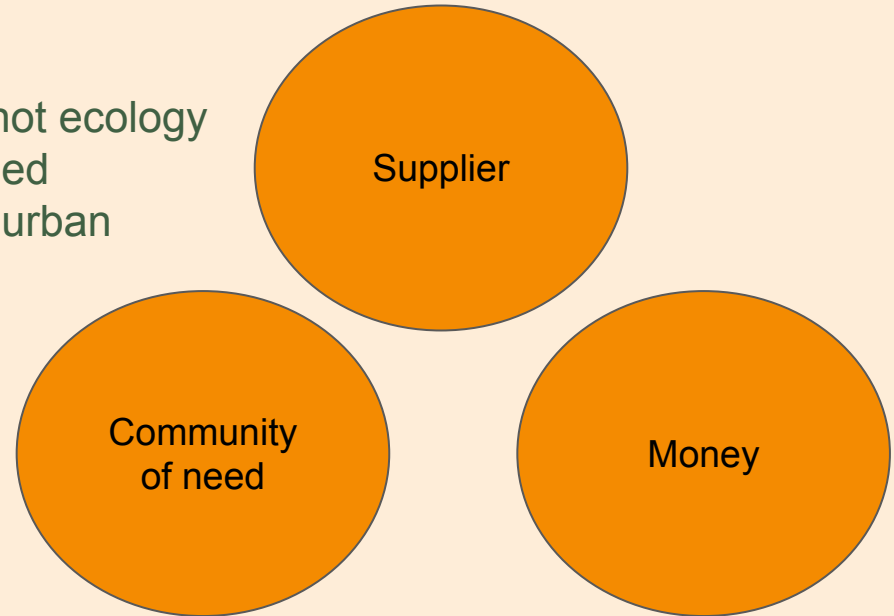
Community hubs:

Food hubs have very low food budget

Food hubs prioritise nutrition with their budgets, not ecology

Food hubs ideally run by/with/in community of need  
removed from food production socially and often urban

Neither hubs nor producers have spare money





# Lynsey Kelleher

## What's it like on the ground?



*Lynsey volunteers with the Network of Stroud Hubs (NoSH) and is the Chair of their local hub in Uplands. Lynsey has worked, spoken out and advocated for people experiencing food poverty since having a spell of first-hand experience post-pandemic.*

# Food hubs

Overwhelming social and physical needs

<https://foodfoundation.org.uk/initiatives/food-insecurity-tracking>

Addressing ongoing nutrition and diet, not one offs

Mainly urban

Numerous and not all registered (Trussel, IFAN)

Mainly volunteers

Variable storage and processing capacity

Some use referrals some do not

Many working households, many with children, many with disabilities.

Talk to your partner, they are all different

Many hubs are reliant on surplus food:

- Not chosen - wrong timing, wrong items.
- Power in the wrong place ('we are cheap dustbins for wasteful supermarkets').
- Unpredictable, random items
- Tracked by weight not nutrition
- Sometimes short date
- Insufficient
- Supermarket distribution is organised, rest of the network is not usually well researched or managed

LUSH can fill gaps, compliment.

## **Food surplus networks**

<https://realfarming.org/wp-content/uploads/2023/05/RHE-briefing-sheet-Surplus-food-online-version.pdf>

## **Other models**

<https://realfarming.org/resource/models-for-csas-to-address-food-equality/>

## **Nutrition in food poverty projects**

<https://realfarming.org/resource/ready-healthy-eat-briefing-surplus-food/>

# LUSH

Linking  
Up  
Suppliers and  
Hubs



1. Supplier asks existing customer to buy an extra one (increases sales)
2. Supplier partners hub; dialogue
3. Hub generates social benefit with the food



# Video - feel free to share this

<https://realfarming.org/resource/lush-linking-up-suppliers-and-hubs-stroud-case-study/>

<https://www.youtube.com/watch?v=LLMjVG5xkWo>

*Denise at Peelham farm normally gives me a call or sends me a text message on a Thursday evening saying they have meat for us and can I collect from them at the market in Leith on a Saturday morning where they have a stand. It is roughly 10 min from the cook school, meat is frozen and I bring it back and put in our freezer. The meat is mainly donated meat from their customers that they store up until they have a good amount to give to us, sometimes they add offcuts from their processing.*

*In the beginning we chatted about what we do, how we would use the donations and Denise came up with the idea to create a section on their website <https://peelham.co.uk/>*

*With a give a Donation to Cyrenians page. On that page is listed cuts of meat with a 15% discount that we would use ie mince, stewing meat, sausages etc. Customers when they are shopping for their own meat sometimes kindly place some things from this page in their basket at the same time. This meat is then picked and then stored in their freezer for us.*

*I always bring it back and then take a nice photo of it all in front of our wall with something to eat someone to with on it and post on my personal social media (example attached) tagging Cyrenians, Peelham farm, Pastures for life and RFT who all in turn share it spreading the good will and cheer.*

*We share feedback both ways.*

*I reckon we must have got well over 100kgs of meat over the past year because each time I pick up meat it is at least 15-20kg meat.*

# LUSH in Edinburgh Cyrenians and Peelham Farm

## Lynsey - LUSH in Stroud

(Pasture for Life)











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Fix lighting





Seb Mayfield

## Examples of LUSH

Seb is head of growth at Ooooby and co-founder and director of Hampshire Veg Box. In 2016 Seb co-founded the Independent Food Aid Network which currently represents more than 550 independent food aid providers across the UK.

<https://www.foodaidnetwork.org.uk/>



# LUSH

1. Supplier asks existing customer to buy an extra one (increases sales)



2. Supplier partners hub; dialogue



3. Hub generates social benefit with the food



*Is this a model we should promote?  
Why/why not?*

Questions and comments from Producers about how LUSH might work.

Questions and comments from community groups about how LUSH might work.

Questions and comments from others.

Questions and comments about how LUSH might spread in the UK and who might help.

If you'd like to join a small working group to encourage more LUSH to happen in the UK

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