

Organig a/neu yn
gemegol rydd

Organic and/or
chemical free

Ffrwythau a llysiau
ffres o safon

Quality fresh
fruit and veg

Cefnogi
cynhyrchwyr
lleol

Supporting
local
producers



Producer Guide

Cysylltu bwyd a chymuned

Connecting food
and Community

<https://openfoodnetwork.org.uk/bwyd-dyfi-hub/shop#/shop>





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This Producer Guide has been created with inspiration and guidance from the Mach Maethlon 2020 pilot guidance, and the [Tyfu Dyfi Work Package 5 Report](#), which was developed in extensive discussion with food producers and grassroots food projects.



1. Who we are; what we are doing and why

Bwyd Dyfi Hub is a not-for-profit initiative that helps connect food producers with local customers from in and around the Dyfi Biosphere. Our aim is to help support a sustainable future with an emphasis on agroecological principles and access to high quality local food.

The Bwyd Dyfi Hub was established as part of the larger project: Tyfu Dyfi: Food, Nature and Wellbeing. It builds on the work of various individuals and organisations, in particular the Mach Maethlon 2020 pilot project, and the work achieved by the Aber Food Coop.

Hosted by Aber Food Surplus, The Bwyd Dyfi Hub together with our Project partners Mach Maethlon and Ecodyfi share the aim of supporting growers and food markets to flourish throughout the Dyfi Biosphere and beyond..

The aims and objectives of the Bwyd Dyfi Hub are emerging through the Tyfu Dyfi partnership and in-depth discussions with local producers and other key members of the local food system. Bwyd Dyfi Hub will work towards and celebrate the shared aims and the food production principles expressed in the Bwyd Dyfi Hub standards.

We operate an online shop where local producers can offer their produce for sale and customers can order in advance which minimises waste. We are supplementing what we can source locally with wholesale produce from Watson & Pratts organic wholesaler. Local produce and organic wholesale produce comes to the hub on a Tuesday, we sort and pack into individual boxes for customers to enjoy. This can then either be collected from our ECO Food Sharing Hub or delivered locally.

Food Hub Officers are contactable via: bwyd.dyfi.hub@gmail.com

Heather McClure - Heather is involved in enabling the Food Sharing Hub and team to support the delivery and day to day running of the Bwyd Dyfi Hub, this includes financial management, volunteer coordination, and the celebration of the provision of local food in Aberystwyth.

Claire Rhydwen - Claire is involved in onboarding and supporting producers to deliver the Bwyd Dyfi Hub offer, including co-ordinating the shop offer, day-to-day running of the hub, collection and delivery, marketing and advertising.

Fay Hollick - Fay is involved in actioning the ordering system - calculating and placing orders with the wholesaler, notifying producers of their orders and planning packing lists for mixed boxes; also providing support in the delivery and day to day running of the Bwyd Dyfi Hub.

Volunteers - The project is supported by a team of volunteers who come and help with packing and sorting, meeting and greeting customers as well as helping to develop our software and systems, e-bike deliveries and more.



2. Schedule - A week in the life of Bwyd Dyfi Hub

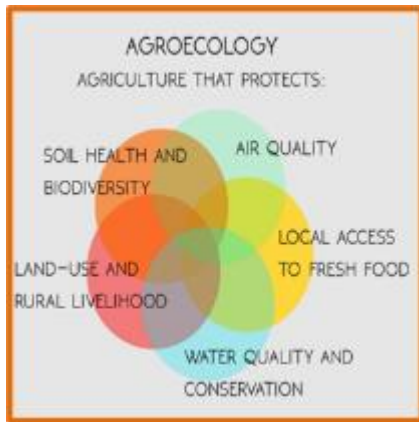
| Timings | What happens? | Who? |
|--|---|---------------------------------|
| Monday to 10 am Thursday | Local producers list their produce By 10am Thursday Local producers update their product listings on the Bwyd Dyfi Hub Open Food Network (OFN) online shop - checking prices and quantities available (to supply the following Tuesday) | Producers |
| Thursday am | Setting up the shop The BDH team liaises with local producers then checks and updates the wholesale offer filling in any gaps. The hub is set up and opened. | BDH team |
| 1.00pm Thursday to 7.30pm Sunday The online shop is live for customers to make purchases (see shop here) | | |
| Thursday to Sunday | Behind the scenes The BDH team contacts the customer base via email, Instagram and Facebook to signpost the opening of the online shop; any new products; recipe suggestions etc (if you have content you would like to share - please email to bwyd.dyfi.hub@gmail.com) | BDH team |
| 7.30pm Sunday onwards | The online shop closes; the BDH team collates the orders and works out the supplementary wholesale produce needed, This is very late on a Sunday evening. Check your junk mail in case the email goes there the first time! | BDH team & Producers |
| Tuesday by 11am | Getting produce to the Hub -Producers deliver goods to the the Hub, Aberystwyth, correctly packaged and labelled -During the summer months (April-end Sept) we are offering a limited collection service along a set route between Machynlleth and Aberystwyth (Please contact us in advance to discuss practicalities bwyd.dyfi.hub@gmail.com) | Producers & BDH team |
| Tuesdays | Packing, delivery / collection day - The BDH staff & volunteers collate the orders - Customers collect between 3.30pm & 5.30pm or between 12-2pm on Wednesdays - Deliveries by cargo bike within Aberystwyth Town Centre and surrounding areas (2.5 miles or 4km out of town) on safe cycle routes at a cost of £2.50. | BDH team |





3. Bwyd Dyfi Hub standards required of produce and products

Agroecological growing methods - "Agroecology is sustainable farming that works with nature" [Soil Association 2023](#)



Agroecology encompasses techniques to mitigate climate change, such as reducing GHG emissions, storage of carbon in the soil, elimination of the use of agrochemicals. It encompasses nutrient cycling, building and maintaining soil fertility as well as focusing on local supply chains. Agroecology works with nature, protecting and caring for the soil, taking care of wildlife, enhancing biodiversity for natural pest control. It puts the growers and local people at the forefront, adapting growing methods & techniques to the needs and conditions of the local area.

Standards for produce

Developed by the working group prior to the Pilot project run in 2020, these are the minimum standards that we would like producers to be achieving.

Vegetable and fruit production:

- No artificial pesticides to be used. Pests should be managed with biological controls. Where biological controls fail, organic pesticides can be used.
- No artificial chemical fertilisers to be used. Plant growth should be achieved through building and maintaining good healthy soil, using only organic fertilisers where necessary.
- Food production must allow for wildlife habitat, e.g., sowing of flowers, creating and maintaining habitat space such as ponds, brash piles, and native flowering plants.

Animal husbandry and producing animal products:

- Low stress handling and maintenance of animals in good body condition.
- Animals must have field access for as long as soil and climatic conditions allow.
- Barns used for overwintering should have natural light and adequate space and cleanliness.
- Aim to reduce use of antibiotics. Antibiotics may be used where necessary for animal welfare but they must not be used routinely nor as prophylactics.
- Use a local slaughterhouse to reduce miles travelled and animal stress.
- In the case of dairy, male calves should not be disposed of straight after birth for any reason other than irrecoverable illness or injury.
- In the case of poultry, birds must be free range.



4. Finances: Pricing, fees & payment

Pricing your produce

Each Producer is responsible for setting their own prices. To help you decide on a price, we recommend that primary fruit/veg producers refer to the Soil Association's pricelist as well as doing local market research. [Soil Association Horticultural price data for organic produce](#)

When the shop opens, prices offered to the customer will have the Hub's enterprise fee added on top (see fees below), it is important to factor this in when setting your prices.

Your list prices should include VAT (if applicable), please check if you are eligible for VAT (eg. secondary products). Information can be found [here](#).

Prices are dynamic and fluctuate throughout the season according to various factors including availability and gluts so we suggest prices are reviewed each week.

We advise that you familiarise yourself with competition law. Here is a [short guide](#) to competition law. The Bwyd Dyfi hub does not support price fixing. This is a helpful resource for better understanding what sellers can and can not do - [quiz here](#).

Enterprise Fees

Bwyd Dyfi Hub will take a fee towards running costs:

- 15% for local primary producer food (growing fruit, veg etc)
- 20% for locally secondary producer (eg bread, preserves etc)
- 30% for purchased in wholesale produce

The fees contribute towards the costs of delivering the Hub, coordination, ordering, sorting, collections & delivery, marketing, storage (rent and utilities etc.), packaging and other running costs.

The hub is a not-for-profit enterprise. The hub is being hosted by Aber Food Surplus, a not for profit company limited by guarantee, with charitable objectives and no share capital (no shareholders).

We aim to keep the markup as low as possible to enable producers to enjoy a larger share of the sale price. During 2022-23, this has been subsidised by both the Tyfu Dyfi project and Aber Food Surplus. This will be reviewed at the end of September 2023.

Invoicing and being paid for your produce

Itemised invoices for payment need to be sent to Bwyd Dyfi Hub via bwyd.dyfi.hub@gmail.com. Payments will be made through online banking (not cash or cheque), and will be with you within 30 days from receipt of invoice, however, we do our best to make payments once a fortnight.

Please ensure that your invoice details:

- The date and your name and address
- Bank details - account and sort code
- The total order amount per week as per your confirmation email from the BDH



5. Producer-Hub Collaboration Agreement

Participants are asked to commit and adhere to the following Collaboration Agreement and the guidance in this document. By listing produce with the Bwyd Dyfi Hub, participants agree to adhere to our terms and conditions as outlined in this document.

| | |
|-------------------------|--|
| All stakeholders | <ul style="list-style-type: none"> ● Act kindly, cooperatively and respectfully to all other stakeholders ● Provide as much notice as possible when commitments are not possible ● Be receptive to feedback and work towards fair and solutions-focused approaches to problems ● Agree to the standards and guidelines outlined in this document |
|-------------------------|--|

| Primary Producers (fruit, milk, veg etc) | Secondary Producers (bakery, preserves etc) |
|--|---|
| <ul style="list-style-type: none"> ● Produce food in and around the Dyfi Biosphere using sustainable agroecological growing methods; supporting biodiversity, ecology and sustainable land management. | <ul style="list-style-type: none"> ● Source local ingredients, from agro-ecological producers where possible |
| <ul style="list-style-type: none"> ● Are committed to sustainable food production in line with agro ecological and ethical principles, and to providing good quality produce (as judged by other producers, hub coordinators and customer feedback) | <ul style="list-style-type: none"> ● Are committed to supporting local agro ecological producers, and producing good quality food (as judged by other producers, hub coordinators and customer feedback) |
| <ul style="list-style-type: none"> ● A desire to work collaboratively with the Bwyd Dyfi Hub to increase the Dyfi Biosphere's community access to locally grown food, this involves uploading/updating your produce to the Bwyd Dyfi Hub in time for the weekly cycles, and providing any produce that has been purchased by customers to the Hub within the timeframes outlined. | |
| <ul style="list-style-type: none"> ● Respect and uphold the most recent agreed 'Logistics', as outlined above, and reviewed at Steering group meetings | |
| <ul style="list-style-type: none"> ● All producer members will be legally responsible for their own produce. Producers are responsible for their own: <ul style="list-style-type: none"> ○ Registration with environmental health (if required) ○ Up to date food hygiene certification ○ Legally compliant labelling for fruit, veg and secondary produce see here ○ Follow the egg marketing standards for eggs ○ Correct temperature storage of goods prior to receipt at the Hub ○ Have their own Public liability insurance | |
| <ul style="list-style-type: none"> ● Producers set their own pricing and will comply with competition law (guidance). | |
| <ul style="list-style-type: none"> ● Producers will not use the Bwyd Dyfi Hub to re-sell wholesale produce from another supplier. | |



- Producers will be responsible for declaring their income from the food hub according to HMRC rules

6. Setting up to sell on the Open Food Network

Getting started

- Go to the Open Food Network website <https://openfoodnetwork.org.uk/>
- Select "Sell" (the fourth option along the top of the webpage)
- The next page includes guidance, though not all is relevant if you are going to be selling via Bwyd Dyfi Hub, rather than directly to customers
- Scroll down to the question "Ready to get started?" Click "sign up"
- Set up your profile with your name, description, images and social media links

For step by step guidance on signing up as a producer and setting up your profile, check out this YouTube video - [How to register at Open Food Network UK](#) (NB the first 30 seconds describe a previous, slightly different version of the initial pages, so just follow the description above to access the correct page)

Once you've created your "profile" you'll be ready to list some produce for sale

Connecting your shop/profile to the Hub to be able to sell in BDH

- Go to "Enterprises",
- Select "Permissions",
- Then select your enterprise "permits" and search for Bwyd Dyfi Hub.
- Select the relevant tick boxes to the right - Allowing the Hub to do 'everything' can be helpful where last minute changes may be needed!

For further guidance, check out the short YouTube video - [Open Food Network - Give a Hub Permission to sell your products](#)

If you are struggling to set up your producer profiles or your stock list, please contact us to arrange a time to go through this with you (by phone or via Zoom) on: bwyd.dyfi.hub@gmail.com





7. Listing your produce for sale each week

Your shop needs to be **updated and ready to go by 10am each Thursday** for what you have available to supply to the hub the following Tuesday. The shop goes live each week at 1pm on Thursdays.

If you had an item for sale last time or your quantity was set to 'unlimited' it will roll over to the following week so it is essential to check all of your quantities that you're offering each week. **If you don't have something available, remember to set the quantity to zero.**

Refer to the OFN guide [here](#) for more help.

A quick way of checking what you're offering each week. is to go to run a report

- Go to 'Reports','Products and Inventory', 'all products' then export it as a spreadsheet.
- Open the spreadsheet and filter out the '0's and it'll show what you're offering with either the number or 'unlimited'

Remember to check the price that you are offering and that the Hub adds on 15/20% (as outlined in the Finance section of this guide)

Photos

Buyers make choices based on what the food looks like, so we would definitely recommend making sure that each product has a photograph and taking care with your photos. Use photos of your own produce rather than stock photos.

Thank you for being part of the Bwyd Dyfi Hub 



Our Vision

We are working towards the Bwyd Dyfi Hub being a space where....

...nutritious and sustainably grown local food is bought and sold,

...community comes together to buy, grow, eat, share and enjoy food that makes them proud,

...food growing will contribute to harmonious natural environments in the beautiful Dyfi Biosphere,

...producers can sell fresh food to a wider audience that appreciates their local and sustainable commitment,

...we will raise awareness of the quality of local produce,

...people can try local food for the first time...and we can raise excitement and demand for local food,

...we will contribute to the reduction of food miles within the Dyfi Biosphere,

...producers will be fairly rewarded for their work, and sustainable food production will create a viable income and be enterprising for new food producers

...the food hub will becoming a thriving and sustainable social enterprise that unites food producers with a community that has a caring and collaborative approach to food sovereignty and security,

...through our community hub we will build greater connection between food producers and eaters, and build respect and curiosity around where food comes from,

...we will run the hub as an open, reflective and collaborative space, where feedback, change and ambition are encouraged,

...we are always learning, and we hope the hub can inspire new ideas and welcome innovation,

...Bwyd Dyfi Hub will start of in the home of Aber Food Surplus, with a thriving volunteer team, and flourishing prospects of growing premises, and emerging collaboration with Mach Maethlon,

...We will start by selling produce to retail customers in the Aberystwyth area, and hope that through reflection, learning and collaboration the governance of the Bwyd Dyfi Hub will evolve to support a stronger local food system in the Dyfi Biosphere area based on agroecological principles...