

SUSTAINABLE FOOD SUMMIT

Building an economically viable food system

Lucy Jones

Co-founder, The Cornish Food Box Company



Who Are We?



- Ecommerce grocery delivery business
- Specialists in delivering Cornwall's finest produce across Cornwall & the UK
- Started in 2010 by Tor & Lucy
- Food for the weekly shop that supports the Cornish economy
- Corporate hampers, foodie gifts, and holiday cottage welcome packs



How we shop has changed over the past 50 years...



and this has a massive impact on our farming industry, our environment and rural economy.



Why is buying local food good for all of us?



- Economic Growth for Cornwall - Circular economy, jobs, investment, upskilling
- Traceability & trustworthiness
- Secure future for our rural community
- Better for the environment – recyclable packaging, low food miles, sustainable production



As consumers, we all have the power to make a difference by the choices we make everyday.

Ecommerce Platform

- ~ 250 PRODUCERS & 1500 PRODUCTS
- UK WIDE 5 DAY/WEEK DELIVERIES
- BOXES & INDIVIDUAL ITEMS
- SUBSCRIPTION OR ONE-OFF ORDERS


The screenshot displays the Cornish Food Box website interface. At the top, there are navigation links for 'SIGN IN' and 'CREATE AN ACCOUNT'. The main header features the 'Cornish Food Box' logo and a navigation menu with categories: FOOD BOXES, HAMPER & GIFTS, DAIRY & CHEESE, VEG, FRUIT & SALAD, MEAT & POULTRY, FISH & SEAFOOD, BAKERY, FOOD CUPBOARD, CELLAR, and CORPORATE ORDERS. A search bar and a shopping cart icon are also present.

The main content area features a large banner with the text: 'WELCOME TO THE CORNISH FOOD BOX. We deliver all over the UK, 5 days a week, Wednesday - Sunday. If you need a delivery on Monday or Tuesday please call us for availability. Deadline for ordering: 10pm, three days in advance of required delivery day. Minimum order of £10. Delivery starts from £2.50.'

The featured product is 'The Bestselling Seasonal Shop Box', priced at £38.99. It is marked as 'IN STOCK' with a SKU of 'BOXSEASONALFAMILYSHOP'. The product image shows a variety of fresh produce including apples, oranges, bananas, carrots, broccoli, and milk bottles.

The product page includes a quantity selector set to '1' and an 'Add to Cart' button. Below this is an 'ADD TO WISH LIST' button. The page also features a section titled 'Award winning Cornish Food Boxes from the heart of Cornwall delivered to homes across the UK.' and a detailed description of the box's contents, including a list of items: Medium Veg & Fruit Box, Treleague Farm's Unhomerogenised SS Cornish Milk 1ltr x 3, White Large Loaf, 12 free range St Ewe Eggs, and Cornish Spreadable Butter 250g.

Additional text on the page states: 'This box is only available for those who live in our local delivery area (Bodmin across to St Austell, and down to Lands End). If ordered to other areas the milk will be changed to Trewithon Cornish milk which comes in 100% recyclable plastic bottles. The veg, fruit and salad contents will change each week, and can change due to last minute availability. Please leave your bottles out for collection when you have your next delivery so they can be returned to the farm and refilled.'



A Sustainable & Economically Viable Food System...How do we achieve this?

1: Food production must be commercial

2: Accessible to all

3: Education

4: Support producers

5: Collaboration

6: Investment





Any questions?

www.thecornishfoodboxcompany.co.uk

lucy@thecornishfoodboxcompany.co.uk

01872 211533