

Good Food Nation

Your business can help make New Zealand a Good Food Nation

Good Food Nation is a project of the Sustainable Business Network (SBN). It brings businesses and community organisations together to solve the social and environmental challenges around our food. These include processed food, food insecurity, diabetes, food waste, soil depletion, and more.

We aim to create a future in which every meal created in New Zealand features healthy ingredients produced to high environmental standards.

What do we mean by 'good food'?

Good food should be grown, made, bought, sold and eaten in ways that strengthen our food systems.

Good Food:

- Is legal, safe, healthy and nutritious
- Contributes to local economies
- Reduces 'waste' and inefficiencies
- Protects water, soil and biodiversity
- Is transparent about where it comes from and how it is grown and cared for
- Recognises and enhances cultural diets and food practices

How are we making New Zealand a Good Food Nation?

Building the National Good Food Network

We have brought together and provided training for 13 groups working on food rescue, food literacy, public health, and access to healthy foods.

This has created The National Good Food Network. This network reaches one million people across New Zealand. It includes 10 Healthy Families locations that come from areas with higher-than-average rates of preventable chronic diseases like diabetes, higher-than-average rates of risk factors for these diseases, and/or high levels of deprivation.

Mentoring up and coming good food businesses

In the last two years our Good Food Boost project has made it possible for eight fledgling good food businesses to get direct support from some of the country's top food professionals. We are helping the next generation of successful Kiwi food businesses to be all about good food.

Training and advice to New Zealand's food sector

No matter the food business, or what stage it is at, we provide support to make them successful good food businesses.

Increasing the market share for good food

Good Food Nation is building a following all over New Zealand. We promote good food and leading good food business year round. We do this through events, the media and social media.

We improve accessibility of Good Food for all by collaborating with community and business to redistribute surplus food to those that need it. A win-win for everyone.

Get in behind New Zealand as a Good Food Nation

We want your business to partner with New Zealand's Good Food Nation

- Unite your company vision with this visionary national movement
- Be instrumental in ongoing practical action to improve New Zealand's food system. Directly supporting local initiatives to solve social and environmental challenges relating to food across New Zealand
- Create a new flow of good food to communities in need by examining, improving and testing new solutions that address **surplus food and wasted food**. The group's activities will influence others to create a better national good food distribution system
- Align your brand with real progress at the cutting edge of New Zealand's food sector
- Connect your business with some of the nations most loved and respected foodies and organisations
- Invigorate staff engagement and motivation
- Be ahead of the game, innovating beyond certification and compliance

Partnership includes:

For an investment of \$10,000 a year, SBN can offer:

- Involvement in the development and promotion of New Zealand's Good Food Nation: business based solutions to wasted food that closes the gap in our communities
- Promotion of your business and its role in Good Food through the Sustainable Business Network and its media channels
- Involvement in the national Good Food Procurement Criteria

- Joining the Good Food Boost as a mentor or judge, with associated national media promotion
- An annual complimentary Sustainability Assessment for your business, based on a three hour review and summary report
- Attendance for two staff at training and networking workshops
- Attendance at two national or regional Hui a year, where Good Food businesses meet to collaborate and share their knowledge and experience

Sponsorship includes:

For an investment of \$5,000 a year, SBN can offer:

- Promotion of your business and its role in Good Food through the Sustainable Business Network and its media channels
- Involvement in the development of New Zealand’s Good Food Nation: business based solutions to wasted food that closes the gap in our communities



Partners

Support Partners