

Fresh Range: <https://www.fresh-range.com/>



[Fresh Range](#) is a new on-line food retailer, using a business model which overcomes many of the problems that small-scale local producers experience with marketing, distribution and retail. They say “We believe seasonal, fresh food should be available at an accessible price to all, regardless of social demographic or geographic differences. Our mission is to serve more customers with high quality, healthy food at fair prices for both customers and producers.” Fresh Range collect from local producers and deliver to customers in the Bath and Bristol area. Their [products pages](#) often include the equivalent supermarket price.

### **Report from Bath & North East Somerset Council on their School Food Contract**

Bath and North East Somerset Council are piloting a new school food contract which gives local, independent producers greater opportunities to supply primary school meals and increases options for seasonal produce on the menu. The Council runs a very successful catering service supplying meals to over 60 local primary schools and nurseries. Following discussions with local food suppliers, a new Dynamic Purchasing System (DPS) has been put in place which allows for more than one supplier per type of product, and allows organisations to join in the contract after the initial contract set up. The council is working with independent, online local food store, Fresh- Range, to pilot the new system with Fresh-Range being responsible for all orders and deliveries.

The key benefits of the new approach are:

- Greater opportunities for local producers and suppliers to supply schools; resulting in a wider choice of suppliers
- Consolidation of orders and one delivery drop; meaning a reduction in carbon emissions.
- Local, healthy food for local primary school children (with the potential to roll out to academies too)
- Increased options for seasonal produce on the menu

The Council’s catering service has also recently achieved the Soil Association’s Silver Food For Life Catering Mark for serving healthy meals prepared from organic, local and sustainably sourced ingredients.

The contract has been live since September 2016 but there are still opportunities to join the contract. If you are food producer and would like to find out more about becoming part of the contract please contact Linda McCalister on 01225477273 or [linda\\_mccalister@bathnes.gov.uk](mailto:linda_mccalister@bathnes.gov.uk).