



Member briefing - 15 October 2020

Agenda

1. Welcome and introduction (Jade)
2. Insights from the survey and discussion (Penelope)
3. Future state
 - a. Community (Libby)
 - b. Supply (Fiona)
 - c. Shopping (Dean)
4. Summary and key points (Bec)
5. AGM - new date!
6. Discussion (All)

What we have heard from you...

What you have told us

The top 4 factors that influence how you purchase produce generally;



1. Locally grown, within 150km from Beechworth

2. No plastic or minimal packaging and waste

3. Price conscious

4. Produced using land regenerative principles

What you have told us

The top 4 reasons why you shop at the Co-Op;

- 
1. To support local growers so our local food system is sustainable.
 2. So my food is available with minimum packaging and waste.
 3. So my food is produced in a way that does not degrade the land so that there is a sustainable food cycle
 4. I am reducing carbon emissions so we are creating a sustainable future, combating climate change

What you have told us

The top 4 areas you feel the aim or focus of the Co-op should be;

- 
1. To support local farmers
 2. To reduce food miles and carbon footprint
 3. To support farmers who use regenerative production principles
 4. To have access to certified organic food

What you have told us

What you value most from your Co-op membership;

1. Being part of a community that prioritises local growers and transparent food production

2. To access to dry goods

3. To access to fresh local produce

4. I get an In store discount



What you have told us

The key themes from your written feedback;

- 
- The background of the list is a photograph of a wicker basket containing several bright yellow lemons and a bunch of fresh green dill. The basket is made of light brown wicker and is set against a white background.
1. Stock levels need to be reliable
 2. Stocked product need to be of quality and fresh
 3. There needs to be advertising and communication of products and stock levels
 4. The co-op has it's own value-proposition and does not compete with other local businesses

Outcomes - how the Co-Op is adapting

Direction - Community

Community has always been core to the co-op, however it is recognised that engagement has ebbed and flowed - we all want to see that change.

Monthly hosted
catch up's

It takes ~~two~~ you
to tango

Community
youth garden

Mindset Shift-
the co-op as a
Hub not a Shop

- Each board member will host one monthly catch-up per year, and the co-op board will organise 4 events annually (nominally quarterly) - make sure you come along to meet, discuss and discover
- Communities need to be nurtured - it's also nice to get together when there is not a crisis !
- Information and insights about local growers
- The Co-Op youth garden will launch late in the year enabling education and small patch crops for young members and school groups
- Everyone has something to contribute, members are encouraged to run their own how-to / let me help you sessions.

“Our location lends itself to be much more than a shop, it should be a familiar and inviting space where members can feel relaxed and catch-up.”

Direction - Supply Principles

When deciding to stock a product the Co-op will evaluate each of the following;

Regenerative Farming
Practices

Food Miles

Minimised packaging
and waste

- The co-op will work with producers to develop an understanding of their values, production philosophy, packaging and distribution practices, this will inform how the producer is positioned in relation to the 3 supply principles
- We will stock products that align most closely align with our supply principles
- The principles do not have a set priority or weighting and guidelines for selection will evolve over time - this will be overseen by the board
- Whilst we recognise and respect organic certification our supply approach will be take an holistic approach, so there will be a preference for product produced locally using regenerative practices, versus one from further afield that is certified organic
- We will only stock Australian grown produce and processed product must contain at least 80% Australian product

Direction - Buying from the Co-Op

Familiar...but a little different;

Fresh Friday

Buy online
Mon - Wed,
pickup Fri-Sat
from the Hub

Buy direct
from the Hub
Fri - Sat

Pay by card
or with
coop-credits
(no cash)

100+ high
turnover
product lines

- Ability to buy dry produce direct from the hub, however this will be pre packed preset sizes (500g, 1kg etc)
- Quality, freshness and cashflow are important, so only higher turnover products will be stocked - lovers of navy beans will need to encourage others to get on board !
- A renewed focus on fresh. The board is exploring a model through the Open Food Network and aligning our delivery days with the Wang Farmers Market. This will simplify logistics for producers and increase the product range to our members (incl broader seasonal product offering).
- Fresh will only be available through online pre-purchase, orders to be placed Mon - Wed and picked up from the co-op on the Friday or Saturday
- Current stock levels will be available from the buy page on the website
- Each and every shift will need to be resourced by volunteers

In summary



At its core the value proposition for co-op membership is;

1. You are part of a like minded community of people - we care about where and how our food is produced
2. All co-op produce is ethically produced and aligned with the co-op's supply principles;
 - Regenerative farming
 - Minimal packaging
 - Low Food Miles - local, regional or Australian

The Co-Op will re-open on 6th November;

1. All stocked product is aligned with our supply principles
2. We aim to stock 100+ high turn-over items (it may take a few weeks to reach this point)
3. Some producers and suppliers will change to align with our supply principles
4. Online purchase is preferred, however in-store purchase of products will resume upon reopening
5. Pickup and in-store purchase on Fridays and Saturdays
6. No cash - card or pre purchased co-op credits only
7. Further work is needed to confirm if and how fresh produce supply proceeds
8. The Co-Op only sells product to paid up members - its a members only shopping experience
 - a. Existing paid membership is automatically extended to 30 June 2021
 - b. Unpaid or new membership through to 30 June 2021 is only \$25
 - c. Annual membership from 1 July 2021 is set at \$60 per household

Survival of the Co-Op depends on you;

- Active, self-motivated and regular volunteer base is mandatory for the co-op to open and remain open
- Range of roles - packers, front counter, shift coordinator, comms & marketing, book-keeping - we need you all !

Q & A