

BREAZE Local

Stakeholder Meeting

Saturday, 13 February, 2010

BREAZE Balla at South United Church,
Enterprising Communities
Central Highlands Agribusiness Forum

08/12/2009

Agenda

- Opening, Agenda Review
- The story so far
- Different co-op models
- Small group discussions



----- Arvo Tea -----

- Report back from small groups
- Where to from here



Food Miles Game



The story so far

- 2008
 - Original Working Group
 - Enterprise Charter, Survey
 - Draft Business Plan
- 2009
 - Funding, Steering Committee
- 2010
 - Business Plan Development



Enterprise Charter

- Source products locally
- Promote and support sustainable land use
- Promote diversity in local food production
- Minimize packaging
- Promote Community Development towards sustainability
- Promote sustainable local communities and business networks
- Operate as a non-profit organisation



BREAZE Survey Results

- What do people want to buy?
 - Pantry staples 98%
 - Fresh fruit & vegies 98%
 - Sustainable non-food items 97%
 - Tea/coffee 87%
 - Bread 87%
 - Eggs 82%



Survey (cont)

- How often would you buy
 - Weekly 54%, fortnightly 38%
- Preferred opening hours on weekend 46%
- Happy to order & pay in advance 73%
- Happy to order online 88%
- Discount provided for volunteering 60%
- Interested in volunteering 64%



Different co-op models



Food co-op examples

- Dry foods only. Pre-order, pay & distribute. The Warrambool Unpackaged Food Co-op.
- Dry goods, perishables pre-ordered, regular, but limited opening hours. Similar to CERES
- Full store. Dry & fresh goods available with generous opening hours. Friends of the Earth



Dry foods only. Pre-order, pay & distribute. The Warrambool Unpackaged Food Co-op.



**Dry goods, perishables pre-ordered, regular
but limited opening hours.**



Full store. Dry & fresh goods available with generous opening hours. (Manly Co-op)



Feedback

- Group 1
 - Membership – price, benefits
 - Volunteering
- Group 2
 - Products, Suppliers
 - Local food only?
- Group 3
 - Online ordering, prepayment
 - location needs



Where to from here

- Outcomes of today to Steering Committee
- Development of Business Plan
- Raise capital
- Open the doors!
- Future developments....

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