

The logo for Manchester Veg people is a green arrow pointing to the right. Inside the arrow, the word "MANCHESTER" is written in a small, white, sans-serif font. Below it, the words "Veg people" are written in a larger, white, serif font, with "Veg" in a bold, lowercase style and "people" in a regular, lowercase style.

# MANCHESTER Veg people

A co-operative approach to feeding a city

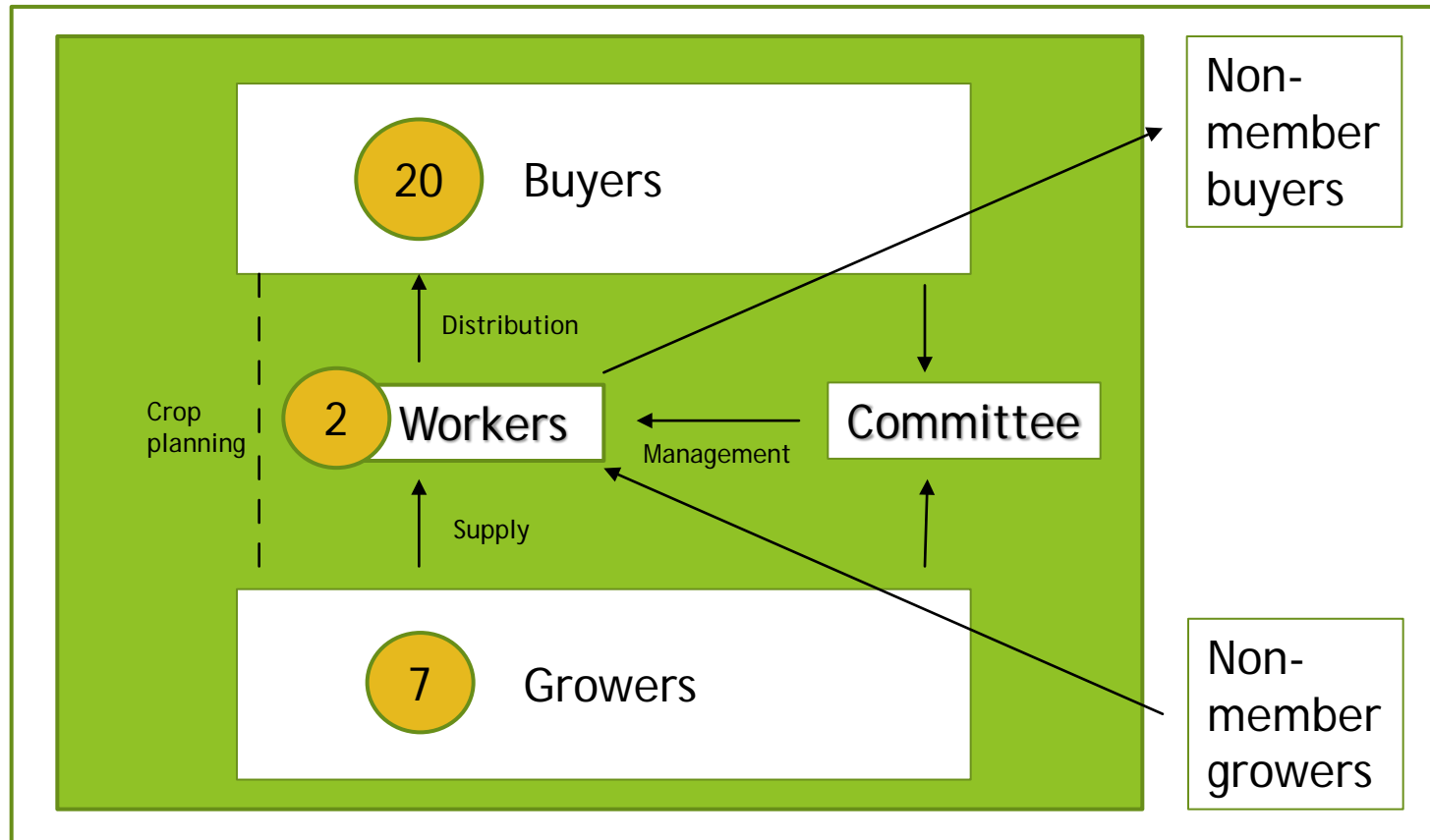
# Context

1. Existing growers and buyers wanting to crop plan
2. Gap in the market - catering
3. Research into other grower co-ops
4. Manchester's Sustainable Food Movement
  - retail - Unicorn Grocery
  - project workers - Kindling Trust
  - city-wide strategy - *Feeding*Manchester
  - labour - Greater Manchester Land Army
  - new growers - FarmStart & Commercial Horticulture course

# Core aims

1. Local - everything grown and sold within 50 miles of Manchester City Centre
2. Organic - although we're also selling 'in-conversion' and 'pre-conversion' in order to support new growers
3. Veg - although we also sell eggs
4. Seasonal - not like a conventional wholesaler
5. Growing to a plan - annual crop planning between growers and buyers
6. Fair pricing - prices to growers based on true costs of production
7. Buyers and growers working together

# Structure



All within 50 mile radius of Manchester

# Issues with supply

1. Not enough growers
2. No grower with root washing facilities
3. Reliability, trustworthiness and communication are essential
4. Inconsistency of supply - menu planning requires reliability and advance knowledge of supply
5. Low value orders
6. Transport difficulties
7. Market prices - while we develop our costs of production tool

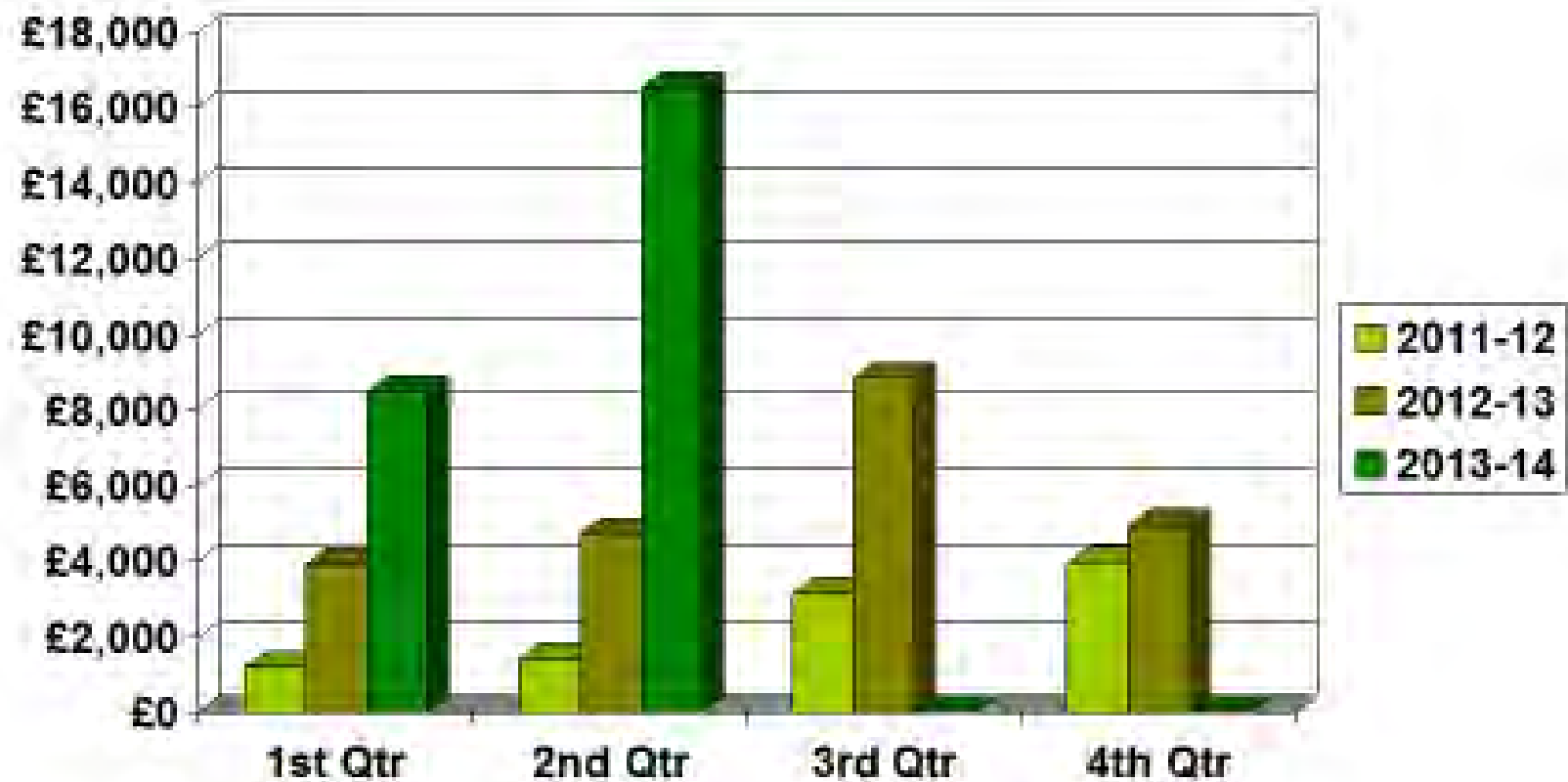
# Issues with demand

1. Demand is more for 'specials' rather than 'staples'
2. Tricky ordering lead-in time
3. Low value orders - we now have a minimum order
4. Relationships are key - customers often lost when chefs change
5. Orders always need chasing
6. Slow payment
7. Getting big institutions on-board is hard

# Positives

1. Strong demand, sales increasing
2. Quality - brilliant feedback from chefs
3. Local - our other big USP. Organic is much less important
4. Caterers are prepared to pay good prices
5. Some interesting feedback on overall value for money
6. Fantastic range of produce, everything from asparagus to yarrow. Now over 130 different lines
7. Great marketing opportunity

# MVP Sales

























The logo consists of a dark green arrow pointing to the right. Inside the arrow, the word "MANCHESTER" is written in a white, uppercase, serif font. Below it, the words "Veg people" are written in a white, lowercase, serif font, with "Veg" being significantly larger and bolder than "people".

# MANCHESTER Veg people

Keeping it fresh, organic & local