

Location / Date

20-06-2017 at Think, Æbeløgade 4

Present:

Magnus, Alexander, Roland, Julie, Sarah

Introduction

- Think – is interested in working towards a Farmer's market style platform (which could be a collaboration with KBHFF)
- Julie – Butiksgruppen NB, member since 2015. Nutrition researcher.
- Roland – Indkøbsgruppen, member since 2011. Postdoc at DTU.
- Alexander – Indkøbsgruppen, member since 2011, participated in starting KBHFF Engros. Tried to restart the Eggplant project. Has become less active since moving to Kalundborg. Research assistant in Høje Tastrup (agro-ecology).
- Magnus – MSc student CBS Business & Philosophy, interested in organisational structures. Member in KBHFF since 2016, member of distributionsgruppen and bestyrelsen.
- Kristina – MSc project on KBHFF, VB, indkøbsgruppen, lugeture. Interest in member engagement.
- Sarah – member in ØB since 2016. Packer and part of butikgruppen. Volunteer work with legal assistance to activists. Experience with COOP's in the UK. Part-time job as environmental consultant working with waste.
- Martin – represents Think perspective, ideal of reducing the distance between consumer and producer in DK.

Previous Work Done

- Vision – ideals vs. impact
- Vision Workshop 2016 – several ideas for improvements came up. See: <http://kbhff.wikispaces.com/Visionsworkshop+l%C3%B8rdag+d.+27.+februar+2016>
- Anthropologists project – report should be finished now
- Better access to KBHFF (bedre indgang til KBHFF Jan 2017) – transparency of structure what to do in shifts, knowledge and experience sharing between shops and common groups, community feeling
 - Fællesskabskultur – active, can be contacted
 - Introductionvideos to KBHFF – seems active
 - Keeping members – not active since Jan 2017
- Eggplant
 - previous attempt to develop a new combined member and buying system, which was funded and developed by volunteers and directed by a company
 - development mostly happened without direct contact to KBHFF
 - Torsten (developer of current system) was not involved in development of Eggplant

- Meanwhile, Jonas managed to establish contact to Torsten again, work on Eggplant was stopped

Knowledge we need

- Materials to collect
 - Student project anthropology (Magnus finds report)
 - previous business plan / business strategy
 - agreements with farmers
- What is the current no. of members, how many bags do we sell, what is the profit margin
- Which working groups are there?
- Which tasks do the employees have?
- What competitors are there – what are the edges that define us, what models could we choose

Which Tasks Should the Working Group Look Into

- ENGROS
 - Summary:
 - Separate institution
 - Completely dependent on KBHFF at the moment
 - Cooperation agreement needs to be agreed
 - Decision:
 - Partnership will be discussed as part of the workgroup, this will happen once we know more about the business plan
- Negotiation of prices with farmers
 - Decision: “nice to have”, other problems are more important
- Define the ranges (scenarios) – which developments do we consider possible? What are the extremes? Full IT or open source, supermarket or volunteer organisation supplying all of DK.
- Business plan / Operational budgets
 - Summary:
 - should include IT and/or
 - a 25 hour employee, and/or
 - part time employees in the shops
 - We will look into
 - More employees - important – workgroup evaluates which gaps there are, tries to define tasks for employees, figures out time estimates for how much work employees need to put and comes up with different models for how this could be approached
 - Logistics - have private storage available in the local shops, different forms of transport...
 - Alternative memberships (e.g., paying memberships, what duties and rights do different members have) – we want to include these

- Part of this can be to consider different policies (no manure from pig farms) and educational activities (visits from schools to farms), invite discussions on the future of organic agriculture – these items might help to define an edge if KBHFF is, for example, very small in the future
 - What products do we want to make available – personalised bags? Different kinds of bags?
 - Member engagement – this becomes relevant for the business plan when we, e.g., need more coordinators
- IT developments – not discussed

TODO for the next meeting

- **Everyone** Define your limits – which developments do we consider possible? What are the extremes for everyone? What are No Go's? – We will try to condense this during the next meeting
- Basic research
 - Student project anthropology – find the report, read it summarize and present at next meeting (**Kristina?**)
 - Find previous business plan / business strategy, agreements with farmers (**Roland**, contacts Jonas)
 - Financial analysis - what is the current no. of members, how many bags do we sell, what is the profit margin, what does it cost to hire an employee? (**Julie**, contacts Karina)
 - Organisational analysis - Which working groups are there? What do the working groups do? Which tasks do the employees have?
Which tasks need to be done, what is done by volunteers, what is done by employees?
Level of details is decided by whoever does it
(**Magnus + Alexander**, alternatively Roland)
 - What competitors are there – what are the edges that define us, what models could we choose (**Martin + Sarah**)
 - Who is working on member retainment, how? (**Sarah** contacts Kristina, Eline)
- Business plan / Operational budgets
 - Will be looked into after the next meeting
 - Some forms of member engagement might involve the
- ENGROS -postponed
- Negotiation of prices with farmers - postponed

Date for next meeting

- Sarah creates doodle for 10th of July until 18th of August
- Roland sends agenda one week in advance