

## Location/Date

31-06-2017 at Think, Æbeløgade 4

## Present

Magnus, Martin, Roland, Julie, Sarah, Kristina, Alexander

### Personal first experiences of organisation

*Come once for the meeting and leave – not what they expect*  
*People don't feel like a part of the community*  
*Feeling of wasting time – not social dynamics, personal experience*  
*Mentorship is good*  
*Role ambiguity and structure ambiguity*  
*Wiki is to messy*

### Previous business plan / strategy / vision, agreements with farmers (Roland)

*No previous business plan – not on Wiki, not known by Jonas*  
*10 basic principles on kbhff.dk located in about section*  
*transparent available documents*  
*1 permanent contract w Birkemosegaard, running contracts with other farmers, negotiated in the beginning of season*  
*general principles (Rolands presentation)*  
*Hungry gap – review*  
*Feedback model in the shops didn't work*  
*People who engage leave with projects – fx Økohub*  
*Lack of clear statistics from a financial perspective*  
*Peak in 2012 (520 bags on average)*  
*2013 to 2014 halved the drift from 235,000 to 110,000*  
*2013 to 2014 drop in members = introduction of member system where people should take shift*  
*Our own distribution network has been considered, map routes and circulate the distribution from the on the weekly basis*  
*? which requirements do we have about being organic, how flexible are they*  
*?We should check up on the regulations around what produce we can handle*  
*?agreements with farmers hard to track – should we create some official*  
*?How are shop facilities organized – is there a central way? how should they be products presented*  
*?Potential in shift of fælleslager – 100,000 a year (remember the importance of meeting facilities)*

- *VSM project on purpose and goals of the central groups*  
<http://kbhff.wikispaces.com/VSM+dokument-arkiv>

**-Organisational analysis - How does KBHFF function at the moment (Magnus+Alexander)**

*More or less 20 people in total who do everything from the main groups  
Bestyrelse – responsible legal person, employer of employees  
Distribution keeps an eye on the local shop groups  
Shops have no idea of their spending and spending budget  
Previously, shops were economically independent, paid farmers independently  
Local groups can sign up at KBHFF at the General Assembly  
No immediate transparency/overview about spending  
???Active, inactive, contingent payers, who can buy bags, who takes shifts  
POV: engaging the inactive system*

**-Financial analysis - Current no. of members, profit margin, cost of employees, etc. (Julie)**

*Subscriptions, contingent, administration categories are flex  
73.500 for 35 hours a month employee a year  
Contingent and subscriptions are the ones that keep us above zero  
Main reason for introduction of contingent – info about number of active members  
More detail on numbers – averages bags/year  
?how does this system work, does the kassesemester know how to receive the contingent?  
who buys bags?  
Access to database, law about data protection*

**-Current work on member retainment (Sarah, Kristina (Eline)?)**

*Fællesskabskultur project <http://kbhff.wikispaces.com/Fællesskabskultur+-+projekt>*

*Member retainment – no current projects  
Evalueringskorps – 2013 looked at members and their characteristics  
medlemsundersøgelse – 2014 people on a member to customer scale  
Other complications – lack of leadership, ambiguity of roles  
New survey aka Evalueringskorps  
Solve some issues before we re-activate members  
?Subscriptions instead of ordering bags (57% think it's complicated to order bags 2014)*

**19:00-19:15 Analysis of competitors and potential (business) models for KBHFF (Sarah+Martin)**

- *madsamling (French) producer-host-client platform where you can sign for everyone of each. Weekly basis, various products, not 10% of sale – platform, 10% of sale for host. Profit-potential oriented*
- *Growr – shop in a shop, distribution not organized, post nord as distributor in the past, no eco requirement, beta-solution*
- *freshland – short links between producer-distributor-client, all*

*Portuguese, non eco, selling predominantly to supermarkets, working within a Portuguese network. same procurement system, no waste.*

*Publicity – inspiration*

- *Aarstiderne – organic, subscription, box services, to the door, own distribution, expensive*
- *Østergro – partner/competitor share-based agriculture, 40 members – waiting list. own collect, external partner in Dragør. 500/month, pay in advance 3000kr. for half a year. 1 fulltime, 1 part-time. Additional income – classes, tours. Restaurant experience next to it.*

*common for all = subscription-based, the same person who started still runs it*

### **19:15-19:45 Brainstorm - what models can we imagine, what are NoGo's for everyone (All)**

Odense and Århus – appealing platforms and webshops

Farmers in the process of becoming organic

Different sizes

Subscription

supply-based platform, that offers markets, subscription and produce up for demand

volunteer-org is vulnerable in terms of information, responsibility, structuring

new model that provides living foundation

ecosystem - cluster platform that allows initiatives to grow, non-engaged it

company maintains the platform for 1% of transactions

shop groups develop financial resources based on their work

who should run the platform

scope of eggplant, how do we do something different, they were external

programmers

shareholder-based company?

model that is based for it

for future – how do we provide the competitive value – is it organic local food

at fair prices? how do we continue acting like a sustainable

community, rather than start thinking as a supermarket

### **Proposed distribution chain, containing different small business as parts of the chain:**

1. Producer
2. Distributor (new external part in the chain, small business-based)
3. Host
4. Customer

Several plans: with or without money funding

What do we wish for organization

how can we restructure

more types of bags – products

grassroot 4ever, but external service that support us  
build and maintain the community/movement around local food  
volunteer-based structure, volunteer resources

**Questions:**

feedback from existing members based on projects

should we centralize

what are the main needs

survey to active members first, before we propose offers to inactive members

(Julie)

database and statistics of the member behavior

Slack (Martin)

Business model canvas (Kristina)

Arrange meeting (Roland)

**GENERAL ASSEMBLY : 25<sup>TH</sup> OF NOVEMBER, WHO ARRANGES**