Members’ meeting

Thursday 9th January 2023 7.00 – 8.30pm

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Agenda

- 7.00pm Welcome and approve minutes of last meeting in September 2022
- 7.05pm Business Update – progress on our 4 strategic goals
- 7.30pm Talks from Tolhurst (Sparrow) and Hempen (Sophia)
- 8.00pm Time for questions and mingling with other members
- 8.30pm Close

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True Food mission and vision

- Vision: Our communities enjoy sustainable, ethical food and household products.
- Mission: to accelerate change towards more sustainable lifestyles by:
  - Selling organic, ethical, and zero waste food and household products
  - Providing support and education

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Our four strategic goals

1. Attain financial sustainability
2. Achieve a broad and active membership
3. Widen access to our products
4. Provide support and education to encourage sustainable lifestyles

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Objective 1: Attain financial sustainability

- Short term objective to increase sales
  - How? By knowing our customer and targeting our marketing towards them
  - How? By improving our product range
  - How? By increasing our membership
- Finance update from our treasurer, Helen Eales

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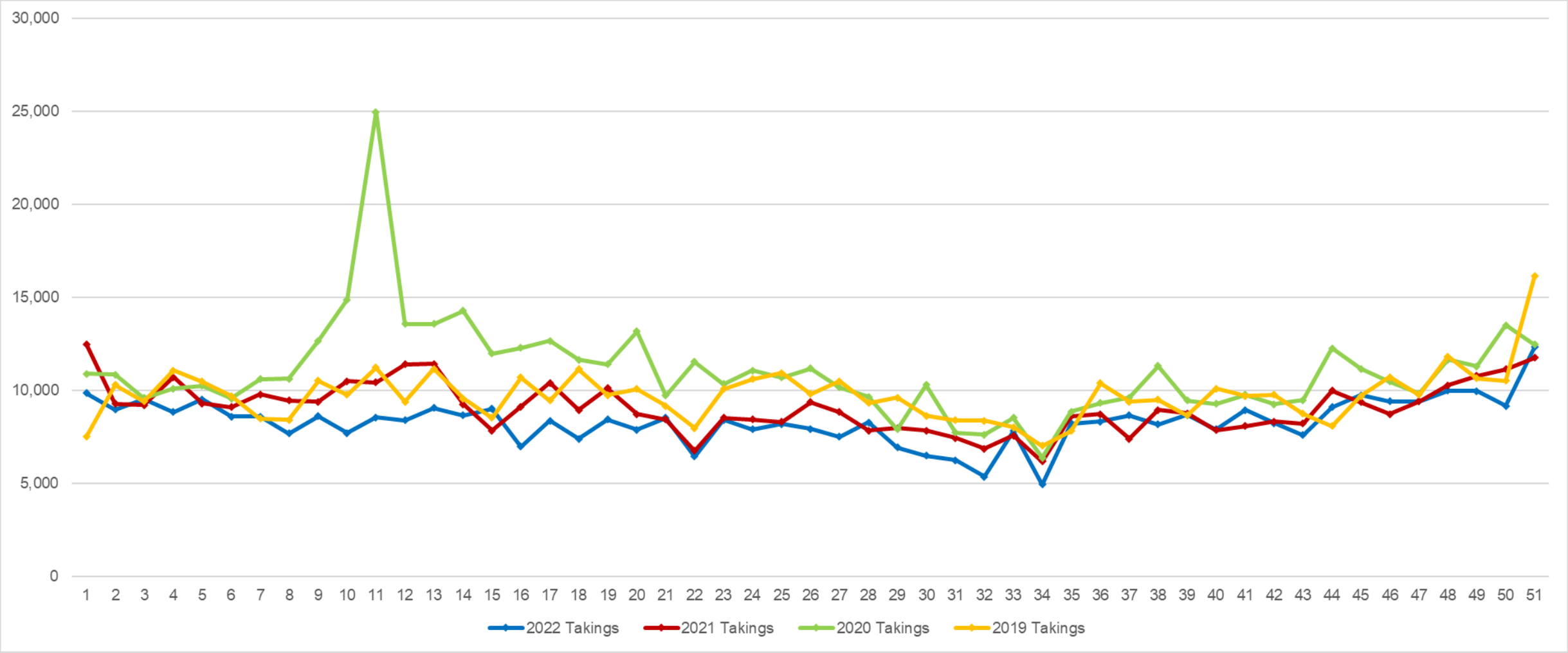
Weekly takings 2022



FULL YEAR TAKINGS			
2022	**2021**	**2020**	**2019**
426,562	464,661	562,420	497,454

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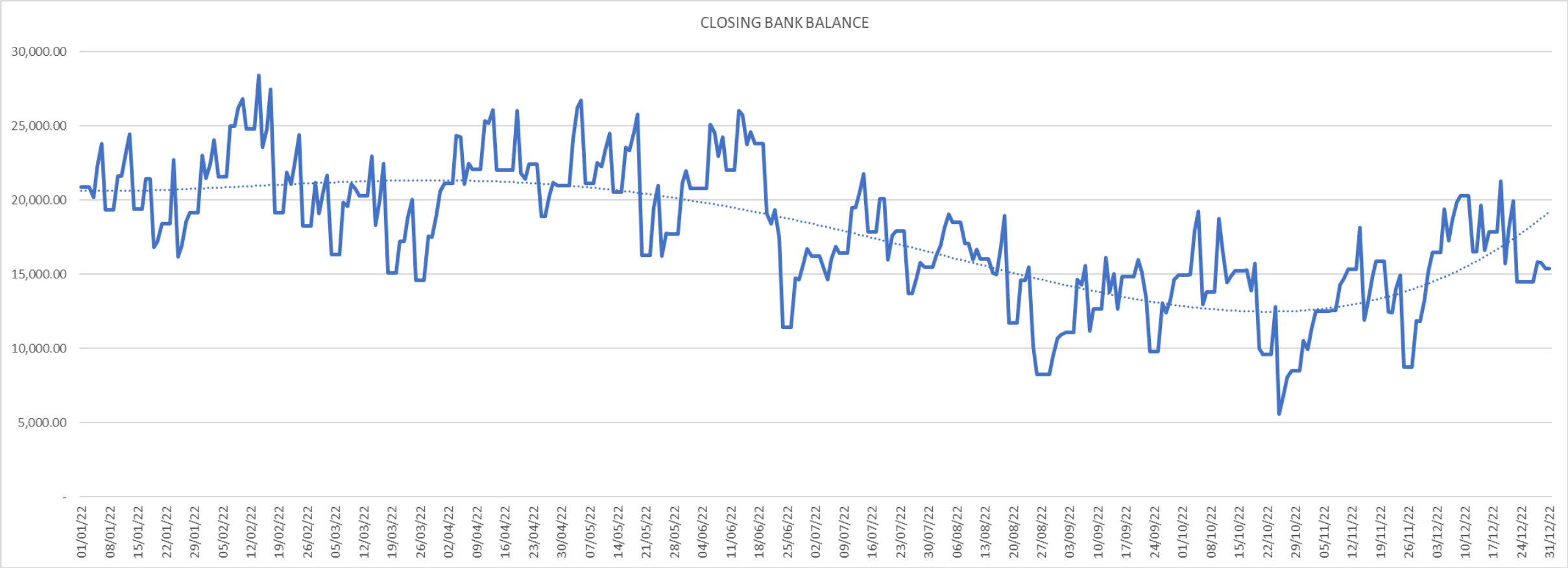
Daily bank balance



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2022 Financial Update

	2022 DRAFT	2022 Budget	2021	2020
Total Income	402,162	387,960	441,751	539,768
Cost of Sales	(279,206)	(262,638)	(317,817)	(396,701)
Gross Profit	**122,956**	**125,322**	**123,934**	**143,067**
Gross Margin	*30.6%*	*32.3%*	*28.1%*	*26.5%*
Other Income	2,874	1,895	2,065	13,630
Overheads	(131,436)	(140,590)	(143,503)	(144,593)
Net (loss) / profit	**(5,606)**	**(13,374)**	**(17,504)**	**12,104**
Bank & cash in hand	**15,727**	***n/a***	**22,086**	**27,662**
Net Assets	**20,376**	***n/a***	**25,899**	**43,741**

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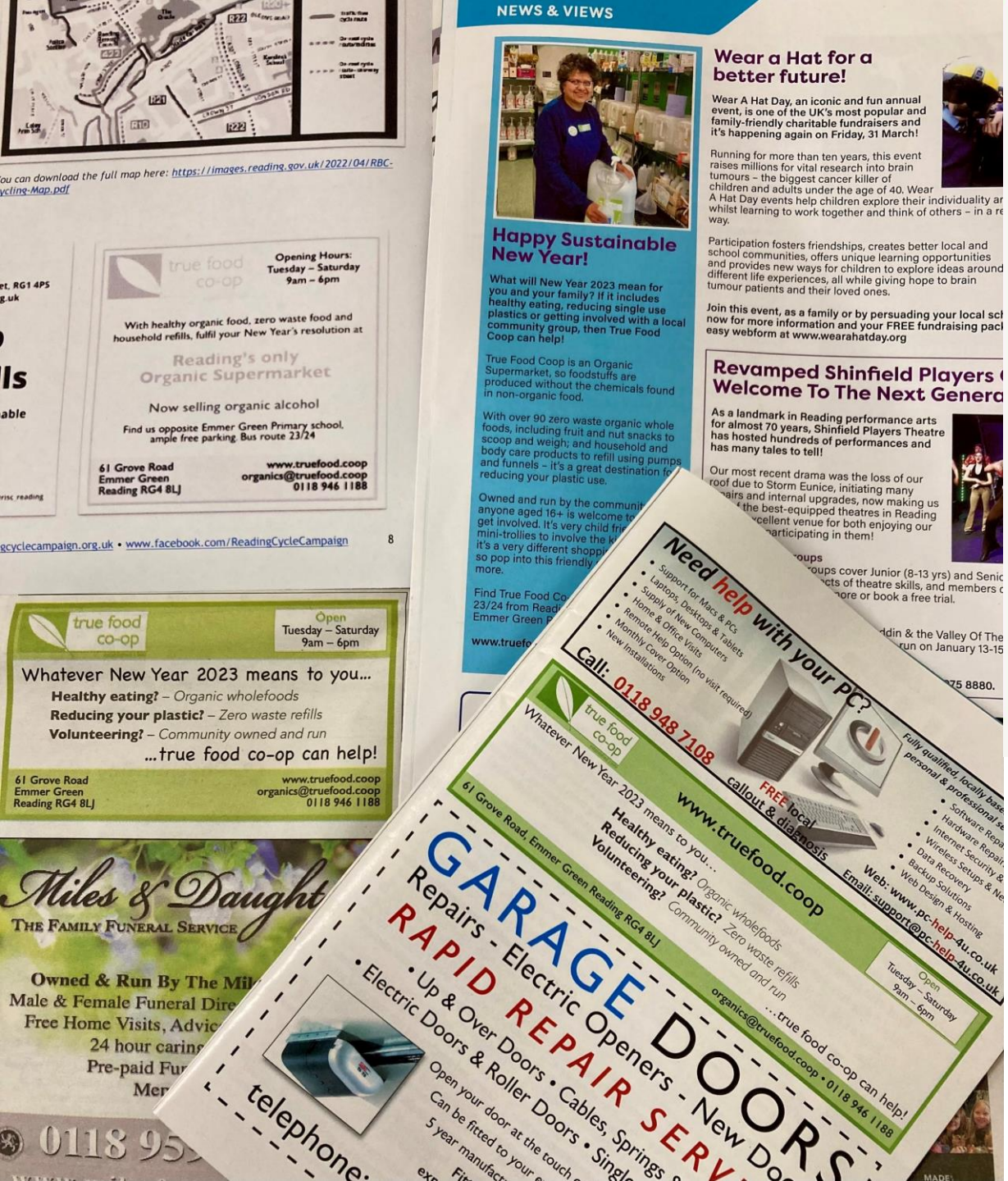

Helping You Reduce Single Use Plastics

January is a great time to make a renewed effort to be more environmentally friendly. If you want to buy plastic free, zero waste organic foods and ethical household and body care refills, we can help you.

FIND OUT MORE...

BROWSE HOUSEHOLD REFILLS

BROWSE ZERO WASTE FOODS

Shopping refills is a bit weird if you're not used to it! You can watch this short film or check our FAQs for advice on how it all works, or you can just turn up as we provide bags and bottles (new and donated).

Website: www.truefood.coop

Facebook: True Food Community Co-operative

Instagram: Truefoodcoop

Twitter: True Food Coop

YouTube: True Food Co-op Organic Supermarket

Google Business Profile

Objective 2: Achieve a broad and active membership

- The importance of our membership
  - We rely on the membership to function
  - Members tend to be committed shoppers at True Food
- Declining membership numbers
  - Numbers had declined from around 400 to around 70 members in 2022

Action taken:

- Membership made more attractive and inclusive by:
  - Allowing for differing ways to be active, reflecting circumstances, skills and interests
  - Keep our current discount scheme and introducing monthly special offers for all members
  - Lowering the cost to join to £5 with no renewal fee
- Impact of changes
  - Increased membership to 177 at start of 2023.
  - True Food is a larger community, including many regular shoppers
  - Financially, the change is currently neutral in terms of membership income. But sales not increasing
  - New members engaging in different ways

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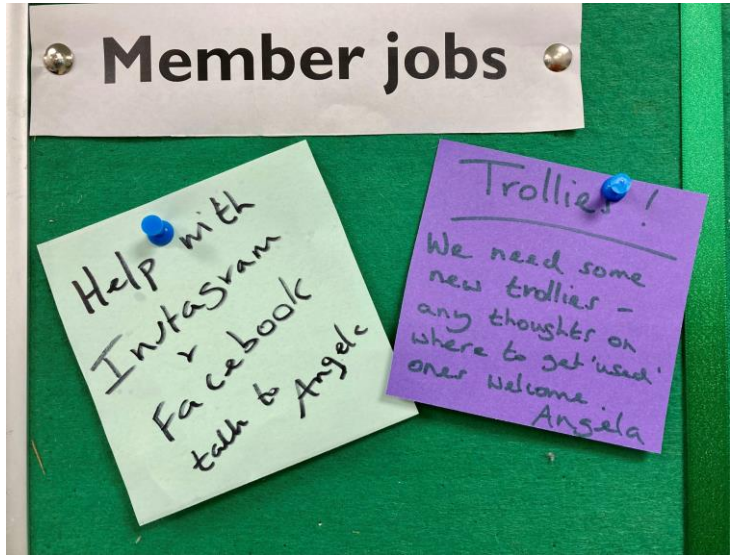
Member engagement

Help needed	Number of members
Ambassador	50
Shop - Till	54
Shop – Restock	31
Shop – Open/Close	31
Shop – Clean	23
Maintenance	8
Community events	24
Marketing	16
Administration	16
IT	8

Other:

- Committee
- Aprons
- Membership Admin
- Artwork
- Accountancy
- Local deliveries



Objective 4: Provide support and education to encourage sustainable lifestyles

Progress:

- Working group formed
- Framework drafted to outline 3- stage implementation plan
- New lifestyle categories for our website
  - Recipes/Ingredient guides
  - Information & opinions
  - Shop news
  - Green living tips & tricks

Create a knowledge bank

Core assets – key topic factsheets & information

Live assets – continually updated practical content

Engage our members, customers & our community

Deliver long term benefits to the community & the shop

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Objective 4: Provide support and education to encourage sustainable lifestyles

Ingredient: Chickpeas

What is it: A pulse

Does it count as one of the recommended 5 fruit & veg a day?
Yes, but if you have 2 different pulses in one day they can only count as one portion of veg. NHS guidelines say 3 heaped tablespoons of cooked pulses makes one portion of veg.

Does it count as one of the recommended 30 different plant foods a week?
Yes! Chickpeas are the seeds of a legume.

Key nutritional value: Protein, Vitamin B, Fibre.

How can you buy them?
Dried or tinned

Do they need to be cooked?
Yes and No…

Tinned chickpeas are ready to eat straight from the tin because they have already been cooked. They will hold their shape and take on flavour if you add them into your dish during cooking. You can add them to soups, curries or stews at any point during the cooking process - the minimum cooking time is as long as it takes for them to be heated through because they have already been cooked.

Dried chickpeas need to be rehydrated, and then cooked before they can be used in the same way:

1. 100g of dried chickpeas will equate to approximately 1 standard 400g tin (i.e 250g drained). So as a rough guide, the dried weight x 2.5 gives you the cooked weight.

2. Rehydrate the chickpeas in a container that is at least twice the volume that the dried chickpeas take up. Fill the bowl with enough water to make up at least twice the volume of the dried chickpeas and leave to soak for a minimum of 12 hours. If you want to leave them soaking longer, just keep them in the fridge until you are ready to cook them.

3. Drain the chickpeas from their soaking water and put into a saucepan big enough that they only half fill it. Add enough water to cover the chickpeas by about 2cm. Bring to the boil and simmer for approximately 35-45 minutes. After 35 minutes test by either tasting one and making sure it is soft all the way through. The chickpeas tend not to carry on cooking after you have turned off the heat so make sure they are soft before you turn them off and drain.

Next steps:

- Finalise templates for live assets and **circulate to members for contributions** in key categories
- Align live asset pipeline to website content & social media posts
- Finalise core assets as reference documents for use in the shop & events

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More work to do on these and our other goal

3. Work out how we widen access to our products in ways that we can sustain
   - Price and range always being considered
   - Other longer term ideas include regular pop up at market and maybe some form of delivery/click and collect

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Talks from Tolhurst (Sparrow) and Hempen (Sophia)

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Time for questions and chatting with other TF members

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