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citizens co-op
A COMMUNITY OWNED MARKET

Kitchen



Incubator

January 26th, 2010 Updates

Market Survey Findings (Full report www.citizensco-op.com/kitchenincubator.html):

- 84% general survey prefer to purchase local foods
- Main prohibitors: Availability & Accessibility
- 92% willing to pay reasonable amount more for local foods
- 30% of general survey (500) would rent commercial kitchen
- Majority of producers not satisfied with access to local food processing facilities
- 30% of producers (100) would expand operations & double sales revenues with local processing

Processing & Regulations: How DO We Eat Locally & Sustainably?

- Kitchen/Value-added, Red Meat & Poultry, Eggs, Dairy, Fruit & Veggies
- Sponsorships: food safety classes, permit fees, incubation, liability insurance, regulation & industry workshops
- Innovation in Regulation: Food Safety Meets the Real World
- Solutions and Not Hard Feelings

Kitchen Incubator Updates & Next Steps:

- Applying for 501(c)3 status
- Rent or Share Program – April 1st
- Fundraiser 3/20 @ Junction 30124 in Waldo
- Equipment Donations Stalled @ Shands (2 walk-in coolers)
- Develop Community Outreach/Education with Community Partners
- Consultation visits: Ocean Ave Green Market Cafe, Boynton Beach; Localecopia, West Palm (February 2010)
- Balle Conference (May 2010)
- Hardwick, Vermont (June 2010)

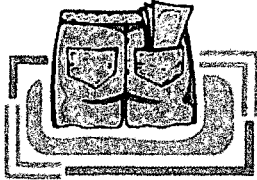
Citizens Co-op Updates & Next Steps:

- Hire General Manager
- Secure Store location
- Secure Investments (~\$95,000) \$500/share
- Gainesville Garden Bike Tour (April 11th, 2010)
- Collaboration with Community Partners
 - SAC, United Way, Neutral Gator, FOG, Nutrition Asst. Board

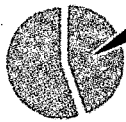
HERE'S THE IDEA

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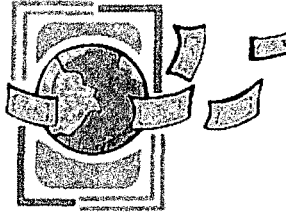
Buying local products at locally owned businesses keeps money circulating closer to where you spend it. This creates a ripple effect as those businesses and their employees in turn spend your money locally. Corporate chains send most of your money out of town.



For every \$1 spent at a local business ...



45 cents is reinvested locally



For every \$1 spent at a corporate chain ...



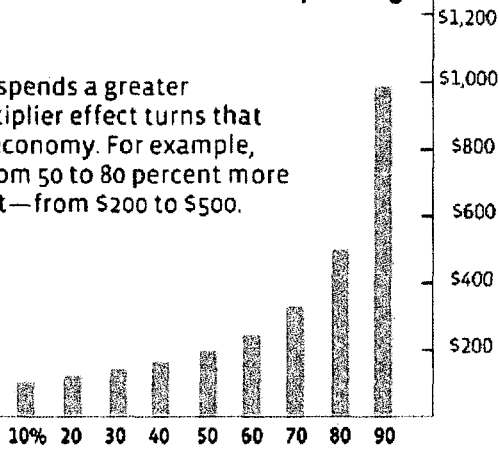
Only 15 cents is reinvested locally

The local effect of that spending

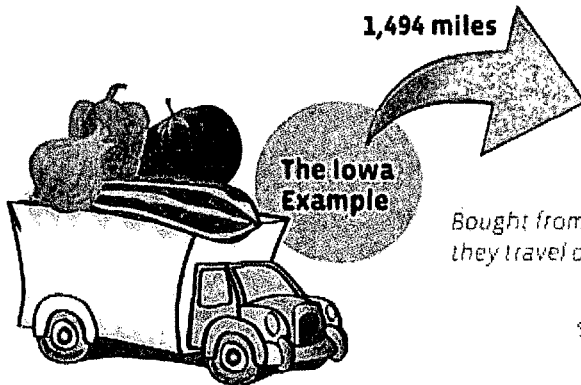
A LITTLE GOES A LONG WAY

If everyone in a community spends a greater percentage locally, the multiplier effect turns that into big bucks for the local economy. For example, increasing local spending from 50 to 80 percent more than doubles the local effect—from \$200 to \$500.

Increasing percentages of \$100 spent locally



By buying local goods, you maximize your money's impact and minimize fuel use and CO2 production. Produce from the supermarket travels up to 92 times farther than produce grown locally.



1,494 miles

The Iowa Example

A study by the Leopold Center found that 16 common crops that grow in Iowa travel an average of 1,494 miles to reach chain groceries there.

Bought from local growers, they travel only **56 miles**.

Sources: Sustainable Seattle; Civic Economics

YES! MAGAZINE GRAPHIC 2007