

A new Online Farmer's Market



Eat Local Grey Bruce is a co-op of 20+ farmers that delivers healthy, locally grown food right to your door. [Producer members](#) offer meat, dairy, veggies, bread, fruits, flours, and some preserved goods, plus we buy additional items from the Ontario Natural Food Coop and other suppliers. Consumer members order online and receive their products via home delivery (or group drop-off in rural areas). Orders are fully customizable, with no minimums and requirements to order on a regular basis. All local products are traceable back to the producers. For more information, check out our new website, www.eatlocalgreybruce.ca. And, for a hint of product range, check out our producers.

Early in 2015, a small group of farmers came together to develop a business plan for home delivery of local products in Grey Bruce. The numbers were encouraging, but the farmers were hesitant. So, in October 2015, the idea was put to the test, with a one-time order and delivery pilot. Just over 20 producers sold \$23,000 worth of food and delivered it to over 200 homes throughout Grey Bruce, using improvised infrastructure. The feedback was fantastic and encouraged the farmers to move forward and incorporate as co-operative.

Eat Local Grey Bruce is pleased to announce the launch of our website and membership drive. We plan to start regular deliveries by the end of May. The goals of the membership drive are to:

1. Rally consumer members,
2. Raise start-up capital for our first months of operation and have funds on hand to leverage government grants,
3. Determine where to start deliveries, based on where consumer members are located.

How it works

Consumer members order food online. Orders are fully customizable. No regular commitment is necessary – though consumers will have the *option* to sign up for weekly mixed produce boxes, at a discounted price. There is also no minimum order size. Consumer members have until Sunday evening each week to place their order for the following week. On Monday, the orders are confirmed with the producers, who deliver their products to the warehouse on Tuesday. Bread will arrive fresh the morning of each delivery day. On Wednesday, Thursday and Friday, the orders will be assembled and delivered.

Orders are delivered to a cooler consumer members place at their door. We use insulated bags for frozen and refrigerated products. We are aware that there will be learning and flexibility required – but we are here to solve these challenges with our consumer members! Find out more on the website <http://eatlocalgreybruce.ca/faq>.

Help us get started!



We are currently finalizing our online store, translating sign-ups into delivery routes, and setting up our warehouse. A generous and passionate investor has enabled us to purchase a delivery vehicle. We are very honoured by this \$45,000 statement of support! Now, we need the community to match this investment through consumer memberships and bonds. This capital is needed to leverage government grants, purchase necessary tools and equipment for our warehouse, and cover staff costs for the first few months of operation.

How can you help us?

1. SIGN UP!

You can sign up on our website, www.eatlocalgreybruce.ca. The website has lots of information about the process of setting up Eat Local, our vision, our producers and more!

2. SPREAD THE WORD

Tell your friends and neighbours, hand out post cards in your neighbourhood, and put up a poster at a local business or community space. Please email us to request post cards and tell us where you want to distribute them! info@eatlocalgreybruce.ca

3. FORM PICK-UP LOCATIONS IN RURAL AREAS!

We need group pick-up locations for rural areas, because home delivery is not financially feasible in all rural areas. Get together with neighbours and identify convenient pick-up locations - at your home, church, community hall, a local business, your employer or daycare. Then, get in touch with us: info@eatlocalgreybruce.ca

4. INVITE A SPEAKER

Invite us to talk to your club, organization, or business. We can explain our concept, food system vision, and details on how we work. Distribution is "only" the first step of this co-op! info@eatlocalgreybruce.ca

5. PURCHASE A MEMBER BOND OR GIVE IT TO SOMEONE YOU LOVE

Member bonds are an investment in the cooperative. They are available for \$500. The bond is paid back over 4 years, as a coop membership and a \$125 store credit each year, starting in year 2 of operation (2017). Please contact finance@eatlocalgreybruce.ca for more information.

Help bring local food direct to your door!