

HIGH PLAINS FOOD COOPERATIVE 2007 BUSINESS CHARTER

Project Title: High Plains Food Cooperative

BACKGROUND

SCOPE

Producers in the High Plains region of Northeast Colorado, Northwest Kansas and Southwest Nebraska are seeking ways to sell directly to consumers locally and along Colorado's Front Range. Consumers, especially on the Front Range, are seeking a secure supply of fresh local food. The High Plains Food Cooperative will conduct planning and outreach activities during 2007 in an effort to form a producer-consumer cooperative -- modeled on the Oklahoma Food Cooperative-- that will maintain and enhance producer profitability, build economies of scale and product diversity, provide healthful food to consumer buying clubs.

PRIMARY OBJECTIVES

1. Increase market share/opportunities for local produce
2. Make available a wide variety of quality fresh food and value added products (livestock products, bulk grains/beans, producer, crafts and value-added goods)
3. Educate consumers & producers (informational brochure)
4. Consumer & producer outreach (meetings and surveys)
5. Complete business plan
6. Sell memberships to producers and consumers

SECONDARY OBJECTIVES

1. Address regulatory concerns related to state lines
2. Conduct public relations activities
3. On-going information sharing, training and education for steering committee members
4. Develop communication systems
5. Explore support services such as equipment-sharing

BENEFITS

1. Maintain rural lifestyle (stay on the farm by marketing to city)
2. Improve profitability

3. Producer-consumer relations
4. Improved health for consumers
5. Moral support for producers

SUCCESS CRITERIA

1. Form steering committee
2. Incorporate cooperative in 2007
3. Draft Business plan by October 2007
4. Survey producers during the third quarter
5. Recruit 15-20 producer members
6. Recruit 2-3 buyers groups

ASSUMPTIONS, RISKS, CONSTRAINTS

Assumption: That we can produce a consistent superior product

Assumption: Effective communication and conflict resolution

Assumption: Can develop effective internal checks and balances

Assumption: Can organize and work with consumers

Risk: Risk-adverse consumers

Risk: Regulatory issues in three state area is a barrier to efficient operations

Risk: Co-op fails

Risk: Lawsuit

Constraint: Costs/complexity of logistics of transportation

Constraint: Individual product liability insurance coverage

Constraint: Peoples ability to work together

Constraint: Selfishness

DELIVERABLES

1. Producer/consumer surveys
2. Business Plan
3. Incorporation documents (Bylaws and Articles of Incorporation)
4. Charter Co-op members

WORKBREAKDOWN

<u>FIRST QUARTER ACTIVITY</u>	<u>RESPONSIBLE PERSON</u>
Informational meeting in Atwood, KS	Steering committee*
First steering committee meeting in St Francis, KS	Steering committee

<u>SECOND QUARTER ACTIVITY</u>	<u>RESPONSIBLE PERSON</u>
Chartering session	Steering Committee
Attend Oklahoma Food Co-op meeting	Jo, Becky, Vicky, Dan
Contract service provider to start business plan	RMFU
Steering committee develop surveys with KS State	Becky
Grant writing, fundraising inquiries	Becky/RMFU

<u>THIRD QUARTER ACTIVITY</u>	<u>RESPONSIBLE PERSON</u>
Complete Business Plan	Consultant/steering committee
Conduct Surveys	K State/steering committee

<u>FOURTH QUARTER ACTIVITY</u>	<u>RESPONSIBLE PERSON</u>
Present Business Plan at OC meeting in October	Consultant/steering committee
Producer Recruitment	Chris Schmidt
Outreach to consumer groups	Chris Schmidt/Vicky Hunnicutt
Incorporation	RMFU/steering committee

* Jo is the chair of the steering committee and is responsible coordinating and delegating activities that are listed above as “steering committee”.