

Cooperative Case Study

Idaho's Bounty



The screenshot shows the homepage of the Idaho's Bounty website. At the top is the logo "IDAHO'S BOUNTY" with a red apple icon. To the right are social media icons for Facebook and Twitter, and links for "JOIN NOW!", "SHOPPING", "CHECKOUT", and "LOGIN". Below the logo is a navigation bar with links: "HOME", "RETAIL", "WHOLESALE", "PRODUCERS", "WHY BUY LOCAL", "NEWSLETTERS", "EVENTS", and "DONATE". The main content area features a large image of various vegetables on the left. To the right of this image is a section titled "ONLINE FOOD MARKET. ORDER TODAY!" with a list of featured products: Broccoli, Winter pears, English Cucumber, Green onions, Pre-Order TURKEYS!, Goat sausage, Green Cabbage, Pluots, and "And much more..". Below this is a section titled "idaho's bounty IS AVAILABLE AT:" with buttons for "RETAIL OUTLETS" and "RESTAURANTS". To the right of this is a section titled "ONLINE MARKET HOURS" with the text "Opens: Thursday, 8 AM" and "Closes: Monday, 10 AM", followed by "PICK-UP LOCATIONS", "VIEW OUR PRODUCTS", and a "JOIN HERE!" button. Below the "ONLINE MARKET HOURS" section is a "MEMBER LOGIN" button. On the right side of the page are four blue buttons: "MEET THE FARMERS", "WHY BUY LOCAL", "OCTOBER NEWSLETTER", and "DONATE". Below these is a "BECOME A MEMBER!" button. At the bottom of the page is a footer with links: "ABOUT", "CONTACT", "RESOURCES", "RECIPES", "FAQ", "Info@idahosbounty.org", "208 721 8074", "PO Box 4617 Ketchum, ID 83340", and "120 E. 46th Garden City". Below the footer links is a line of text: "Thanks to our fiscal sponsor, Wood River Resource Conservation and Development." and "Powered by Local Food Marketplace". At the very bottom are links for "PRIVACY POLICY", "REFUND POLICY", and "PRODUCER LOGIN".

IDAHO'S BOUNTY

YOUR LOCAL FOOD ONE STOP CO-OP

HOME | RETAIL | WHOLESALE | PRODUCERS | WHY BUY LOCAL | NEWSLETTERS | EVENTS | DONATE

ONLINE FOOD MARKET. ORDER TODAY!

Featuring:
Broccoli
Winter pears
English Cucumber
Green onions

Pre-Order TURKEYS!
Goat sausage
Green Cabbage
Pluots
And much more..

ONLINE MARKET HOURS
Opens: Thursday, 8 AM
Closes: Monday, 10 AM
PICK-UP LOCATIONS
VIEW OUR PRODUCTS
JOIN HERE!

MEMBER LOGIN

idaho's bounty
IS AVAILABLE AT:
RETAIL OUTLETS | RESTAURANTS

NEWS & EVENTS
• Thanks for a great First Thursday celebrating Idaho food and Idaho artists at Bricolage!

MEET THE FARMERS
WHY BUY LOCAL
OCTOBER NEWSLETTER
DONATE
BECOME A MEMBER!

ABOUT | CONTACT | RESOURCES | RECIPES | FAQ | Info@idahosbounty.org | 208 721 8074 | PO Box 4617 Ketchum, ID 83340 | 120 E. 46th Garden City

Thanks to our fiscal sponsor, Wood River Resource Conservation and Development.

Powered by Local Food Marketplace
Website Images by Paulette Philpot Photography

PRIVACY POLICY | REFUND POLICY | PRODUCER LOGIN



Prepared by Jeff Voltz, Project Manager
Northwest Agriculture Business Center
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Brief Description

Vision: A vibrant, sustainable, regional food network in Southern Idaho

Mission: To develop and promote a local, sustainable food system for the communities of Southern Idaho that ensures safe, consistent, fresh, ethically produced and delivered products direct from our producers.

Background

Idaho's Bounty is a unique multi-stakeholder cooperative and community effort that was formed to create systems in which more people could enjoy and benefit from the harvest from the regional foodshed, and the regional foodshed could enjoy the economic and environmental benefit from the expansion of local food consumption. Its regional foodshed and trade area includes Southern, Southwestern Montana, and Northeastern Oregon

Brief Facts



- Incorporated: August 27, 2007
- Opened Business: October 10, 2007
- Current members
 - Consumer 250 +
 - Producers 80
- Equity Requirement: \$100
(non-transferable)
(one share)
- Annual Fee (Producers) 5% of sales from previous year but no more than \$5,500

Membership

ELIGIBILITY

Consumer-Any household whose purpose is to use the services of the Co-op

Producer-Any producer whose purpose is to market agricultural products through the Co-op in accordance with the standards and preferred practices as determined by the Board.

ADMISSION

- Submit the required information (web-based)
- Purchase one or more shares
- Each member (consumer household or producer entity) must designate an authorized representative

Membership (continued)

BOARD

Number: Not less than 5, up to 9, currently 7

Election: At annual meeting

Candidates: Can be selected by Board or Board Committee, or petition signed by 15 members

Voting: One member, one vote

Quorum: 10% of membership

Balloting/voting: In person, by mail, or electronic

Operating/Business Model

- Web-based purchasing/transaction platform
- Producers are provided a web-page, to enter individual items, sizes, prices, and other important info.
- “Fresh Sheets” are compiled and mailed out to all consumers (and businesses) weekly to inform what’s available and stimulate sales
- Consumers (and businesses) can order from multiple producers but receive just one invoice/receipt. Typically payment is made by credit card.
- Product to Consumers is delivered to three regional-specific drop sites for consumer pick-up. Product to businesses is delivered direct.
- Payment is made to Producers (overhead charges) via direct deposit by IB

Startup, Brief Description

- Concept developed based on Producer need to sell late season storage crops as well as existing CSA members wanting ability to select items versus receiving “the box.”
- Six key community organizers organized educational event featuring food and farming activist Gary Nabhan, who inspired efforts to start IB.
- This group determined to organize as a cooperative to promote local and democratic control of the regional food system.

Article 2 (from IB’s Articles of Incorporation)

- *The purposes for which the Cooperative is organized are to develop and promote a sustainable food distribution network for the communities of South Central Idaho that links producers of organic, all natural, and fair trade products to consumers of such products*

Capitalization



- Lunch and a \$20,000 donation
- USDA FMPP grant
- USDA VAPG grant
- Other individual donors.

Key Issues



PAST

- Access to finance/capital
- Operations/Logistics systems and growth challenges
- Infrastructure

CURRENT/FUTURE

- Access to finance/capital
- Operations-Systems to address logistics, quality control, cost and expense control, staff culture and efficiency, and ensuring enough supply and at the right time
- Marketing-connecting with and capitalizing on new and developing market opportunities