# Cooperative Case Study Idaho's Bounty





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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

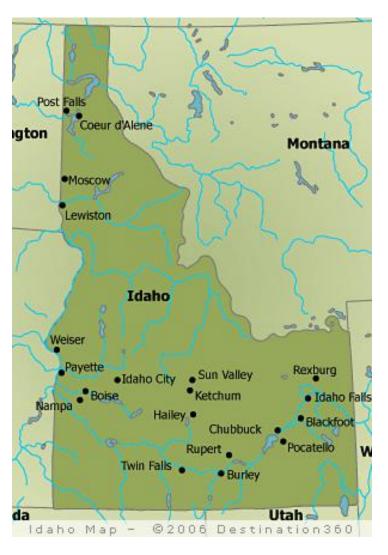
ensures safe, consistent, fresh, ethically produced and

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 complied 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 it 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