

Food4MaccDirect

Local Food for Local People

Consumers

- Consumers benefit from receiving fresh food from a known source
- Fewer 'food miles', less packaging and ecologically sensitive farming
- Local economy enhanced by higher employment, more local processing, local consumption
- Re-circulation of money through 'local spend' - spending £1 on local food in a local outlet generates £2.50 in the local economy vs. £1.10 when spent in a supermarket
- Reconnecting people with their food - what's seasonal, where does it come from, what's healthy, how is it produced, what are the true costs, how to avoid waste etc.

Producers

- A more secure income which improves business planning and increases time to concentrate on farming/production
- A higher and fairer return for their products by selling direct to the public
- Increased involvement in the local community; the opportunity to respond directly to consumers' needs, receiving direct feedback from people who eat their food

The Current Food System

- 40% of all food is imported & 90%+ of fruit is imported
- The food we eat in the UK - growing, producing and importing it - accounts for 30% of the UK's carbon footprint

- **Food4MaccDirect** aims to make it easier for everyone in Macclesfield to eat tasty, fresh, nutritious and affordable local food, sourced directly from local farmers and producers.
- This will support the local economy and reconnect us with where our food comes from, moving us away from a global food system, dependent on cheap oil and imports.
- We are a spin-off from **Food4Macc**, (began Sept. 2009) - their focus is on growing more food locally; **Food4MaccDirect** focus is on buying more food locally
- **Food4MaccDirect** is a not for profit Community Enterprise (Company Limited by Guarantee) run by a Board Directors, started trading in April 2011
- We operate as a membership organisation with 42 members currently buying produce through **Food4MaccDirect** from 11 producers
- Since April 2011, we have had sales of nearly £9,000
- We primarily depend on volunteers, but since October 2011 we have had 4 part time paid roles

1. "Local" means our producers are ideally within 5 miles of Macclesfield, not more than 50
2. A sustainable and environmentally sensitive approach, ideally organic and non-GM
3. We want to understand and improve the nutritional value of the produce
4. Local producers should use local raw materials (eg wheat) where possible
5. Use of fossil fuels (and derivatives) should be kept to a minimum
6. We will support existing and encourage new local producers
7. We will only go into production ourselves if a gap exists and we can successfully fill it
8. Consumers must be able to see how farms and producers operate
9. Anyone can become a member, regardless of income, so we will offer concessions
10. We will build community groups, bringing like-minded people together
11. We will be commercially viable and invest any surplus for the benefit of members
12. Our survival will not be wholly dependent on volunteers on an on-going basis
13. Our membership fees and a small margin should cover our costs
14. Prices must be fair to our producers as well as good value to our members
15. We will only act as an intermediary between producer and our members when we can add value

- **Board**
 - Responsible for strategy and direction, agreement of business plan, major decisions, overall financial health
- **Produce Group**
 - Responsible for finding and signing up any new supplier, as well as on-going management of existing suppliers
- **Distribution Group**
 - Responsible for how we get produce to customers, working with the collection points and finding us a distribution hub
- **Commercial Group**
 - Responsible for our financial health and overseeing our finance and admin systems
- **Marketing Group**
 - Responsible for promoting F4MD in conjunction with F4M and managing the website, press etc.
- **Events Group**
 - Responsible for fulfilling our obligations to our members, including “eat local” meals, farm visits, visits to cheese producers, bread making demos etc.