

Locavore's Big Plan



We have an idea to change the world one shopping basket at a time.... a social enterprise supermarket which stands up for a better food system.





Let's use food to do
some good...

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Locavore's Big Plan...



Hello!

Thanks for picking up our Big Plan. If you've not heard of us before then here's a bit of background...

Locavore is a social enterprise which exists to help build a more sustainable local food system which is better for our local economy, the environment and our communities. It's about making the money spent on food do more for the benefit of society and our environment.

We've been working with this brief since 2011 to develop ideas and practical solutions which can be used to deliver a better food network. Over this time we have opened a shop, developed a market garden, established a veg box scheme and got lots of people more engaged in thinking about issues around food, where it comes from, and the fairness and sustainability of mainstream supply chains.

Everyone eats food, and the food we choose to eat has far reaching impacts which shape our landscapes, streetscapes and local economic situations. What we eat impacts our health, but also everything else in the world with issues as wide ranging as deforestation, climate change, animal welfare, public health, exploitation of the global poor and workers rights. It's fair to say we have a lot more than food on our plates.

We think at the root of all these big overwhelming global and local problems is the basic model of the big corporations who run the food system. They exist to extract as much money as possible from customers for the benefit of their shareholders.

With supermarket chains in the UK holding 97% the grocery market it's not much of a surprise that things are in such a dire state.





We want to launch a value driven social enterprise grocery that goes head to head with the supermarkets to become the sort of store in which most people can do most of their shopping. If we have a bigger customer base we can change the market for the better and make it work harder for society.

Our increased market share will reduce the impact of food on the environment and maximise the value of it to producers and their local communities. It will support a culture of good food which is accessible, affordable, and makes people healthier, happier and more engaged in the world around them.

Our simple solution to creating a more just and sustainable food system is to replace shareholders with values. How about replacing maximum profit as the aim of the game with maximum benefit to society?

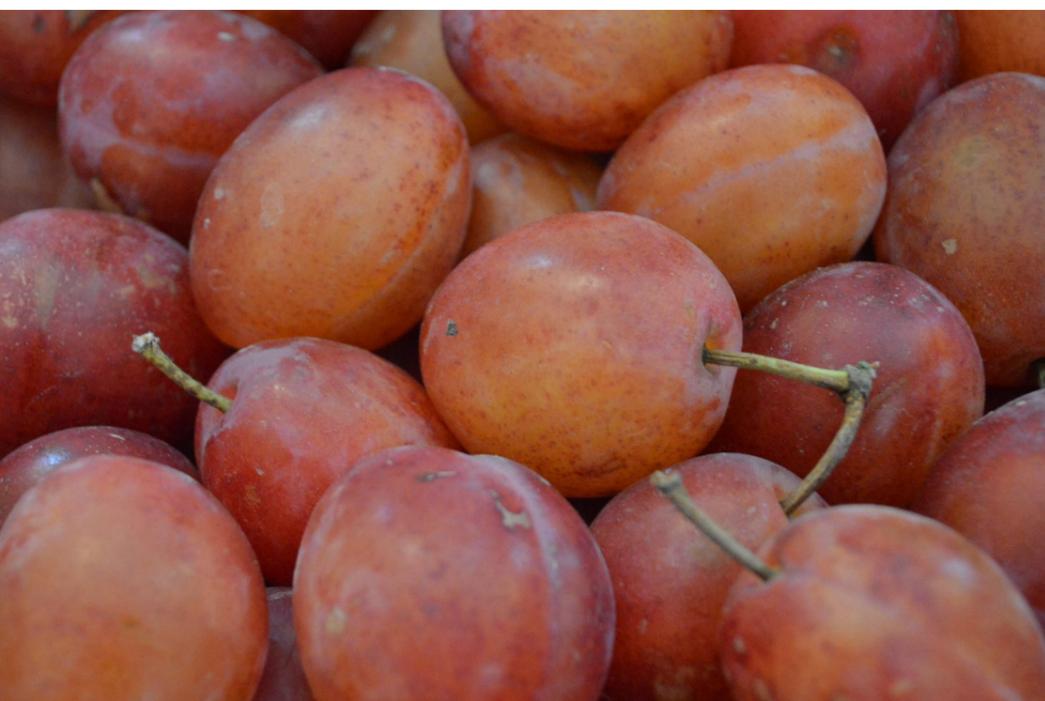
We want to take what we've learned to scale up and trade in the same marketplace as the big corporates, but to our own rules, with our own end goals. Instead of spending profits on TV ads and shareholder dividends

we'd like profits to go towards helping local growers and developing fairer supply chains.

Over the next few pages you can find out more about our values, what we have done to date, what we want to do next, and how you can help make it a reality.

Thanks for your time.

The Locavore Team



What we do



The Locavore Shop - Nithsdale Road, Glasgow

We've been running a shop since our very beginnings, firstly from a tiny shop front in Shawlands before moving to our current premises at 66 Nithsdale Road in the south side of Glasgow.

We squeeze a lot into our 50m² of floorspace with a wide variety of groceries from organic local vegetables, cheese and meat, to loose grains and pulses.

Developing this alternative retail business over the last few years has taught us lots about retail and allowed us to build up valuable relationships with suppliers and customers which will position us uniquely for up-scaling.

The shop now operates at capacity with every last space utilised, to grow further we now need to expand to a larger premises.

Locavore Veg Box Scheme – Delivering across west-central Scotland

Our weekly veg box deliveries provide 180 households a week with a mixed box of local organic produce along with common grocery items such as eggs, bread & milk.

Customers pay by monthly standing order, giving us a guaranteed market to supply. This helps us and our suppliers to better plan growing and harvesting schedules.

The Croft – Queens Park Recreation Ground, Glasgow

Our second growing site has much more focus on education and involving people from the local community in food production. At The Croft we host weekly open gate days where anyone can come along and get involved in looking after the community plots while picking up skills and meeting new people.

A key component of the site are our 'Nano-Market Gardens' which we see as launch pads for the market gardeners of the future. We provide 50m² plots along with guidance on growing food at a scale that meets the needs of our shop and veg box scheme. Most importantly we give a guaranteed market and fair price for everything they grow.



Market Garden

Our 2.5 acre market garden supplies fresh fruit, vegetables & eggs.

The Croft

A local food hub with plots for those learning to grow at scale.

Left-Field - Kirkton Road, Neilston

Through the customer base of our shop & box scheme we've been able to invest in developing a 2.5 acre market garden 8 miles from our shop. The project started in 2014 and is geared up to grow produce which we struggle to source locally and really benefits from being picked and sold as fresh as possible.

The site currently specialises in growing leafy greens for our box scheme and other tender crops which benefit from the protection of our poly-tunnel.

The site is also home to 100 chickens and 40 ducks which produce free range eggs for sale in our shop.

Having our own market garden with much capacity to increase production puts us in an excellent position for launching bigger store. It gives us the ability to grow what we struggle to source locally and to provide customers with an absolutely unique offering of fruit and vegetables which are grown within 10 miles of Glasgow city centre.

We also see the project as creating a model that others can pick up and replicate to create the network of market gardens that we will need to produce increased amounts of local food in the future.

Other Stuff We Do:

- We host a Good Food Fund which uses cash donations to give food from our shop, at our cost price, to those in desperate need. This is something very easy for us to do which helps people a lot.
- We're involved with the Glasgow Local Food Network and Glasgow Food Policy Partnership, both work with a range of partners around the city to forward sustainable local food.
- We host events and workshops on local food sustainability. Keep an eye on our website and social media for upcoming events.

What we believe in:



We believe in fairness. That means a fair price for the shopper as well as fair pay for employees, producers and farmers.

It also means producing things in a way which is fair for society and the environment we depend on.

We believe in a low-carbon food system which reduces food miles, industrialised processing and artificial inputs. We believe in looking after the soil, water and air which supports us and everything else.

Food is responsible for a third of greenhouse gas emissions.



A healthier environment



The power of money

We believe in the power of money to change the world for the better. By taking shareholders out the picture we can build sustainable local food economies which keep money more fairly distributed.

Currently 97% of the UK's grocery spend goes to big business. Imagine if we could keep that in our communities.

We believe in being honest. We believe in frank discussions about the future of food, admitting when things aren't perfect and trying to improve them.

We believe in selling things as they are and avoiding misleading claims.



Honesty



Great food

We believe in great tasting food and the importance it has on health, well-being and in our diverse cultures.

The Next Step

Social Enterprise Supermarket

If we want to change the food system for the better we need to become a bigger part of it. To do this we need to scale up what we do and start playing in the same field as the established supermarkets.

That means launching a much bigger and better shop which can go head to head with the supermarkets, tackling their market share, and using our share to shape a more sustainable local food economy.

To do this we want to take on a property of around 1000m² in a prominent location in Glasgow to launch our first big store.

We want our grocery store to be the sort of place in which most people can do most of their shopping. That means providing a really good selection of everyday groceries which hold up our principles, including good value.

An unparalleled selection of fresh local and organic fruit & vegetables will be a key part of the store, as will an emporium of unpackaged foods & goods that includes everything from grains & pulses to oils and beer.

Along with these staple ingredients we'll sell a broad range of everyday grocery lines and a wide selection of organic meat, local cheeses and vegetarian & vegan substitutes.

Our in-store kitchen will produce a selection of delicious, seasonal, organic dishes for a deli, as well as wholesome ready to eat fresh and frozen meals and home-made preserves.

What we are proposing is revolutionary, and unique in Scotland. As bold and idealistic as this sounds we think it's really achievable given our experience of building our enterprise to date, and through our research of similar businesses elsewhere.



What we've done so far

Recruited Locavore Luminaries

- Locavore Luminaries are volunteers who will shed light on our plans through focus groups and research sessions which will provide feedback and input into our plans and decision making.

Research & Idea Development

- We've done a lot of research looking at how similar retail models of comparable scale work elsewhere in the world. This has included visiting and meeting with many other businesses.
- As part of this our team have spent a week working with UK's largest co-operative retailer in Manchester where we were given access to everything from set up costs and systems, to finance and IT.

Preparing to be Bigger

- We've begun acting like a bigger shop through direct bulk buying and developing admin and retail systems which can grow as we do. These include recently upgrading our till and accounting systems and developing policies and procedures which can easily scale as we do.

Securing Finance

- We've launched our crowd funding campaign and issued our loan stock offer which can be seen on the next page.
- We've secured a place on First Port's social enterprise accelerator programme, Launch Me. With entry to the programme we secured £17.5k of funding which we have been using to develop our ideas and become investment ready. Through Launch Me we're also receiving business guidance and the opportunity to meet with private investors and social lenders. The programme will also match fund up to £100k of what we can raise.

The online version of this section will update regularly. To find out how we have progressed since printing check www.glasgowlocavore.org/BigPlan.



Support Us & Get Involved

Launching a supermarket is no small task and will take a lot of work and a lot of money. We've already done loads of research and preliminary work but to take the plan forward we now need to raise the finance needed for everything from taking on property, to buying stock, printing flyers and buying baskets. We're looking to raise at least £200k from a variety of sources including private investment, loan stock, crowd funding, bank loans and grant funding.

Support us now:

- Use our existing shop, sign up for a veg box delivery, volunteer.
- Follow us on social media and join our mail-list.
- Tell your family, friends and colleagues about our plans and share this document with them.
- Become a Locavore Luminary advisor and help guide the development of the project.
See www.glasgowlocavore.org/BigPlan

Invest in us

- £10–£250+ : Make a pledge to our crowd fund campaign and get a reward in exchange. Check out: www.crowdfunder.co.uk/BigPlan
- £250–£5000: If you have more than £250 in a savings account then consider lending to us through loan stock. We're an ethical investment choice and are giving you the chance to set the rate of return from 0-6%. Find out more: www.glasgowlocavore.org/loanstock
- £5000+: If you have more than £5000 available to invest then please get in touch with us to find out more and discuss options inducing benefits like Social Investment Tax Relief.



Help sow the seeds of a better
food system.



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