

The Good Food Box



Dwight Forrest
Manager

**THE GOOD FOOD
PROJECT PILOT**

Purpose

- To develop an alternative local food market for
 - consumers
 - farmers
 - food producers/processors

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The Good Food Box 2009

- A box of fresh local produce was delivered direct to 236 Edmonton families for 6 weeks
 - 31 subsidized families
 - 6 farms

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Good Food Box 2010

And now for something completely different...

CHOICE!

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Good Food Box 2010

- Much more than a box of produce
- Complete online grocery ordering
- Home delivery system
- Good Food Box will remain a product

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Consumer Driven

- We are a connection between customer and supplier
 - Web based
- Consumers can choose what they want based on:
 - Supplier brand
 - Cost
 - Description
 - Seasonal demand/availability

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Consumer Pricing

- Good Food Box
 - Retail \$40 + delivery (\$8)
 - 10 to 12 items of produce
- Online products
 - Supplier cost + 25% + delivery (\$8)
 - Unlimited items, minimum \$50 purchase

Good Food Box 25%

- Facilitate online ordering
- Receive your products
- Sort and pack grocery orders
- Delivery to customers
- Market website
- Deal with customers

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Supplier Requirements

- Reliable internet access
- Vendors selected based on
 - quality, consistency and capacity
- Food handling permit
 - (we'll need a copy)
- Perishables kept at 4C
 - Below zero if frozen
- All processed items will require a nutritional label

Customer Order Process

- Online website listing all products available for sale that week
 - Product description includes supplier, selling features, price and volume
- Customer chooses products and pays online via Paypal
- Weekly basis
 - Customers to order by Saturday 6:00 pm for following week

Supplier Order Process

- Upload your products for sale to the website
 - Include quantity, cost (including 25%), selling features
- When a customer orders your product, you will receive an email (cut off Saturday) with quantity for Monday/Tuesday delivery
- Deliver to the GFB warehouse
 - You are paid upon delivery

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Thank You!



Contact

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