

BUSINESS PROFILES

AGGREGATOR MODEL

1. **Business name:**

Innisfail Growers Co-op Ltd.

Website: www.InnisfailGrowers.com

2. **Profile:**

Established in 1993 by seven farm families in the Innisfail area. There are five members presently.

3. **Ownership Type:**

Producer-owned New Generation Cooperative

4. **Distribution Model Types:**

Aggregator (i.e., also assumes being a producer-owned operation, as well as having a distribution role)

5. **Market Channel:**

<i>Market Outlet</i>	<i>% of Total Sales</i>	<i>Details On Market Outlet</i>
Direct-to-consumer	100%	Farmer's Markets
Food service: Restaurants	--	Small percentage picked up through farmers markets
Food service: Institutions	--	
Specialty retail	--	
Large retail (regional, national)	--	
Other market outlets	--	

6. **Products and Services:**

Products:

- Fresh and storage vegetables.

Services:

- They have facilities and equipment for storage and distribution of produce.

7. Operations:

Innisfail Growers has five different family farms as members and several non-member growers for whom they distribute and sell. They have a distribution area from the Calgary area to the Edmonton area.

They have approximately 20 staff involved in the sale and distribution during the busy season and about eight staff year-round. They have developed a core group of employees who manage the markets. They use owners in critical management positions but are looking for a paid employee to take on these duties.

They have a fleet of four cube vans and a 26-ft reefer truck. They have a refrigerated storage that they use as a distribution point.

8. Supply Chain Logistics:

All the product they receive must be ready for sale. Totes of product must be of a certain quality and size so that they can be stacked with other products if not a full pallet. All product is palletized and shrink wrapped to prevent shifting during transport. The product is then delivered to sales location.

Most markets are weekly basis although they have a year-round market with refrigeration storage. Delivery to the market depends on volume and time of year and time sensitivity of the product.

9. Membership requirements:

\$100.00 non-refundable. Applicants have to serve a probationary period before they are granted membership. Members are expected to help manage the organization. Innisfail Growers are not accepting new members at this time.

10. Looking Ahead: *(plans to expand)*

Not as of today