



`2 & 5' Fresh Food Markets

Project Proposal for Cloverdale Community Centre

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Food Skil -Statement of Purpose

Vision

To improve access to affordable, sustainable, fresh and healthy food to the people of Corio and Norlane.

Mission

To operate a social enterprise market garden in the northern suburbs of Geelong.

To improve food security in the northern suburbs of Geelong.

To provide high quality produce.

To provide education and employment opportunities.

To create a model of sustainable food systems that benefit the social, economic and environmental needs of the northern suburbs.

To encourage the community to develop sustainable food production.

To promote the benefits of localised food production.

To be inclusive of people of all abilities and backgrounds.

To be inclusive of as many sectors of the community as possible.

Core Values

Healthy Food

Community

Integrity

Equity

Inclusion

Sustainability

All of Food Skil's activities need to be underpinned by these values.



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Introduction to Food Skil

Food Skil will be a sustainable commercial market garden and fresh produce supplier/retailer designed to address food insecurity and provide education around nutrition and healthy food choices. It is based in Corio and Norlane. It is Workskil's first social enterprise.

Food Skil will operate as a Food Cluster, i.e. encompass all the facets of a food system:

- Production
- Processing
- Distribution
- Marketing

Food Skil will operate in 3 areas;

- A organic market garden
- A community food hub which will incorporate:
 1. A registered kitchen
 2. A supermarket
 3. A distribution and processing base for the market garden
- `2 &5' Fresh Food Markets(these will operate at Neighborhood Houses)



Customers

Target Market

In 2008 the City of Greater Geelong and the Neighbourhood Renewal Corio-Norlane conducted interviews with key informants, as part of their Food Security Project. They identified those most at risk of food insecurity in Corio and Norlane as:

- Older people
- People with disabilities
- Unemployed
- People on Centrelink Benefits
- Families 2nd or 3rd generation welfare dependant
- Public Housing Tenants
- People living alone and socially isolated
- Refugees and those from non-English speaking backgrounds
- Households without a vehicle or one vehicle households
- Families with children

The `2 & 5' Fresh Food Markets will focus activities on these groups. The `2&5' Fresh Food Market at Cloverdale's customers will mostly be families and CALD residents, as this is the demographic of the centre's catchment area.

Market Analysis

There are barriers to food security in the area. The main issues are:

- Public Transport particularly for fresh and ethnic foods.
- Income, particularly for large families.
- Skills and knowledge related to food choices and health.
- Local food supplies, high cost and poor freshness quality.
- Safety around Neighbourhood Shopping Strips.

There is a shortage of places to buy fresh fruit and vegetables in target area. Other than the major supermarkets there are only two fruit and vegetable retail outlets in Corio and Norlane:

- Corio Fruit and Vegetable, Cox Rd, Corio.
- Robin Fruit and Vegetables, Robin Ave, Norlane.

The 3 Neighbourhood houses are located out of reasonable walking distance from existing supermarkets, which is between 250-400m:

- Rosewall Neighbourhood House is 1,855m from a supermarket.
- Cloverdale Community Centre 1,187m.
- Norlane Neighbourhood House 2040m.

`2 & 5' Fresh Produce Markets

The `2 & 5' Fresh Food Markets will provide small community run markets where the people of Corio and Norlane can access affordable high quality fresh fruit and vegetables. The produce markets will be called `2 & 5' to reflect the recommendations of 2 servings of fruit and 5 servings of vegetables a day

The Fresh Foods Markets will have low start-up cost and the financial and ongoing costs will be small. Cash flow projections indicate it should be financially self-sustaining within a short time.

The `2 & 5' Fresh Food Markets will be:

- Based at Neighbourhood Houses and other not-for-profit community facilities.
- Operate weekly during school hours, including school holidays.
- Employ a market manager.
- Be staffed by volunteers and trainees.
- Be a venue for other community organisations to promote their activities i.e. Barwon Health, Salvation Army and Geelong Emergency Food Relief.

Food Skil will also facilitate Food Swaps at neighbourhood houses in 3214, to support backyard food producers. A food swap is where the local community come together to swap excess home grown or homemade product.

To ensure profitability of the market, other income streams will be pursued e.g. wholesale produce to other community organisations in Corio and Norlane. The Gordon may also wish to buy wholesale produce from Food Skil.



Business Operations

The '2 & 5' Fresh Food Markets operation will encompass:

- The wholesale purchase of fresh fruit and vegetables to be sold through the Market held Cloverdale Community Centre. This will be supplemented with produce from the Market Garden once it is established.
- Free deliveries-At the end of the markets food purchases will be delivered for free for those unable to take them home.
- Unsold food will be donated to local food relief organisations.
- Organic waste will be composted on site.
- Education on nutritional food choices and cooking skills

Produce will be purchased from a local wholesaler. Whilst Organic or Biodynamic produce will be preference, cost and availability will be a consideration. Local producers will also be approached to supply produce.

Product

The market will sell various fresh food products including:

- Fresh fruit and vegetables.
- Set price boxes e.g. \$35 weekly box of fruit and vegetables for a family of four or \$25 for singles. (This will be cheaper than buying the products individually)
- Produce from local producers, who will pay a fee to have a stall.
- Produce from other social enterprises such as Diversitat and Encompass, who will operate their own stalls and pay a reduced fee.
- Produce from backyard producers, residents of 3214 will have the fee waived.

Producers must meet operating guidelines set out by Food Skil, i.e. practice organic and sustainable gardening.

Education

The market will also feature cooking demonstrations using seasonal fruit and vegetables. These will be run by the hospitality staff from the Gordon TAFE and/or hospitality students from Diversitat, Community Kitchens and hospitality courses at Rosewall Neighbourhood House.

Recipes will be available on the day. These will be low cost healthy meals, again produced by the Gordon TAFE Students or staff.

Barwon Health has been invited to run health promotion activities at the market.

The market will provide a free monthly newsletter; this will contain recipes, gardening tips and information on the produce. It will also list other community food events.

Licences and Permits

Volunteers will not require a Food Handlers Certificates, although the market manager will require a Supervisors Food Handlers Certificate. Food Skil will however require all its volunteers to undertake a Food Handlers Certificate, Food Skil will fund the training.

City of Greater Geelong's Environmental Health Dept. will require a Notification by a community group for Temporary Food Premises.

The market will only engage in Class 4 food activities. That is 'low risk food' e.g. grains, cereals, jams, dried fruits, and cut fruit or vegetables.

The fruit and vegetables will have to be prepared and packaged off site at a registered kitchen. Food Skil will be required to register this kitchen as part of its operations

The sold food can include:

- Covered or packaged cakes (without cream fillings).
- Uncut fruit or vegetables or pre-packages cut fruit or vegetables.
- Sausages cooked and served immediately with bread and sauce.
- Tea and Coffee.
- Packaged low risk foods e.g. bottled jams, honey, nuts and confectionary.

Food demonstrators will have to prepare the food off site at a registered kitchen and can only give the food away.

Backyard producers will be able to sell their produce at the market with no further permits or licences.

Insurance

Food Skil will cover the markets insurance responsibilities such as Public Liability and Volunteer Insurance.

Operations

The fresh food markets will have an Operation Manual and detailed job descriptions for volunteers to ensure consistent service across all 3 markets. There will be guidelines for stall holders.



Risk Analysis

Risk	Risk Mitigation Strategies
Lack of customers	<p>Ensure enterprise is wanted and needed within the community; this can be achieved through the MBS and reference to existing research.</p> <p>The type of produce that are wanted will be ascertained through ongoing customer surveys.</p> <p>Community support and 'capacity' can be built through the existing Food Swaps and seasonal food events.</p> <p>Food Swap supported to create a customer base and community capacity.</p> <p>Value add to market through cooking displays and health promotions.</p> <p>Promote, promote, promote.</p>
Food Wastage	<p>Establish an effective ordering procedure through looking at what sells weekly and what doesn't.</p> <p>Ensure correct product handling, storage and disposal.</p> <p>Excess produce should be given to Salvation Army Northside.</p> <p>Waste should be composted on site.</p>
Lack of consistent service	<p>Written position description for Market Manager and Volunteers.</p> <p>Training and Operations manual for volunteers and staff.</p> <p>Guidelines for non-Food Skil stallholders.</p>
Competition from other food outlets	<p>FFM will not be in competition with small owner run outlets but work in partnership with them.</p> <p>MBS will help understanding the existing food outlets and help identify which are threats and which are friends.</p>
Loss of staff/volunteers	<p>Provide appropriate training and support for volunteers and staff.</p> <p>Provide appropriate recognition to volunteers and staff.</p> <p>Teamwork events such as meals after markets and seasonal activities, such as an Christmas party.</p> <p>Ensure a Food Skil worker is available to fill in for Market Manager if sick.</p>
Poor quality/high cost produce supply	<p>Research suppliers.</p> <p>Monitor quality of produce and address poor quality immediately.</p> <p>Undertake regular price comparisons.</p>
Staff/volunteer injury	<p>Develop OH & S policies and procedures.</p> <p>Provide staff and volunteers with OH & S training.(This may be provided by CoGG)</p>
Theft/loss of money	<p>Develop effective financial management plans.</p> <p>Provide staff with appropriate training and support.</p> <p>Secure room for cash handling.</p> <p>Cash handling done by paid workers only.</p>
Inclement Weather	<p>Food Skil project manager will decide if weather is bad enough to cancel market.</p>

Requirements from Cloverdale Community Centre for the `2 & 5` Fresh Food Markets

- Use of the centres facilities e.g. tea and coffee making facilities and toilets.
- Provision of electricity to the market if needed.
- Secure room for cash handling.
- Provision of trestle tables during the market.
- Provision of storage for the market equipment
- Advertising and promotion through their mailing list, Facebook page and activities listings.
- Provision for advertising within the neighbourhood house i.e. flyers and posters on notice boards.
- Provide a MOU to Food Skil, relating to Market.
- No use of space on market days.

Requirements of Food Skil for the `2 & 5` Fresh Food Markets

- Removal of all rubbish and materials after the market.
- Responsible for set up and set down of market infrastructure.
- Fulfil requirements for Environmental health and Open space and recreation in terms of notification and bookings.
- Provide volunteer and public liability insurance for market.
- Provide security and training for all cash handling.
- Not to interfere with the day to day running of the Neighbourhood House.
- To compost all food waste in Cloverdale's composting facilities.
- To organise entertainment for the Markets.
- To manage the volunteers.
- To provide a Food Skil worker to oversee the running of the market and manage the volunteers.
- To manage the non-Food Skil stallholders.
- To pay for additional marketing and advertising of the market.
- Support and facilitate Volunteers managing Food Swap with funding and resources.



Position Descriptions

Food Skil-Fresh Food Market Market Manager

Job title:	`2 & 5' Market Manager
Reporting to:	Food Skil Project Manager
Salary:	\$24 per hour plus a set box of fruit and vegetables
Hours:	Casual, Initially 10 hours increasing hours as more Markets open
Location:	Various locations in Corio and Norlane

Background to Food Skil

Food Skil is a sustainable commercial market garden and fresh produce supplier designed to address food insecurity and provide education around nutrition and healthy food choices. It is based in Corio and Norlane. It is Workskil first social enterprise.

Purpose of the position

Corio and Norlane has limited retail outlets for fresh food. There is limited public transport and residents without cars find it very difficult to access affordable fresh food. The 3214 Fresh Food Markets will provide small community run markets where the people of Corio and Norlane can access fruit and vegetables.

The Market Manager will be responsible for the running of the Market and managing volunteers.

Responsibilities & duties

- ❖ **Responsibility 1** – Wholesale purchase of Fruit and Vegetables from Metro Markets. This will require an early start one morning a week. The preparation of the fruit and vegetables for retail and a small amount of wholesale business to other food related community enterprises. The Fruit and Vegetables must be of the best quality for an affordable price. Organic and Bio-dynamic produce will be preferred, but price is the overriding factor.
- ❖ **Responsibility 2** – Manage the Markets, this will include setting up, packing down and reconciliation of sales and ordering produce for the next market. Surplus produce will be taken to Foodbank Victoria.
- ❖ **Responsibility 3** – Manage the volunteers, this will involve allocating jobs to the volunteers and implementing a roster.
- ❖ **Responsibility 4** – Arranging events at the market, such as cooking demonstrations, entertainment and health promotion activities

- ❖ **Responsibility 5** – Basic bookkeeping, keeping track of sales and purchases on a weekly basis

Academic & trades qualifications

Essential	Desirable
	Food Safety Supervisor-Hospitality, Retail, Food Proc or Health & Com (<i>Food Skill are willing to provide training for the right candidate</i>)
	Food Handling- Hospitality/Retail, Food Processing or Health &Com Serv (<i>Food Skill are willing to provide training for the right candidate to up skill to a supervisors cert</i>)
	Certificate II in Retail
	Bookkeeping Basics

Work experience & skills

Essential	Desirable
Extensive experience in retail	Experience in a Community Food Enterprise
Experience in the social or community field	Experience in managing a food business
Experience in Neighbourhood Houses	

Personal qualities & behavioural traits

Essential	Desirable
Social skills	Community minded
Communication skills including conflict resolution and friendly manner	
Organisational skills	
Self-motivated	

Relationships

With	Purpose
Volunteers	Manage volunteers working for the Fresh Food Market
Project Manager	Report weekly to Project Manager Be directed by the Project Manager
Community	Network with the local community
Work Skil	Participate in General Meetings with Workskil
Funding Bodies	Help with reporting to funding bodies

Employee
Signature _____ Date _____

Manager
Signature _____ Date _____

Performance review period: Every 6 months

Next review date _____

Food Skil

`2 & 5' Fresh Food Market

Job Description Volunteer

Job title: Volunteer- `2 & 5' Fresh Food Market

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Reporting to: Market Manager

Salary: Set Box of Fruit and Vegetables per week

Hours: Minimum 6 hours can be up to 20

Location: Various locations around Corio and Norlane

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Key responsibilities & duties

To assist the Market Manager with the day to day running of the `2 & 5' Fresh Food Market.

Duties of the role	Time spent	Competencies sought	Must have or optional (can be trained)
Preparing the wholesale produce for retail	10%	Food preparation skills Manual handling and dexterity	Must have
Selling the Fresh Produce	60%	Customer service Communication skills including conflict resolution and friendly manner Good organisational skills and attention to detail Team orientated approach	Must have

10/08/2011

Project Brief: `2 & 5' Fresh Produce Markets

Version 1

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Food Skill

Duties of the role	Time spent	Competencies sought	Must have or optional (can be trained)
Delivering the produce to customers homes Delivering surplus to Food Relief Delivering produce to wholesale customers	20%	Driving Licence	Optional
Cleaning and Packing Up	10%	Cleaning Skills Manual Handling	Must Have

Work experience and skills

- ❖ Working in a Fresh Food Retail Outlet
- ❖ Working with Fruit and Vegetables
- ❖ Customer Service
- ❖ Community Awareness
- ❖ Food Handlers Cert

Manager Signature _____ Date _____