



Norwich FarmShare

www.norwichfarmshare.co.uk

REconomy Project

Mission

We think that a community coming together around good food can be a real catalyst for more change and better relationships. We're passionate about the environment too... you can read more about our values on our website.

Is there a link with Transition?

Yes, We were started by members of Transition Norwich.

Your product or service – how much does it help improve resilience in your local community or elsewhere?

We are a community supported agriculture project supplying vegetables to our members; alongside the vegetables we offer the benefits of a greater connection with the growing, seasons and wider environment.

Employees

We have 3 part time employees and around 30 regular volunteers.

Are you in profit? If not, when do you anticipate being so? How long have you been trading?

We've just entering our third growing season. We received money from the lottery when we started, which we've been able to eke out over the years. We really need to start turning a profit this year and will need to grow our membership by around a third to achieve this. We're meeting to tweak our marketing strategy for this season in a week or so. Our turnover last year was around £45,000.

What is your company structure and why did you choose it?

We're a social enterprise and a CSA -- Community Supported Agriculture scheme. We felt this was the best fit -- allowing us to make a profit we can plough (!) back into the business but underlining the fact that making money isn't our reason for doing this.

What about financial sustainability? Are you trading or part-trading without money?

We were very lucky to get £50,000 from the lottery to get us going. Our ongoing income is solely from the payments of our membership for the vegetable shares.

Are you looking to build more common wealth & ownership and is priority your profit sharing and/or community benefits versus more traditional investor returns?

We don't have any investors to pay a return to- so as soon as we turn a profit, we'll be free to invest that money back into Norwich FarmShare to improve what we do.

Localisation – are you sourcing, distributing and interacting locally?

We're working with a local organic wholesaler to help us keep our members happy with the veg while allowing us to buy in extra produce if a crop fails or just to keep the shares interesting over the hungry gap. We've just expanded to offer eggs from a local producer too.

Climate impacts – negative, beneficial or neutral?

Well, the farming of the land will certainly be emitting carbon, but we hope that as we're producing vegetables within 5 miles of Norwich, we're replacing vegetables that would have traveled further. We're also growing without artificial fertilisers.

