

THE FOOD ASSEMBLY

Yes to Local!

How to sell directly in the digital age?



TRENDS & STATISTICS



TRENDS & STATS

72% of consumers want to buy British seasonal produce, far less do.
([Defra survey 2012](#))

“Local option not available at supermarket”

46 % of consumed food in the UK is imported.
([2015](#)).

([Defra food pocket book](#))



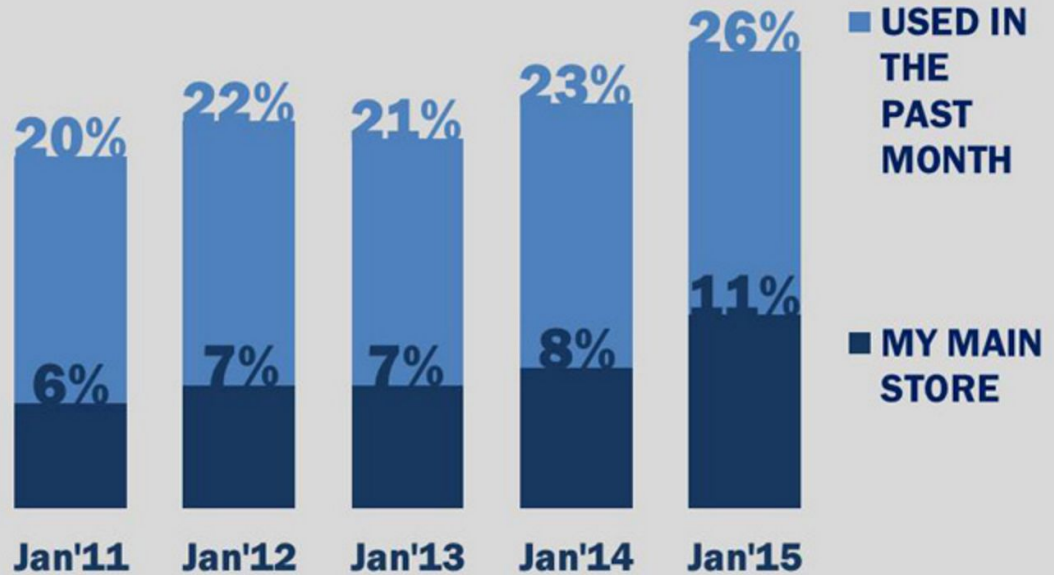


TRENDS & STATS

26% of British consumers have shopped food online in January 2015.*



Online grocery shopping



Source: ShopperVista

*(IGD survey february 2015).



TRENDS & STATS

26% of online shoppers have used a click and collect service in 2015, versus 18% in 2013. *



* ([IGD survey february 2015](#))



TRENDS & STATS

One of Nesta's 10 predictions for 2016

Small food gets big

This year, small farms and boutique producers will use new technology and better data to reach more people than ever and take on the supermarkets, says Louise Marston





3 trends:

#1 New marketplaces challenging supermarkets as gatekeepers

#2 Technology & data that can improve small business productivity gets cheaper and more accessible

#3 Consumers purchase more ethical, local and unprocessed foods

WHAT IS THE FOOD ASSEMBLY?



WHAT WE DO

An online market that enables local farmers and food producers to sell directly to groups of customers.



Online Market open 6 days/ 24h



WHAT WE DO

A weekly community collection point.



- 1 x a week / 2 hours
- Diversity of venues
- Average distance between farm and Assembly : 29 miles



WHAT WE DO

Organised by a team of local Hosts.



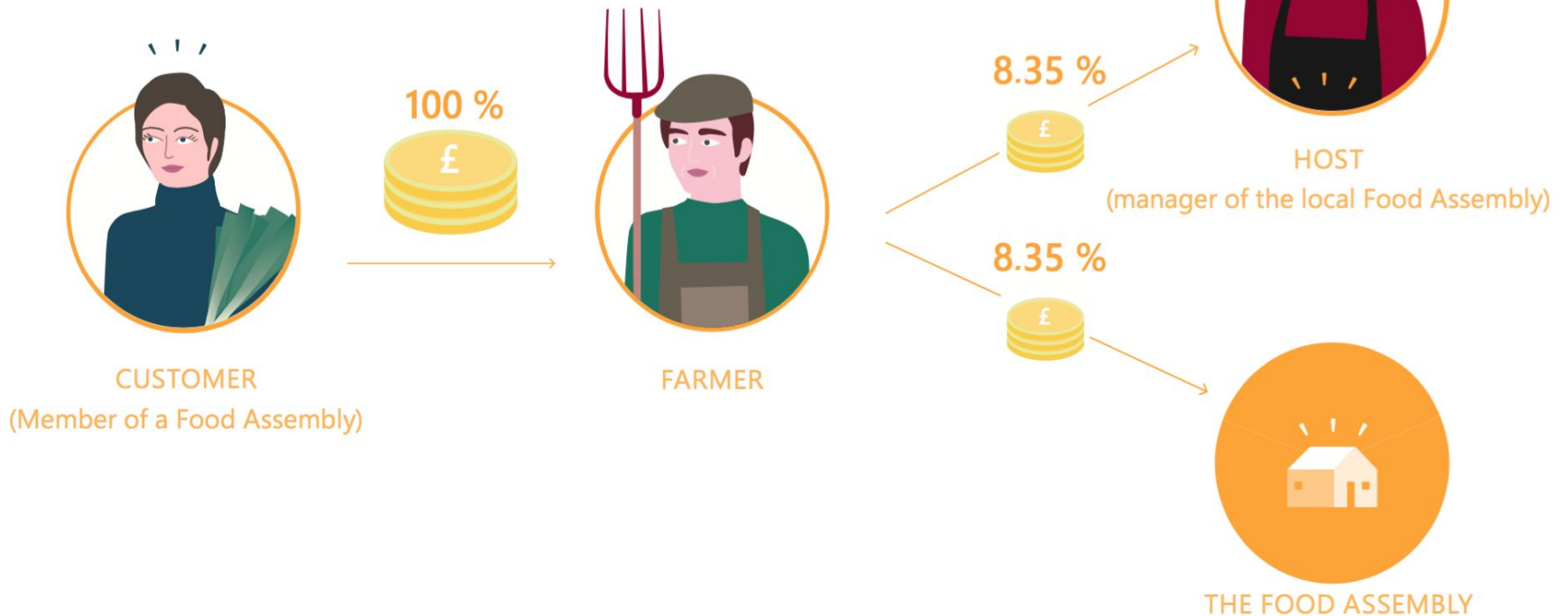
who manage the weekly markets and work on growing the customer base.



WHAT WE DO

A Fair and Transparent Model

- Local Farmers and Foodmakers sell their products directly to customers.
- They pay a service fee equivalent to 16.7%, of their gross turnover, before tax.



HOW IT WORKS



HOW IT WORKS

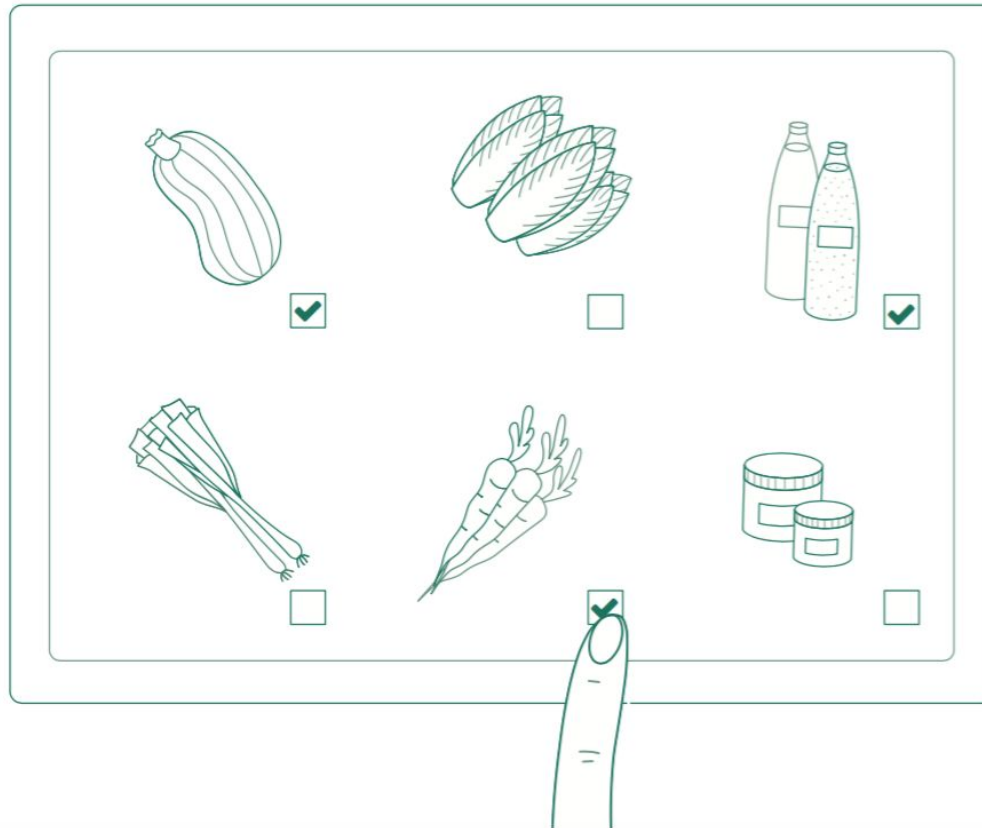
FARMERS & FOODMAKERS LIST THEIR PRODUCTS ONLINE





HOW IT WORKS

HOSTS CURATE THIS LIST INTO A WEEKLY ONLINE MARKET





HOW IT WORKS

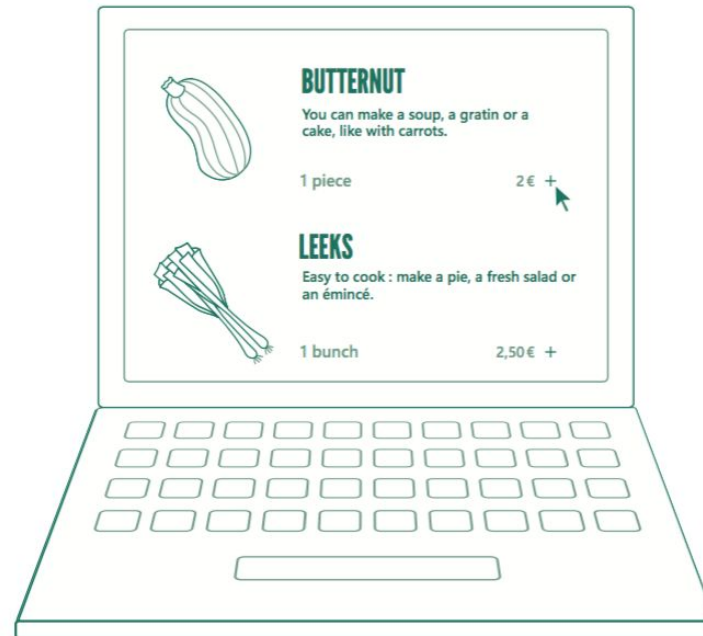
MEMBERS GET NOTIFIED OF THE WEEK'S OFFERS





HOW IT WORKS

MEMBERS PRE-ORDER PRODUCTS ONLINE





HOW IT WORKS



Home



Online Market



Producers



Discussions



Collection on
TUESDAY 26 JANUARY

The sale is open until Sunday 24 January



All categories



Fruit & Vegetable



Dairy & Eggs



Meat



Bread & Pastry



Beverages



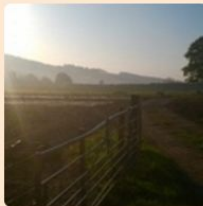
Seafood



Grocery



Ready-to-eat



BROCKMANS FARM PRODUCE

Garlinge Green, South East England - 52 miles - [See map](#)

Brockmans Farm Produce

Perry Court Farm was the first defined Organic and Biodiversity Farm in the Kent countryside since 1979, only hard work and... [READ MORE](#)

FILTER

Only organic products



AN ORGANIC VEG BOX

BROCKMANS FARM PRODUCE — Garlinge Green , South E...

The best things come in small boxes!

A selection of the finest vegetables as... [READ MORE](#)

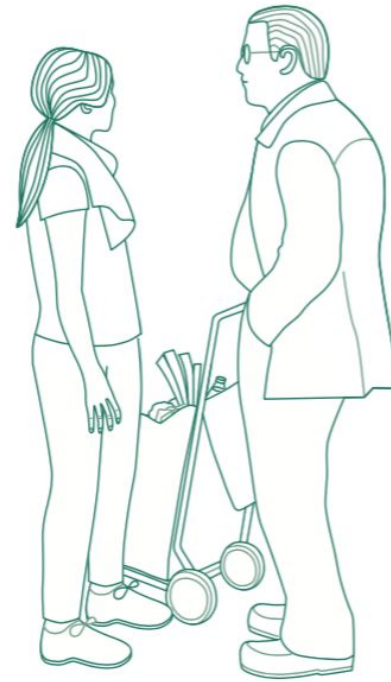
3.250 kg — 5 kg £8.50



HOW IT WORKS



HOSTS ORGANISE WEEKLY POP-UP MARKETS

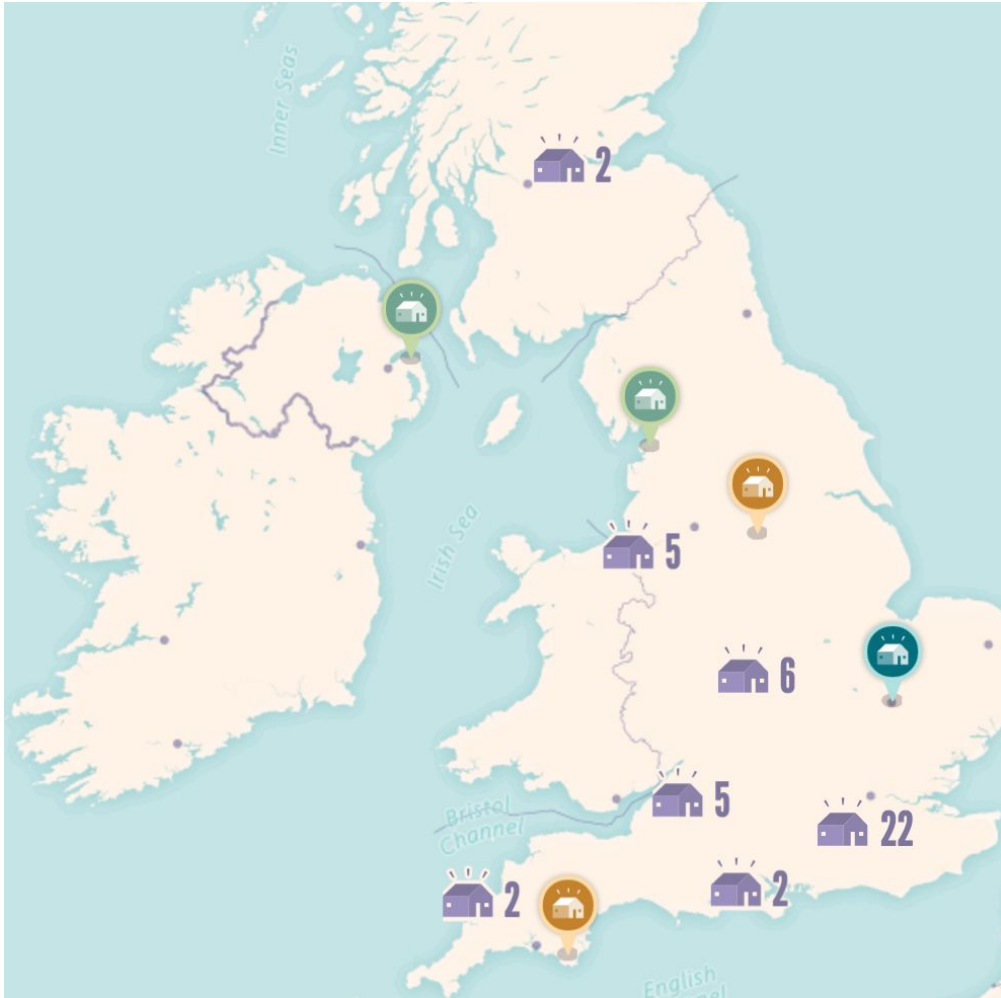


WHO WE ARE



WHO WE ARE

Our Network





WHO WE ARE

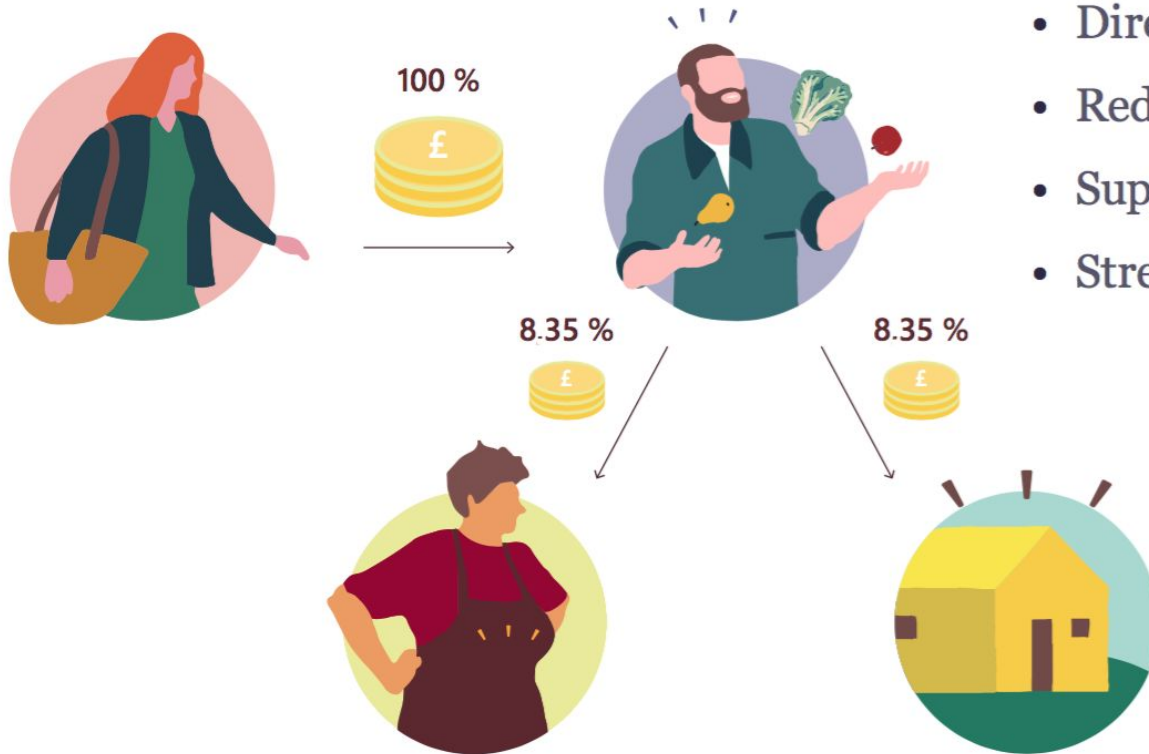
The European Network





OUR MISSION

ECONOMIC



- Direct, fair and transparent trade
- Redistributing power in our food system
- Supporting local entrepreneurship
- Strengthening local economies



OUR MISSION

SOCIAL



- Improving access to healthy real food
- Re-socialising shopping
- Connecting rural and urban



WHO WE ARE

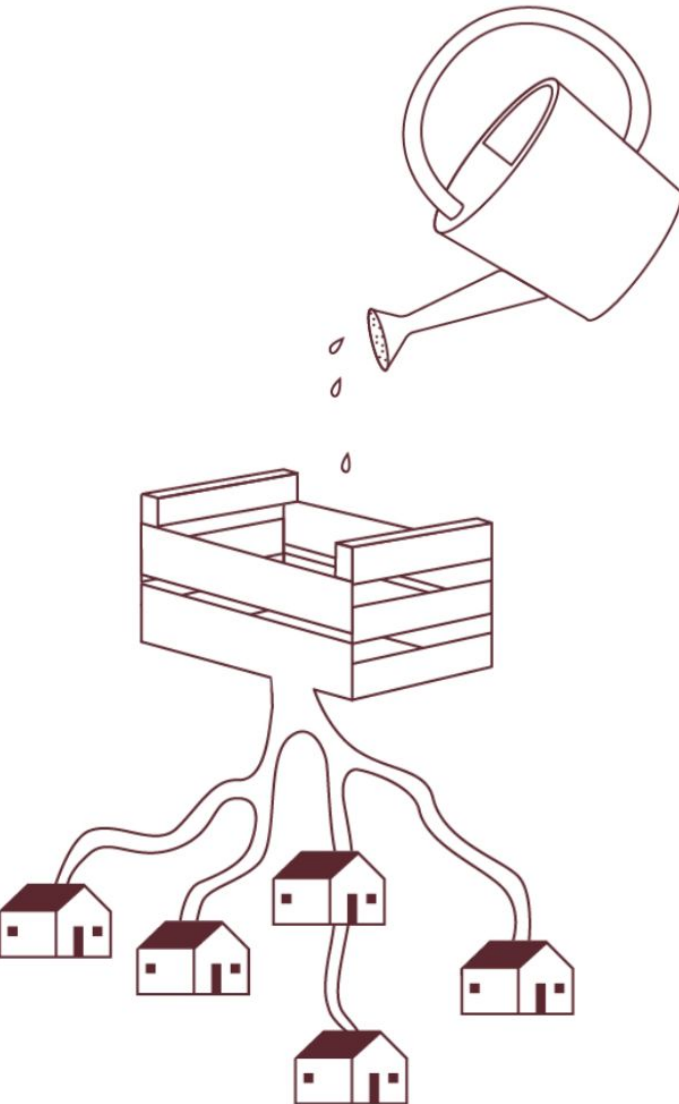
Farm visits & Workshops





OUR MISSION

ENVIRONMENTAL



- Reducing food miles compared to supermarket average
- Supporting sustainable farming methods
- Removing waste from food distribution

BENEFITS FOR FOOD PRODUCERS



THE BENEFITS

- Use technology to reach more customers
- Growing customer base- Hosts do all the marketing
- Be part of a bigger network → new business opportunities
- Easy and timesaving tool - automatic order summaries & invoices
- Get to meet customers and get feedback on your products
- Have a weekly pint at the pub :)





THE FOOD ASSEMBLY

www.foodassembly.com

JOIN THE GROWING MOVEMENT

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Twitter: [@foofassembly](https://twitter.com/foofassembly)

