



Measure:

Business & Economic
Development

Promoters:

North West Organics

Title:

**Cooperative Organic
Distribution & Supplies**

North West Organics had successfully secured funding to deliver a comprehensive marketing and business development programme of activities. As a direct result, a number of opportunities were identified, which they felt would significantly impact upon the organic sector in the North West. The promoters subsequently secured funding to deliver the following activities to meet these identified needs:

The establishment of a centralised organic collection and distribution point, which is used to maximise direct sales of local organic produce to both consumers and the food service sector. Having a central distribution unit has allowed Co-Op members to drop off supplies in one centre from where they can be distributed cooperatively. This has facilitated the development of additional regional organic sales.

The Co-Op has also received significant interest from having established a presence at **farmers markets**. The establishment of the collection / distribution hub has allowed the Co-Op to introduce direct selling from a fixed permanent location where customers can shop for their organic requirements.

The project has also established a **web presence** which has allowed for e-commerce to develop. The e-commerce site increases the range and choice available to consumers in the region and the central hub ensures that orders are delivered efficiently and effectively.

A further development has been the introduction of a **cooperative box scheme**, which has enabled the Co-Op to offer an all-organic delivery service that, at present, is provided by the multiples who import the vast majority of their organic produce. The creation of the centralised hub has facilitated this box delivery system and ensured its success.



Members of Northwest Organic Cooperative attend the official launch of the distribution hub

Total Project Cost: £189,436

Grant Awarded: £142,077

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