## **Current Reality**

A few have experience starting business ventures

People who like to work with numbers

Connections to the farmers' market and other local producers

Cell phones Communication ability
People who are respectful of others
Connections to a variety of people in town
Preexisting buying clubs in Northfield

A lot of people with knowledge of food production in connection with CSA

People who have been through a part of this process

First time this group has met

Diversity of age Someone who has worked in a co-op

People with artistic ability and creative ideas

Facilitation skills

Commitment to safe & just food

We get a Co-op

Living working example of co-operative organization

A good part of the community is involved & supporting: financial & energy

I get to be a worker member

Getting to know people who are like minded relationship building - networking

Increasing local self-reliance

Education in the community

Operating consensus

Increased level of awareness

Demonstrate egalitarian values Known by other Co-ops

Support for CSA and local farmers

Making local food available to local population

Sense of community empowerment & networking

Positive example that goes against the trend towards sprawl

**Benefits** 

Breaking through the color line

Getting great healthy food to lower income people

## Weaknesses

**Strengths** 

Busy schedules

Other commitments

Pretty homogenous

Co-op meeting baggage

There was a co-op that dissolved we'll have to compensate

First time this group has met

Few have experience with business ventures

## **Dangers**

Won't live up to the success

Have gotten such a large involvement that there's not an operating consensus

Burnout

Being stuck for lack of a really good facility

Not knowing how to get financial startup