



# **Strategic Planning DFC 2021 +**

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# Defining terms

Values

Vision

Mission (or purpose)

# Vision and mission

## Vision

A food system where people collectively control access to a affordable, wholesome and sustainably grown food and related products.

## Mission

To provide a affordable, wholesome and sustainable food and related products to our members and the wider community.

# Values and principles

Our values are Sustainability - Ethics - Solidarity - Accessibility - Openness - Co-operation - Community

Our principles guide us in the practical application of these values in the operations of the coop.

To deal in organically grown food which is Irish-produced where possible

To discriminate positively in favour of countries which uphold basic human rights, when importing wholefoods

To promote co-operation and co-operatives

To discriminate in favour of ecologically acceptable products and not to deal in meat or meat products

To supply wholefoods to members at the wholesale or supplier cost plus the minimum margin necessary to cover the Society's operating costs

To promote consumer food co-operatives as an important means of building a locally integrated organic food economy

To promote the rational use of the earth's resources and in particular to promote the use of ecologically acceptable packaging

To make shopping a convivial, community experience

To encourage the use of the Irish language in social and economic relationships and to promote Irish culture where possible

# Our offerings fall into 4 categories

## Food

### Products

- Organic
- Local
- Vegetarian
- Pre-prepared food and drinks

### Added value

- Curated by staff & members
- Ethical
- Reduced packaging
- Circular economy

## Non-food

### Products

- Household (cleaning & consumables)
- Toiletries
- Other merchandise

### Added value

- Sustainable (reusable, less resource intensive)

## Co-operative model

Demonstrating co-operative model through:

- Member benefits and contributions
- Supporting Irish & local suppliers
- Discounts and supports to solidarity organisations
- Advocacy and replication support

## Community development

Disseminating our principles & promoting cooperation through:

- Education
- Training
- Capacity building
- Community building events

# Our impact

## Areas of impact

## Selected impacts achieved

### Membership

Grown to over 2,800 members  
120 active volunteers participate in operations  
Over € 86,000 in annual discounts to members

### Shop

Footfall of 1,300 shoppers weekly  
Products are increasingly sustainable with 80% plastic free  
Achieved 99% organic produce

### Suppliers

Multiplying impact with over € 470,000 spent with Irish suppliers in 2019 p.a.  
Supporting smaller enterprise with 61 small Irish suppliers

### Solidarity organisations

Seed funded 3 businesses started by members  
Supplying B2B wholesale goods for 6 start-up businesses of our members

### Wider community

Broad range of partnerships with 20 other organisations who share our goals  
20 new organisations attended our 'start your own co-op' course

# Goals and objectives to 2024

GOAL  
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Build greater understanding of the DFC model and demonstrate its value

Develop and implement a communications strategy encompassing brand, tone and language

Develop deeper partnerships with like minded organisation and co-ops in regards to trainings, resources sharing,

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