



Dublin Food Co-operative Society Limited  
Kilmainham Square  
Inchicore Road  
D08 Y447

**6th February 2023**

**Subject: Future Member Benefits**

Dear Co-ordinating Body,

On Sat 28th of January 2023 the MAC convened in Loaf Café to discuss this topic and propose a recommendation for how to move forward. The MAC Facilitator, General Manager as well as approximately 12 members were present.

**Key outcomes of the meeting:**

- Most, if not all, of the members present understood and noted the limitations of the current model.
- There was high consensus that given the current financial situations of the co-op some alternative model should be explored
- There was high consensus that the first alternative the co-op should explore is the *Immediate Rebates* option (Co-op Loyalty Points system)

Based on the above the MAC, on behalf of the members present, would recommend to the CB as well as the management that the Immediate Rebates option is explored and trialed whenever feasible.

**Other items discussed:**

- There was high consensus that there is no perfect solution, each of the models have their pros and cons
- There was high consensus that the membership must offer tangible, and most likely also immediate, benefits to members. If the benefits appear to be too small there is a risk of low membership take-up
- One additional model was discussed that wasn't included in the proposal below: the ability to become a member with no upfront cost and as the member spends at the co-op, the discount (in this case 5%) would be retained by the co-op until the cost of the membership has been accrued; there after the member will start to receive the 5% discount at the till. This option was agreed to have some advantages but might require further discussion to explore its feasibility.

Yours in Co-operation,

Robert Cazaciuc  
MAC Facilitator