

## Marketing Report Season 2019-2020

The Bushfires created a slow start to the season as members were concentrating on issues other than garlic and most members missed out on usual Christmas rush.

Considering the strange environment of the 2019 -2020 season the Co-op has shown a growth in sales. A total of 623.5kg sold through the Co-op. We could have sold more garlic if more members had come forward with supplies. Members also sold privately however, volume sold privately was not been reported to the Marketing Committee. The total of 623.5kg was grown by 9 Co-op members, a small amount of Co-op grown garlic as well as 37kg of Member contribution garlic. Total value of garlic sold came to \$15405, Contribution Garlic's value was \$905 and the Co-op earned \$1181 in brokerage fees. Co-op profit from sales was a total of \$2161+? \$18.95 freight = \$2179.95.

Prices achieved were excellent at \$24 kg for 227.5kg and \$25 kg for 396kg. Growers received \$21.60 and \$22.50.

Unfortunately our sale of peeled garlic fell through due to Covid19 Lockdown. This establishment still hasn't reopened as their main business is international clients. We will need to revisit this next season.

The committee is constantly looking for opportunities for the Co-op so if you have any leads please pass onto either David Dawes or myself to further investigate.

I have had some positive discussions with a local food producer who is willing to try Co-op supplied peeled garlic. This will be very small to start with but if we show we are reliable will grow into a good association.

As there was very little interest in the Co-op applying for a stall at the Cambridge Markets in Moore Park I at this stage have shelved the idea.