

#7

Marketing report 2019 ~~2020~~ AGM

2018-2019 year was a great start for the Co-op. The Marketing Committee were successful in securing four separate customers and outlets for garlic sales.

The marketing Committee investigated to possibilities of exporting garlic to Singapore and Asia however found the price of \$5.00/kg not viable.

The Co-op's crop was sold through the Tramshed Market and the Local Visitors Information Centre. Even though we experienced a disease issue with the plot we were successful enough to achieve excess of \$4000.00 from sales.

The Marketing Committee were able to secure 2 return customers for member's garlic sales. We sold 250 kg of mixed size garlic to one customer at the wholesale price of \$24.00 kg and 185kg of 60mm plus garlic to another customer at the wholesale price of \$25.00kg. The Co-op charged members 10% brokerage fee.

All the above outlets have again approached us for supply again this year.

Contribution Garlic this year. Members are requested to supply 5kg of 50mm or above. Alternately a fee of \$125 in lieu of supplying garlic is required.

Seed Stock. A quantity of Italian Purple seed has been sourced. Price is \$25/kg member's orders and payment required by 30 November 2019.

Tramshed Markets dates available to members are: 1, ~~15~~, 29 December 2019. Please contact David Dawes the coordinator to secure your booking.

The market is well organized, undercover and well supported by local (Inner West Sydney) shoppers. There are other fruit and vegetable sellers at the markets but there are opportunities to sell 'niche' produce if prior arrangement is made with the Tramshed's coordinator.

Don't turn up without permission from the market coordinators. They are understanding of growers' needs but are not interested in creating competition between stallholders. They have selected the growers to complement each other.

The stall cost was \$50/week this year, payable one month in advance. David will coordinate payments and, on occasion, he will pay the invoice in full and then get reimbursed by the member.

Trading hours are 08:00 to 14:00. Free off site parking is available. Prices realised last season were typically \$30/kg for quality, cured garlic.

While the stall is booked under the Co op name *the member is the seller as 'grower of the week'*. BGGCL signage is displayed to promote the Braidwood Garlic brand. Any member

wishing to participate will attend a workshop where Co op guidelines for pricing guides, setting up and presentation will be demonstrated. Maps and market details will also be provided. The workshop date will be sent to interested members nearer to harvest time.

Wholesale

We already have a firm enquiry for 500kg of 60mm plus Turban and are confident that if size and quality are met then we could sell an additional 250kg.
We are asking \$25/kg for these orders.

We have a firm order for 100kg 50-60mm Turban asking price is \$24/kg and 50kg -60mm Turban asking price is \$25/kg.

Presentation of garlic for these orders – well cured at least 4weeks hanging, cleaned, basil plate of garlic hard, roots removed stalks cut at 2cm about the thickness of your index finger.

The Co-op has also invested in the purchase of a commercial garlic peeler with the view of securing a market to supply peeled garlic to restaurants. We are currently in negotiations to supply garlic and are just waiting for garlic to cure before moving forward. Member's garlic will be purchased at \$22/kg up to 50mm, \$24/kg 50mm-60mm and \$25/kg 60mm plus.

The marketing Committee requests members to keep the committee informed as to the progress of their crops and harvest yields and sizes so we can continue to find further markets for you.

All the best to member for their harvest and looking forward to a very successful year for the Co-op.

Marketing Committee.