

A photograph of several garlic bulbs with their green stalks, arranged on a teal, textured background. The bulbs are of various sizes and some have reddish-purple streaks on their white papery skins. The background has a cracked, mosaic-like appearance.

Business Plan

BRAIDWOOD GARLIC GROWERS CO-OP

OUR OBJECTIVES

- *Create a knowledge, marketing and economic hub that facilitates the production of regionally grown garlic by both small and larger scale producers, and aims to extend the region's production season to include mid and late season varieties;*
- *Support garlic growing that is carried out in a sustainable way, using organic principles, without the use of artificial chemicals and fertilisers; and*
- *Assist growers who aim to produce an economically viable crop and achieve a consistent quality standard, which fosters promotion of the "BraidGarlic" brand.*



ABOUT US

The Braidwood Garlic Growers Co-op Ltd was established in 2017, under the Co-operatives National Regulations applying in NSW.

It is a distributing co-operative with share capital. It evolved from an earlier producers' association, the Braidwood Garlic Growers Group. Many of the principles and learnings from this group influenced the shape, structure and rules of the Co-operative, particularly the commitment to chemical free and sustainable production techniques and holistic management.

The BGGC is owned and controlled by its members. This democratic decision-making process is one of the fundamental differences between a co-operative and a company, and guides our approach to BGGC activities and priorities.

For the BGGC to thrive we need active members participating in Co-op activities as well as focusing on their own garlic production. The structure and membership provisions are set out in the Rules and associated Operating Procedures.



OUR ACTIVITIES

- *Be a marketing group which promotes the co-op's brand and the quality and provenance of the garlic grown by members;*
- *Share garlic growing related knowledge, information and production resources between members;*
- *Implement standards for the classification, grading, packaging and labelling of garlic grown by members;*
- *Support members in selling the garlic they have grown; and*
- *Facilitate bulk purchasing of production inputs for members.*



OUR PRIORITIES

- *Marketing, membership, sales and distribution;*
- *Branding and Reputation - top quality;*
- *Grower support and information;*
- *Bulk buying of inputs such as mulch and fertiliser;*
- *Capture bulk production advantages;*
- *Storage facilities;*
- *Access to shared equipment; and*
- *Trained seasonal workforce.*



OUR MARKETING STRATEGY

Our marketing strategy is to Engage, Enlighten, Excite and Entertain our target audience to achieve sustainable and profitable garlic product sales and to create a strong BraidGarlic brand.

A key element of this strategy is to launch a successful Garlic Festival that builds and maintains awareness of the Southern Tablelands region as the premier region for quality cold climate garlic.

OUR QUALITY STRATEGY

We want people to recognise the BraidGarlic brand as synonymous with quality.

The BGGC objectives include to “assist growers who aim to produce an economically viable crop and achieve a consistent quality standard, which fosters the promotion of the BraidGarlic brand”. A fundamental part of the quality standard is the way garlic is produced, sustainably, using organic principles, and without the use of artificial chemicals and fertilisers.

The BGGC Quality Management Framework sets out how we will achieve these objectives, and how we will demonstrate that to our customers.

OUR RISK MANAGEMENT STRATEGY

Understanding and managing risks will help us build a strong and sustainable Co-operative that achieves the objectives we have set for ourselves.

We recognize that, as we grow, we will need to refine and enhance our approach to risk management, based on our experiences. This Risk Management Plan is the first step in documenting our approach, based on our assessment of current risks. Insofar as it is practical, the Plan is based on international standards for risk management. However, given the stage of our development, it is not wholly compliant with the standards.



Join us!

Get in touch for information on how to become a member of the BGGC www.braidgarlic.com.au

