




Our 24 Carrot Solution

Our Mission
 Beck Farms will build on it's success as an efficient, customer driven, vertically integrated agricultural enterprise.

Our Core Values

- *To be customer driven with superior quality & service.
- *To be environmentally responsible.
- *To foster & maintain relationships & strategic alliances.**
- *To continue to grow and prosper while transitioning to the next generation.



****25 YEARS WORKING TOGETHER****

Who are we?

- Five farms families working together for a common purpose.
- We jointly market our home grow/made produce, meats, baked good, preserves, and other value added items directly to consumers.
- We work together including and encourage the next generation in each farming enterprise.
- Members have changed over the years, but our current members have been together for 15 years, with a current commitment for another 5 years.



- We attend approximately 20 local farmers markets per week during the busy summer season.
- We market 5 days per week year round at the Calgary Farmers market and Red Deer Eastview Estates market.

STRUCTURE

- Closed Co-operative
- Must live within 50Km of the town of Innisfail
- Must grow, raise, or make every thing you sell through Innisfail Growers.
- Each member provides different products, eliminating competition within the group while ensuring a large variety of items for our customers.
- Non member growers – producers in our area who produce a product we don't have within our group. This helps round out our product line. Non member growers have no responsibilities to the group & no say in how the Co-operative is run.




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Responsibilities as a Member

- Attend meeting on a regular basis
- Take on an executive position
- Social media
 - Facebook
 - Twitter
 - Web Site
 - Market based Social media
- Be responsible for specific markets
 - staffing
 - communication with market manager
 - filling in for missing staff when necessary.
- Customer Appreciation Day
- Participate in Special functions like our Feast in the Field Event
- Help out with day to day tasks



The Nuts and Bolts of how IG works

- Each grower is paid an initial payment every two weeks for products sold, with a one week delay in payment. This is based on a percentage of sales.
- The remaining % is used by IG to pay for all expenses incurred to market our products. This includes, wages, table rents, trucking, equipment & building rent, office expenses, etc.
- At year end, the surplus/deficit, is attributed to each grower based on % of sales.
- IG always ends each season with a zero balance, ready to start fresh in the new year.
- It is very important to us to have extremely good bookkeeping practices and computer programs in place to track product and sales.
- IG does not own capital assets, instead it rents all buildings, equipment, vehicles, from its grower members. The only thing owned by IG are small items like display materials, & office supplies. This allows for easy exit from the Co-operative or easy dissolution of the Co-op should the need arise.



What has kept IG together for 25 years?

*****RESPECT AND A COMMON GOAL*****

Our moto is "WHAT'S GOOD FOR IG IS GOOD FOR MY FARM"

- We understand where each other is coming from, & can empathize with situations other growers may be experiencing.
- We hire staff from outside the group to handle all financial aspects including handling all the cash and deposits for each market, as well as book keeping.
- Each farms is committed to contributing where every possible to the group. We are a very hands on management group.



In Conclusion

The advice if would pass on to any of you considering working in a cooperative structure would be as follows:

- **Work with like minded individuals with similar goals.
- **Try to set up our co-operative in a way that eliminates competition within the group.
- **Communicate regularly within the group
- **Keep very good records
- **Make sure each member feels valued**

Innisfail Growers has exceeded our expectations by leaps and bounds, and has become an integral part of each our farming operations. If you dream big, & work hard, anything is possible!