

FRESH ⁿ LOCAL

— *farm-freshness to your-door* —

Fresh n Local Business Partner

Who: I am looking for a highly motivated individual who has interests and a skill set that would complement my own. I have made a basic list of what I am looking for in a business partner:

- marketing abilities/background
- organized
- strong communication
- innovative
- problem solver
- strong with numbers
- accounting/bookkeeping abilities
- community impact driven
- interested in food and the food industry

I am not asking for a financial investment from my new partner. Instead, I am asking for an investment in sweat equity.

What: There are certain jobs that I prefer to do more than others. I am hoping to find someone who enjoys and would happily take on managing some/most of the following responsibilities:

- accounts payable/receivable
- marketing
 - social media (Facebook, Twitter, Instagram, etc.)
 - print media, newsletter
- customer service
- communications
- site analytics/optimization

Initial time commitment will be evenings and weekends only. I do not intend to quit my day job anytime soon. Hopefully this will help alleviate the risky decision of having to change careers when first starting a business.

Where: Aside from in-person meetings and discussions over coffee, much of the responsibilities are computer based and can be worked on from the comfort of your own home.

When: I am hoping to have things in place to re-open our doors in spring '14. Many of the local growers will begin having product ready in May-June, so I would like to have some rough numbers in mind before they are in production.

Why: There is a growing demand in Saskatoon for healthy, organic, locally grown, ethically raised food products. It is often not convenient to travel to the farm, market or specialty store to buy the food a person might prefer to eat. Fresh n Local will help bridge the connection from grower to consumer by selling and delivering these types of food products right to the customer's door. Saskatoon is one of the only major cities in Canada without this type of service. We intend to fill this niche market.

How: Fresh n Local has been operating the past year as an online grocer with a small inventory of locally produced, organic, health food products. The food was delivered as orders were placed. Although this strategy may be effective once an appropriate clientele is established, it has proven to be unsuccessful and costly when product is not turning over on a regular basis.

Fresh n Local will relaunch as a subscription based service, specializing in local and/or organic meat, produce and bread. We will offer a variety of packages and options that will accommodate an individual to a large family. Once a customer has subscribed, he/she will receive their weekly food box until they choose to discontinue/suspend service. This means we will have minimal spoilage and will not rely on customers to intentionally return week after week. It also means we will not store large quantities of food which will eliminate our need for a large warehouse and refrigerated storage. With overhead costs kept to a minimum, we should be able to begin turning a profit in a much shorter period of time.

In order to get the ball rolling, we will need to build a strong business plan and source the proper amount of funding. I would like to pursue funding from the Canadian Youth Business Foundation. I have already been in contact with them and they are excited to help out in any way possible. I would also like to put together a [Kickstarter](#) project to raise funds, build clientele and help spread the word.

Contact: If you or anybody you know is interested in this unique opportunity, please contact me.

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