

FRUIT & VEGE CO-OP

WELLINGTON REGION

Bringing healthy food to our neighbourhood



SEASONAL NEWSLETTER | SPRING EDITION



Sallie's UPDATE

Welcome to our first edition of our seasonal newsletter for the Wellington Fruit and Vegetable Co-ops, the spring edition.

With nearly three years of history behind us, having launched initially in Porirua East, May 2014 we continue to be amazed at the growth of our co-ops in the Wellington region.

We have eight community based fruit and vegetable co-ops and one based at Victoria University to date. Each of the co-ops belongs in the community they sit in. A committed team of local volunteers run these weekly. In partnership with these teams *Wesley Community Action (WCA)* - a community organisation that seeks to bring out the best in communities and supports a just and caring society - is the umbrella organisation, along with Regional Public Health.

Every week approx. 9 tonnes of fruit and vegetables are purchased and freighted to the respective packing hubs for distribution through the Wellington region. With accessibility and affordability being our core values each of the packing hubs have further distribution points within their areas, some as many as six. For more information, follow this link <http://bit.ly/2uBtyqX>

The winter season has seen a shortage of greens with record prices as a result of supply and demand. Potatoes have struggled with our ever-changing weather patterns, proving a challenge for our growers and our apples are hugely in demand on the export market but our co-ops still manage to enjoy delicious apples regularly.

That aside we still manage to provide between six and eight varieties of fruit and vegetables per order to be distributed for \$10 or \$12 per buy.

If you would like to purchase through any of our incredible community co-ops follow the above link and place your order.

Ngā mihi, na

Sallie Calvert

Regional Coordinator, Wesley CA



INFO FROM *growers*



BEN ROSS

MG MARKETING

Ben has been with MG Marketing for eight years, where he has steadily worked his way up in the business. Ben started his career at MG Marketing as a student in a part-time department support role at our Christchurch branch, he then moved into a trainee sales

representative role. In 2014, Ben transferred to our Wellington branch where he assumed his current role as a marketing representative, and is currently a key account manager.

As a marketing representative, Ben is responsible for the ordering and supply of fruit and vegetables to key customers; liaising with key internal staff around the branch network and growers nationwide; and liaising with and selling into key local buyers. Ben provides the link between these groups to ensure consistency and quality of supply of MG Marketing's products to meet market demands.

One of the accounts Ben manages is the Wellington Fruit & Vege Co-op. This entails a raft of processes starting with gathering offers from the MG sales team and collating them into what your buying team receive. Ben then liaises with Sallie to work on the final details of the offers and make recommendations, taking into account previous feedback on what would make for a good offer. Once the order for the week is received Ben communicates with our sales and warehouse teams to ensure seamless supply of your orders. Finally, the orders are loaded on to transport and delivered to the hubs for packing and distribution.

Ben and MG feel proud and privileged to be associated with the Wellington Fruit & Vege Co-op and look forward to continuing to support this fantastic programme.

EASTERN SUBURBS

Each season we will be highlighting one of the Fruit & Vege Co-ops around the Wellington region. Currently there are nine co-ops who host a packing hub with between them a 18 further distribution hubs.

Our first co-op in the spotlight is Eastern Suburbs Fruit & Vege Co-op based at St Aidan's Church in Miramar. In July I went along to chat with Meri, the coordinator at Eastern Suburbs, and take some photos of her and her volunteers. As you can see from the photos it was a beautiful sunny Miramar day. Here is what Meri told me:



"I came on board on 4 July 2016 but for the six months prior to that I was involved with distribution through the op-shop. I found the relationship between the op-shop (I am the op-shop manager) and the co-op to be very beneficial. It was good to have extra foot traffic in the shop and it was good

for the co-op but we could see we needed someone for the co-op all the time. I have found that managing both of them fits in well together and the op-shop volunteers have been involved long enough that they give all the co-op 'join up' info to anyone who comes in, plus they manage cash sales for our pop-op shop (where we sell some extra produce).

The highlight for me is getting to know the community. The more regular contact you have with them the better you get to know them, you get to know their names and their children, you get to know them personally. We have morning tea together before the truck arrives, we have got our regular volunteers and there is a real sense of fellowship and camaraderie. There is something really heart-warming about people gathering for the good of the community and no personal benefit.

We have been growing steadily and have some great plans for the future. We are hoping to partner with the Raukawa Community Centre in Strathmore to further our distribution to people without cars. At the moment we feel that we have only just scratched the surface of families in Miramar. We really want to get the word out that this is such a great thing and the fruit and veges are good for you and cheap - and everyone can enjoy the benefits!"

