

THE FOOD ASSEMBLY TRUE OR FALSE?

The Food Assembly is first and foremost a human story based on trust and transparency. True or false? The Food Assembly reveals it all.



THE FOOD ASSEMBLY IS A SOCIAL ENTERPRISE

TRUE: In August 2012, The Food Assembly received the official French certification "Entreprise sociale et solidaire" which recognises the role that The Food Assembly has played in supporting and developing local agriculture.

🖱️ YOU NEED TO BE A COMPUTER WHIZZ TO TAKE PART

FALSE: The website is user-friendly and intuitive. Everyone can use it. And if you have any issues our technical team is here to help.



REGISTRATION TO THE FOOD ASSEMBLY IS FREE

TRUE: You're free to test, commit or leave. Our registration is free for customers and producers.



THE FOOD ASSEMBLY ONLY ACCEPTS ORGANIC PRODUCERS

FALSE: Even though we support and value organic farming at The Food Assembly, it's not mandatory. Our suppliers should, nonetheless, guarantee a high quality product and environmentally friendly practices.



ASSEMBLY HOSTS WILL PUT PRESSURE ON PRICING

FALSE: At The Food Assembly, you set your prices. But it's not a taboo subject, Producers and Assembly Hosts talk about pricing openly.



Contact The Food Assembly



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Tel. www.foodassembly.com

ARE YOU A FARMER, GROWER OR FOODMAKER?
ARE YOU LOOKING FOR NEW WAYS TO SELL
DIRECTLY TO CUSTOMERS?



JOIN  **THE FOOD ASSEMBLY**

- ✓ Discover a sales tool that allows you to offer your produce to communities of local buyers: Food Assemblies.
- ✓ The Assembly Host gives you support by helping you sell your products, and is responsible for growing your customer base.

www.foodassembly.com

A TOOL TO GROW YOUR DIRECT SALES SEAMLESSLY!

① A PERSONALISED ONLINE MARKET

On the website, you have pages dedicated to showcase your activity and your products with photos and your own descriptions.

② A FAIR AND ADVANTAGEOUS SALES SYSTEM

You decide the price of your products and the minimum orders required for you to deliver.

③ QUICK PAYMENTS

You're paid 10 to 15 days after each market. The payment is made automatically and the money is sent to your account directly.

④ NO UNSOLD STOCK

Everything you sell online will be delivered on the day of the Assembly distribution. At the end of the collection your crates will be empty.

⑤ A FLEXIBLE MODEL

Have surplus or seasonal fluctuations?
No problem – You can adapt your offer for each sale.

⑥ A TRANSPARENT SALES SYSTEM

You'll earn 83.3 % of pre-tax turnover. The remaining 16.7 % is used to pay the Assembly Host, the Internet sales service, transaction and technical support costs.

⑦ SIMPLIFIED ONLINE ACCOUNTING

The website automatically processes your invoices and delivery notes. You no longer lose time processing accounts.

⑧ ANALYSIS TOOLS

Stats, dashboards... The website allows you to better understand your customers' demands and to tailor your offer to them.

“The response has been very positive, and for a small-scale producer, it has such a direct impact on my business. As Food Assembly customers place their orders in advance, waste has been reduced. We only harvest exactly what has been ordered by our customers. Now we don't have to eat spinach every meal for a week if we harvest it for a market and it doesn't sell!”



LISA PAYNE,
VEGETABLE GROWER,
UNITED KINGDOM

“The online sales system is easy to administrate, and it is a brilliant way for producers to meet and build relationships with their customers and with each other. Our Assembly Host does an excellent job promoting it – it's a great initiative.”



HUW ROWLANDS,
CATTLE FARMER
CHESTER, CHESHIRE

LAUNCHED IN 2011 IN FRANCE AND 2014 IN THE UK, THE NETWORK BRINGS TOGETHER OVER 800 ASSEMBLIES AND 4,000 PRODUCERS ACROSS EUROPE!

AT THE FOOD ASSEMBLY, YOU'RE NEVER ALONE!

① TAILORED SUPPORT

The Assembly Host helps you define and promote your offer, every step of the way.

② LOYAL CUSTOMERS

The Assembly Host is responsible for finding new customers and encouraging loyalty. When you sign up to an Assembly, you already benefit from an existing and growing customer base.

③ A LOCAL SHOWCASE

The Assembly you're part of will be promoted through flyers and in the press, ensuring that people understand the concept and that new customers join.

④ A CHANCE TO MEET THE PEOPLE WHO LIKE YOUR PRODUCE

Pre-payment on the website means no financial transactions during the distribution. You have time to meet your customers and to discuss your produce, your profession and harvest their feedback.

“The Food Assembly brings together the modern side of retail: the online ordering side, plus all the benefit of face-to-face retail. You get lots of feedback and that is very useful. It has helped me to grow and develop my products and reach a larger audience. It also has a warm sense of community about it – like an old-fashioned and much-loved traditional farmer market.”



JANE LADDS,

GRANOLA MAKER,
ASHFORD, KENT

“We love the concept of a new way to buy and sell the products. The Food Assembly offers a new opportunity to enable healthy local economies by encouraging a more environmentally friendly shopping experience. The web aspect also attracts a wider market and is convenient for producers and customers alike.”



TOBY MCKINNEL

WINE GROWER
WINKLEIGH, DEVON

BECOME AN ASSEMBLY SUPPLIER!

TO BECOME PART OF THE FOOD ASSEMBLY NETWORK, YOU NEED TO MEET CERTAIN CONDITIONS:

- ✓ You need to be a farmer or foodmaker.
- ✓ You need to produce locally, within a 100 mile radius of each Assembly you are supplying.
- ✓ You need to respect The Food Assembly's values and sign our Network's partnership agreement.
- ✓ You need to deliver the products and attend Assemblies when meeting the minimum amount of orders.
- ✓ You need to be transparent and trustworthy with the Assembly Host and your customers.



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