

Associazione BuonMercato

Liberation project meeting

DASStU, Politecnico Milano

July 15th, 2014

What is BuonMercato

How we work

- Management
- Relationships
- Balance sheet 2013
- Orders trend
- Members trend

Issues

Near future perspectives

What is BuonMercato?

- ✓ a joint initiative of public administration (Comune di Corsico) and local actors
- ✓ an association that promotes ethical purchasing and a sustainable lifestyle
- ✓ facilitates direct purchasing of commonly used goods from farmers and other producers , for people that can't create a Group (G.A.S.)
- ✓ supports G.A.S. and producers in logistic management

Where it is?

Corsico

Pop.: about 35K

Area: 5.4 Km²

Parco Agricolo Sud

Area: 0.46 Km²



BuonMercato has its operational and legal headquarter at Cabassina Park in Corsico, a small town in the outskirts of Milan, inside Parco Agricolo Sud Milano





How we work

Fundamental Principles

- Support of PARCO AGRICOLO SUD MILANO:
 - We support farmers of Parco Agricolo Sud, particularly those practicing sustainable agriculture
- Fair Price
 - Price of products is not imposed by the market, but defined on the basis of the real cost of production
- Short supply chain
 - The direct relationship with producers guarantees the best control over the quality and ethics of product
- Legality
 - Producers must not have any relationship with criminal organizations. Their employees must have a regular contract
- Zero Km
 - We prefer products coming from farms and factories close to Corsico (as much as possible)
- Ecologically sustainable production
 - Production must have a small ecological footprint: the agricultural methods we prefer are, in the order: biodynamic, organic, integrated pest control
- Transparency
 - Producers must be open to share information about their products and production process

From farmers to consumers

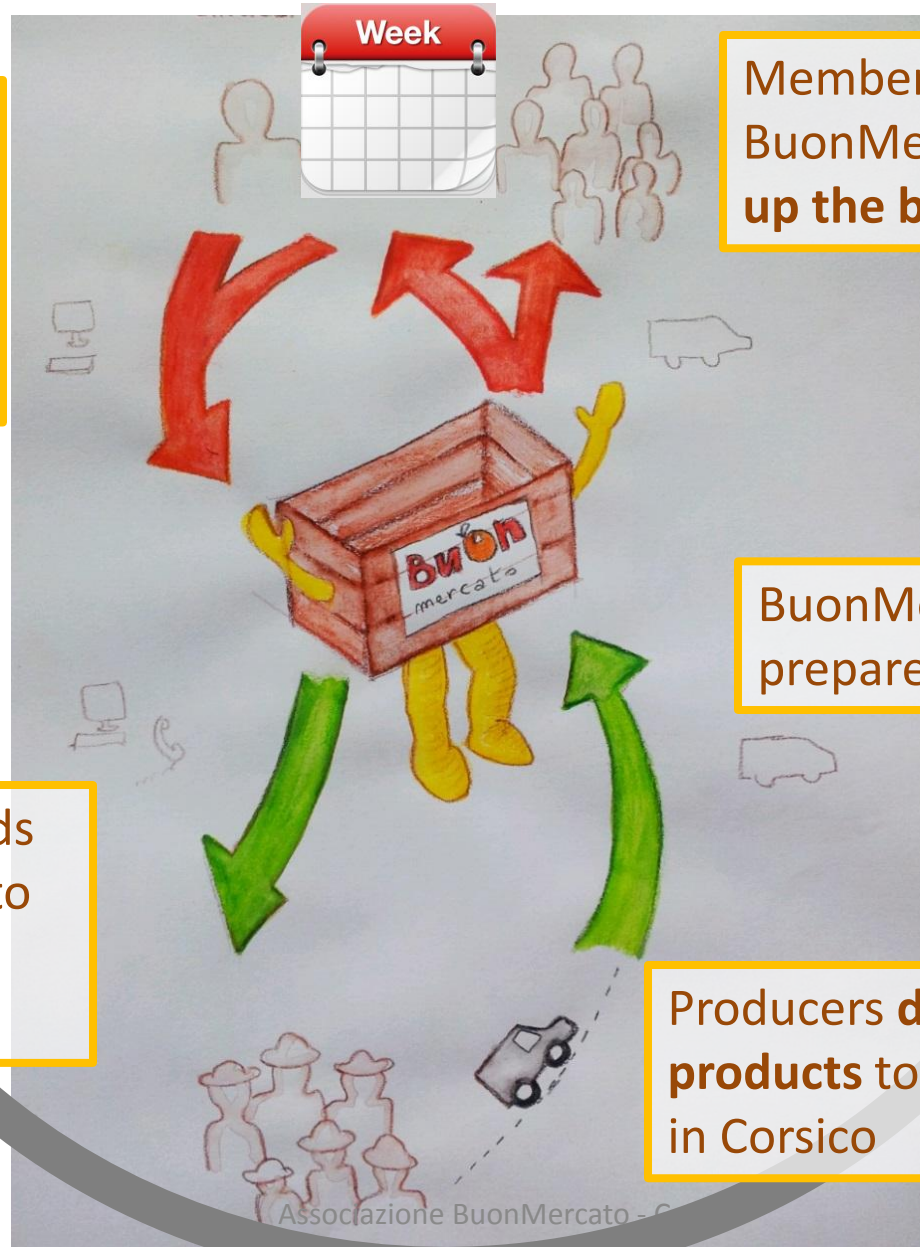
Each associated member places orders through an **e-commerce platform**

BuonMercato sends **aggregate orders** to producers on a weekly basis

Members come to BuonMercato to **pick up the baskets**

BuonMercato staff prepares the **baskets**

Producers **deliver products** to BuonMercato in Corsico

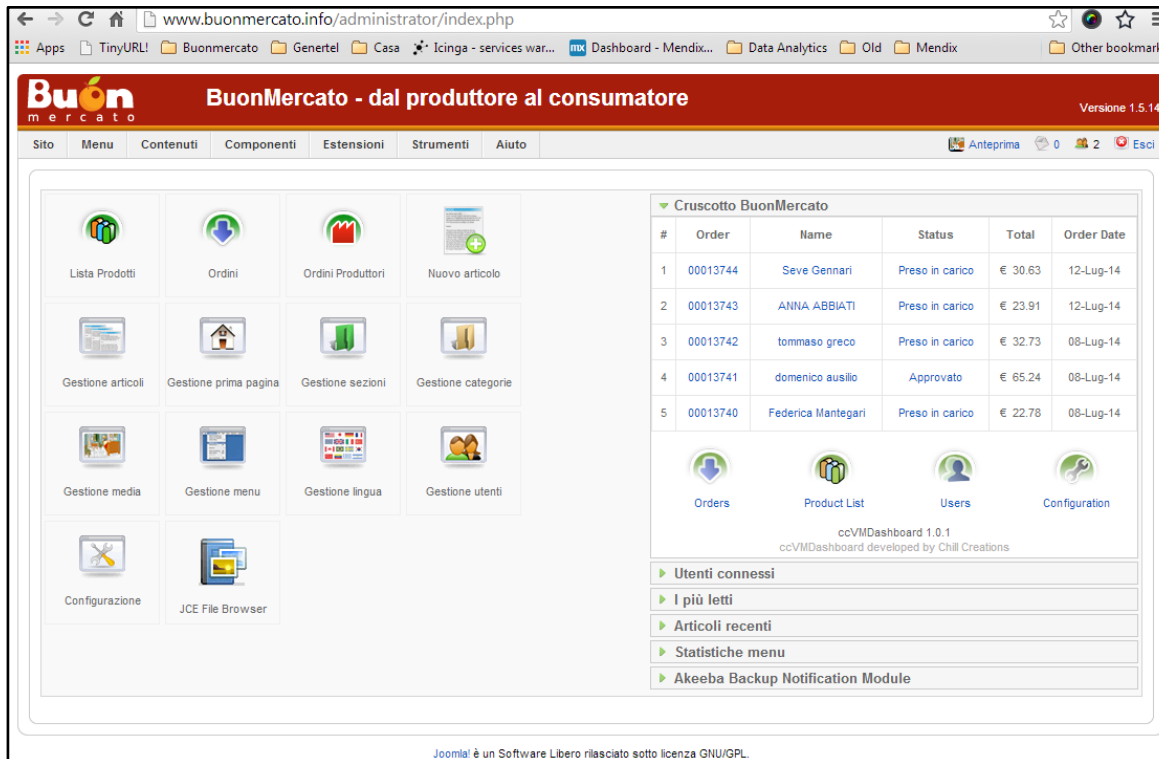


How we manage the association...

- Operators (three): work on product distribution cycle
- Board (operators+president+vp+three associated members): operational decisions ...and lot of work on many activities
 - Thematic groups
 - Farmers
 - Events
 - Communication
 - Finance
- President & Vicepresident: general coordination

Tools: backend portal

- Management of weekly orders from members and to farmers
- Available products and price defined by farmers (published by operators)



The screenshot shows the BuonMercato administrator interface. The top navigation bar includes links for Sito, Menu, Contenuti, Componenti, Estensioni, Strumenti, and Aiuto. The main content area is divided into two sections. On the left, there is a grid of icons for various management tasks: Lista Prodotti, Ordini, Ordini Produttori, Nuovo articolo, Gestione articoli, Gestione prima pagina, Gestione sezioni, Gestione categorie, Gestione media, Gestione menu, Gestione lingua, Gestione utenti, Configurazione, and JCE File Browser. On the right, there is a table titled 'Cruscotto BuonMercato' showing a list of orders. Below the table, there are links for Orders, Product List, Users, and Configuration. At the bottom, there are sections for 'Utenti connessi', 'I più letti', 'Articoli recenti', 'Statistiche menu', and 'Akeeba Backup Notification Module'.

#	Order	Name	Status	Total	Order Date
1	00013744	Seve Gennari	Preso in carico	€ 30.63	12-Lug-14
2	00013743	ANNA ABBIATI	Preso in carico	€ 23.91	12-Lug-14
3	00013742	tommaso greco	Preso in carico	€ 32.73	08-Lug-14
4	00013741	domenico ausilio	Approvato	€ 65.24	08-Lug-14
5	00013740	Federica Mantegari	Preso in carico	€ 22.78	08-Lug-14

Tools: accounting

- Orders payment registration

The screenshot shows a web browser window with the URL 'win.buonmercato.info/BMWebCash/Cassa.aspx'. The form is titled 'ID Ordine' and includes fields for 'Nome', 'Cognome', 'Gruppo', and 'Totale prodotti non a peso'. There is a section for 'Tipo Pagamento' with radio buttons for 'Contanti', 'Bancomat', and 'Bonifico'. Below this are input fields for 'Contanti', 'Resto', and 'Totale da pagare'. A 'Note' text area and a red 'Salva' button are at the bottom. On the right side of the form, there are buttons for 'Non Consegnati', '15%', and 'Listino'.

Contabilità 2014

SITUAZIONE		CONTABILE	
ATTIVO			
CASSA	85.936,53		
BANCA	9.410,71		
CREDITI (toti accreditati da riconciliare)	7.463,44		
TITOLI			
MAGAZZINO	0,00		
CESPITI	0,00	CESP	
TOTALE	102.810,68		
RICONCILIAZIONE BANCA	0,00		
COSTI			
ACQUISTI PRODOTTI	98.892,78	FAT	
UTENZE	1.752,16	UT	
SPESE AMMINISTRATIVE	0,00	SPA	
SPESE VARIE	111,90	SPV	
RETRIBUZIONI	0,00	RETRIB	
TASSE E CONTRIBUTI PREVIO.	1.686,32	TAS	
SPESE PER EVENTI	0,00	EVE	
CORSICO SOSTENIBILE	0,00		
VARIAZIONE MAGAZZINO			
TOTALE	102.443,16		
PASSIVO			
DEBITI VIFORNITORI			80.570,47
DEBITI VIFORNITORI			
DEBITI VIERARIO			
TOTALE			80.570,47
RICAVI			
CONSEGNE		€ 129.733,01	IO + BANCA ACCREDITI + CREDITI
TESSERE		€ 2965	
EVENTI			EVE
CONTRIBUTI RICEVUTI		0	CORSICO SOSTENIBILE
TOTALE		132.698,01	

mercato - Corsico

- Balance sheet

Relationships with Farmers

- Interest for farmers
 - Local (Parco Agricolo Sud)
 - Not locals but with an ethical value: Coop.«Le Terre di Don Peppe Diana» works in Castelvoturno, an area with high presence of criminality; Coop.«Insieme» of Bratunac (Bosnia Erzegovina) employees many women war widows
- Enforcement of relationship
 - Meeting events (i.e. parties with tasting of products)
 - Knowledge of places where they work (visits to the farms with tastings)
 - More difficult with those working at great distance from Corsico

Relationship with local actors

- DESR
 - Creates new relationships with farmers
 - Facilitates existing relationships
- Corsico Administration
 - Collaboration with Environment department on educational and paractical goals
- Ri-Maflow
 - Closed factory, people fired are trying to create autonomously a new opportunity of work through recycling and distribution of local farms products
 - Support to their project
- Other organizations
 - Organization of events with them
 - New collaborations created in 2013

Communication of our principles

- Development of multi channel communication
 - Portal
 - Newsletter (1.4k subscribers)
 - Facebook (1.2K likes)/Twitter
- Organization and participation to local events
 - Always trying to collaborate with other organizations
 - Involvement of personalities (i.e. Don Gino Rigoldi)
- In 2014 started collaboration with education organizations

■ URMA – Urban Rural partnership in Metropolitan Areas



- Meeting with project partners
(Regione Lombardia, Politecnico Milano, University Hamburg, etc.)

■ «Restart – Good Inside»

- Meeting with Don Gino Rigoldi and other subjects who organize the food productions activities for boys and girls inside the Beccaria reformatory

...come nel mondo dei grandi
alla grande anche tu (Bella Palla)

Domenica 23 Marzo
ore 17:00
Salone La Pianta
via Leopardi 7, Corsico

Ripartire

'Buoni Dentro' e gli altri progetti per uscire (bene) dal carcere minorile

- GENNARO PEPE (ASSOCIAZIONE BUONMERCATO), VINCENZO VASCIABEO (DISTRETTO DI ECONOMIA SOLIDALE E RURALE DEL PARCO AGRICOLO SUD MILANO), ANDREA VILLA (ACU CORSICO):
L'impegno delle associazioni per la legalità
- MARIA FERRUCCI (SINDACA DI CORSICO):
Il progetto Corsico Legalità
- DON GINO RIGOLDI (FONDATORE DI COMUNITÀ NUOVA):
Il recupero della devianza minorile
- VALENTINA PEDRAZZETTI (PSICOLOGA), CLAUDIO NIZZETTO (RESP. PROGETTO BUONI DENTRO):
Il progetto Buoni Dentro e le altre attività dei laboratori dell'Istituto Penale Minorile Beccaria
- FRANCO VIGANÒ (COORD. CASCINA NISBA):
Il supporto di Cascina Nisba alle attività del Beccaria

A seguire, aperitivo con prodotti biologici del Parco Agricolo Sud Milano
Info: info@buonmercato.org

CITTA' DI CORSICO **Buon** mercato

2013, in numbers

333
Members

80
Orders avg/week

1200
Products/week

3.800 €
Value of orders/week

175.000 €
Overall value of
products

Balance sheet 2013

ATTIVO

CASSA	2711,06
BANCA	36436,13
CREDITI	2086,49
TITOLI	655,00
MAGAZZINO	9757,30
CESPITI	369,00

TOTALE	52014,98
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PASSIVO

DEBITI V/FORNITORI	32360,18
DEBITI V/ OPERATORI	4544,58
DEBITI V/ERARIO	1436,15
DEBITI V/COMUNE CORSICO	12206,96
RISULTATO ESERCIZI PREC.	546,31
RISCONTI PASSIVI	395,00

TOTALE	51489,18
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COSTI

ACQUISTI PRODOTTI	154533,43
UTENZE	1466,25
SPESE AMMINISTRATIVE	1417,54
AFFITTO	1200,00
SPESE VARIE	1322,60
RETRIBUZIONI	15351,22
TASSE E CONTRIBUTI PREVID.	2979,10
SPESE PER EVENTI	3812,00
VARIAZIONE MAGAZZINO	2613,70

TOTALE	184695,84
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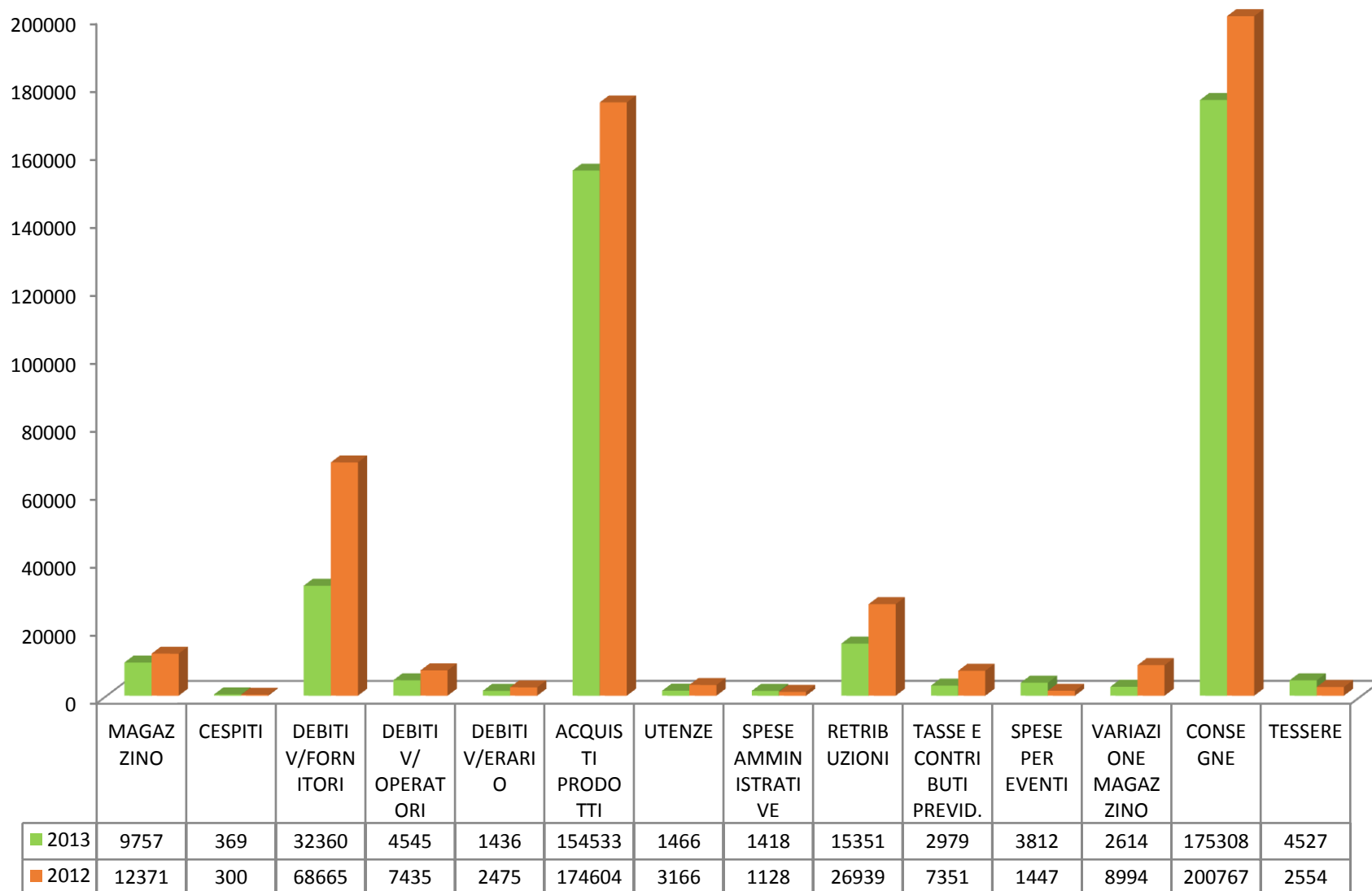
RICAVI

CONSEGNE	175308,44
TESSERE	4527,20
EVENTI	5386,00

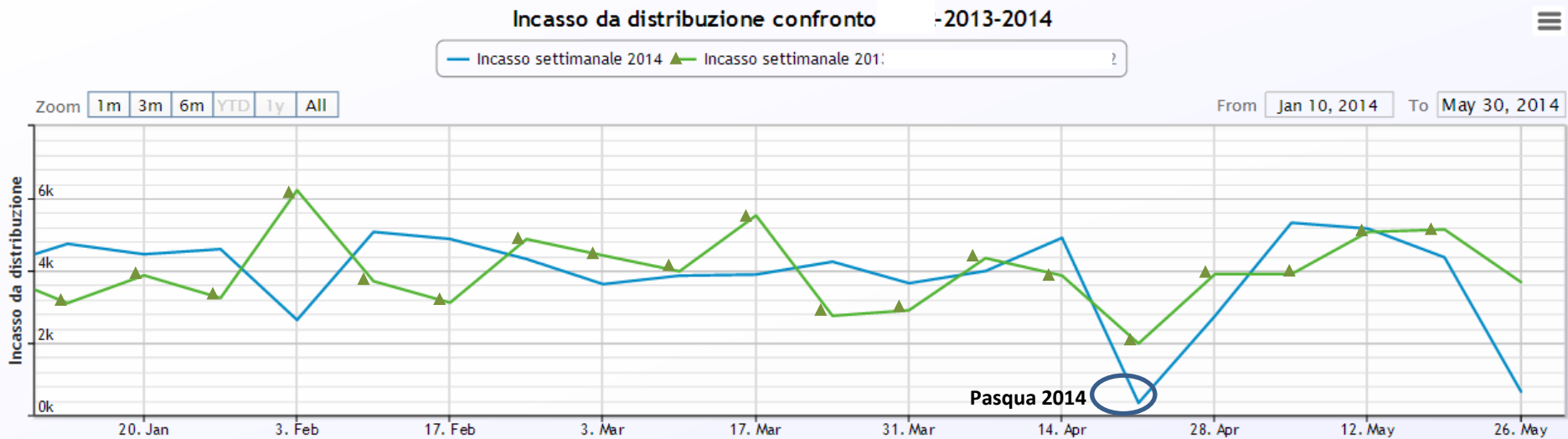
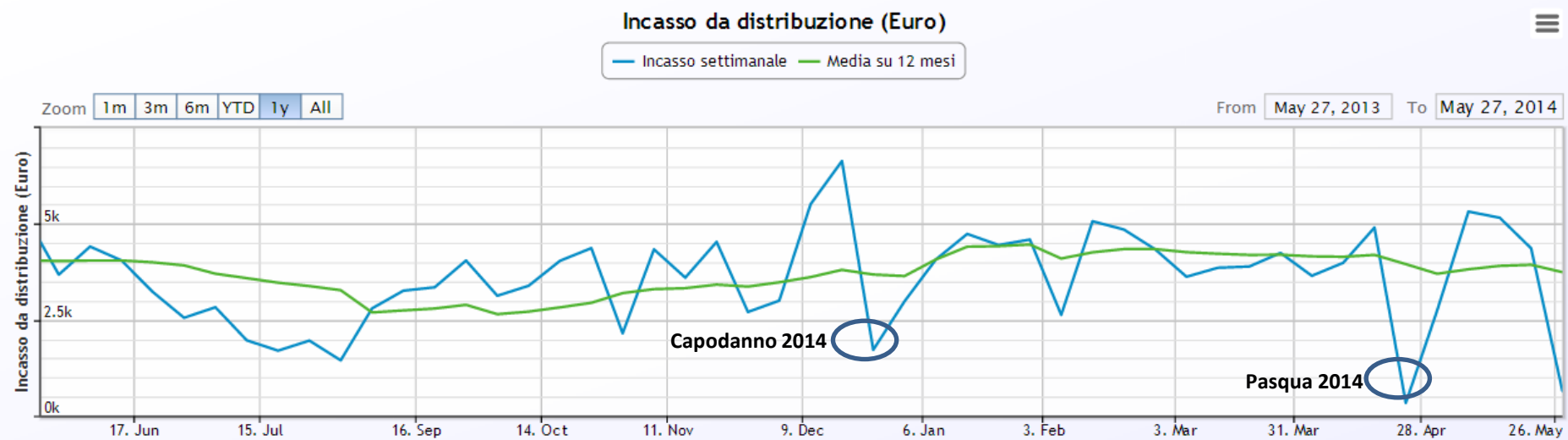
TOTALE	185221,64
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UTILE	525,80
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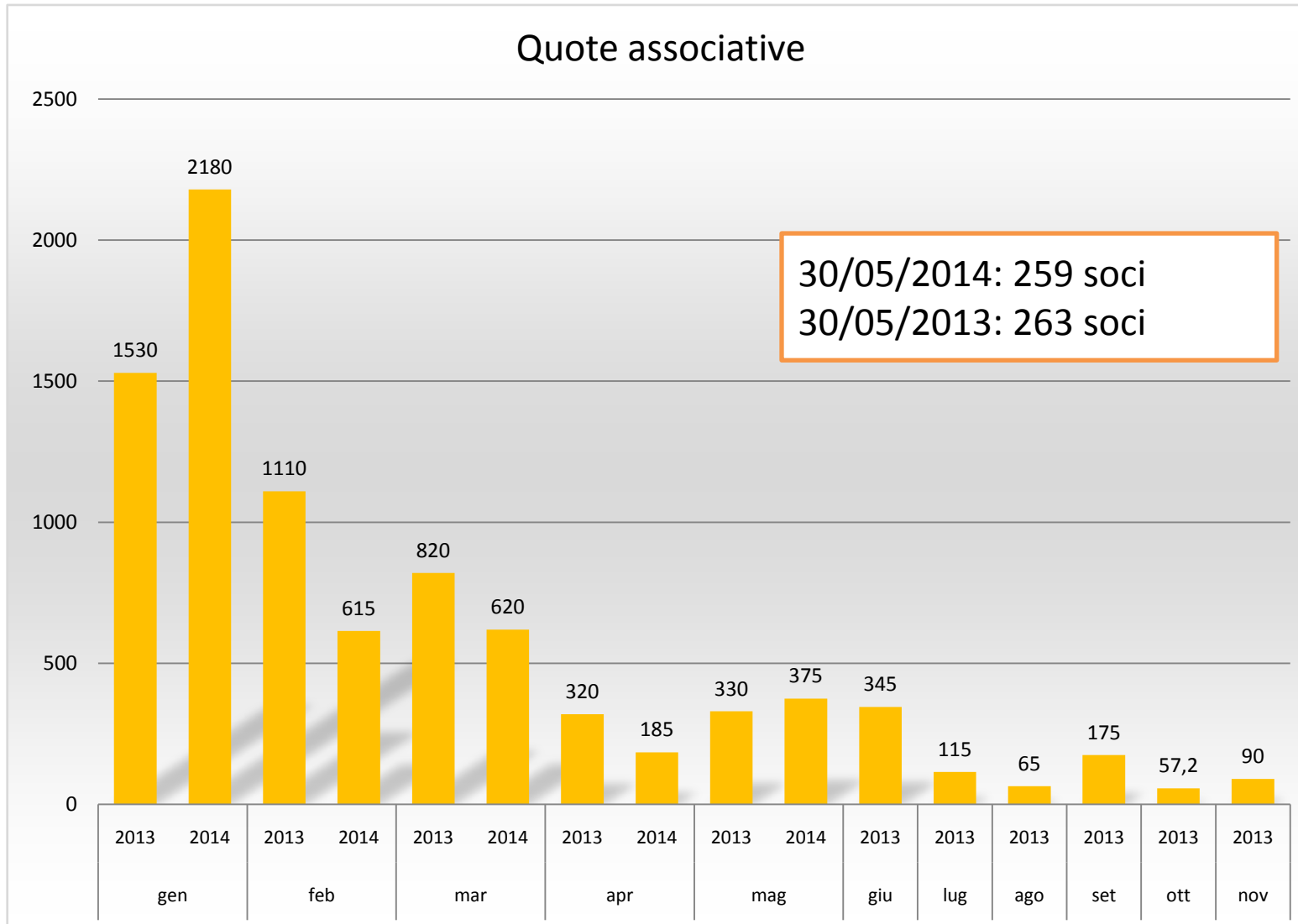
Comparison Balance 2012-2013



Trend orders



Trend members





Issues

We must work on..

- Members involvement
- Fidelity of members in orders
- Relationship with farmers
- Relationship with local organizations
- Accounting
- Frauds



FUTURE PERSPECTIVES

Linee di intervento

■ *Enforce... roots*

- Involve members in activities
- Evolution and innovation of communication tools and portal
- Spread our values and ecological sustainability of shopping

Seed... relationship with farmers

- Promote knowledge exchange with GAS
- Organize events to meet farmers together with other groups
- More structured relationship with DESR

Cultivate... relationship with territory

- Shared vegetable garden in Cabassina park
- Collaborations with associations and schools

■ *Thin out... simplify management*

- Board
 - Periodic meetings
 - OK thematic groups, but 'cross-fertilization' and 'cross-work'
 - More weight to analysis of products and farmers
- Operators
 - Contracts, insurance
- Tools
 - Evolution of administrative and accounting tools