



# Business thinking for Food Providers

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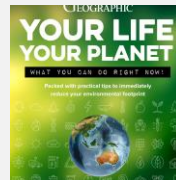




Geoff Ebbs



Sustainability transitions to  
urban food provision



Your Life Your Planet



Business thinking  
for food providers





## Payne Hill – Yarra Valley - Victoria

*Payne's original house is still in use by a fourth generation descendant. The concrete tank was built by Mr. I. Gray, a well-known bricklayer in the early days*

# Payne Hill – Yarra Valley - Victoria

- Pa loved the land
- Tom loved the fruit
- Ray loved the money

**What do you love?**



## Why do I ask?

- ▶ Your passion drives you
- ▶ Your profession feeds you
- ▶ Your reputation positions you

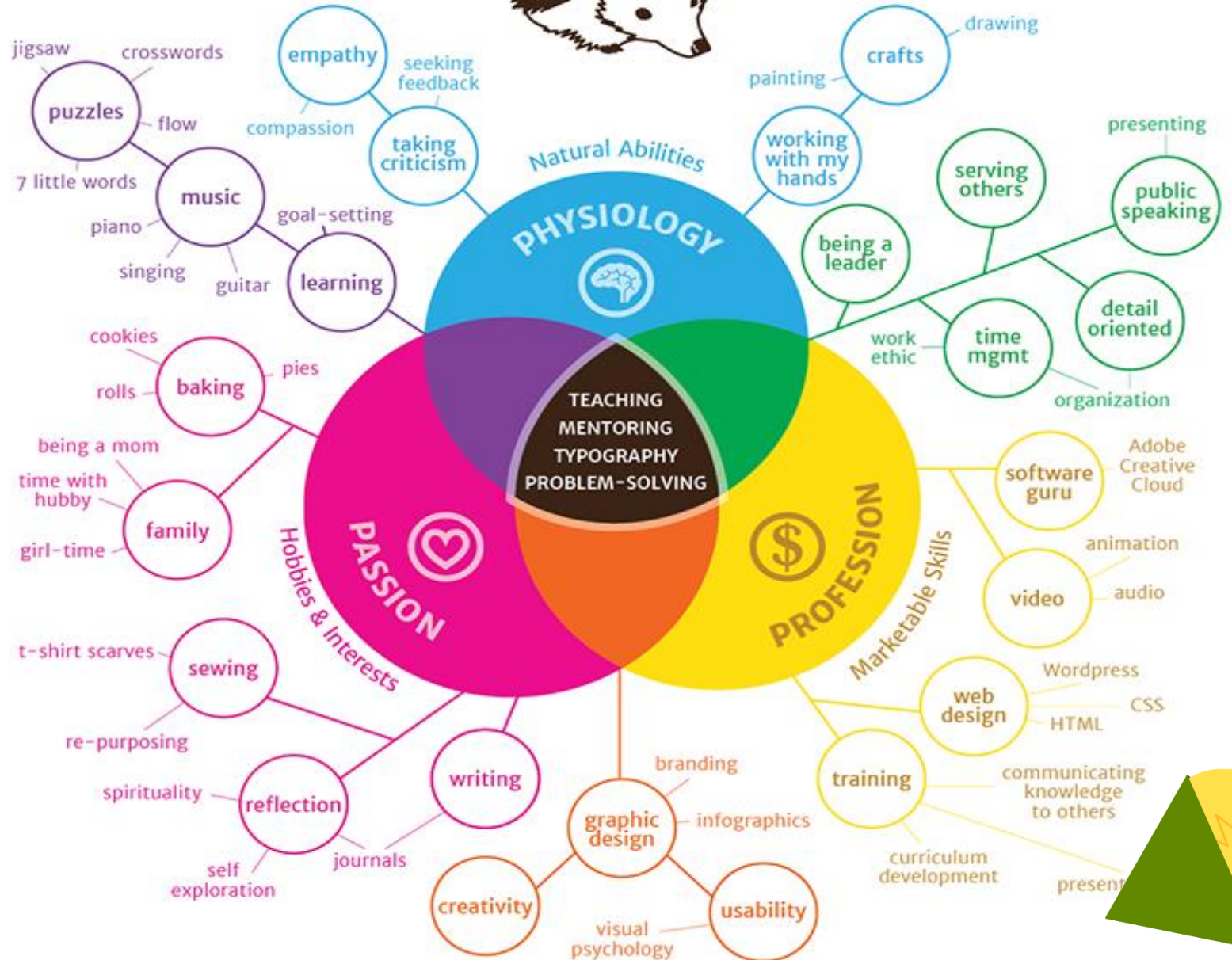


# Your inner hedgehog

- Passion
- Income
- Abilities

## My Personal Hedgehog

Based on Jim Collins' "Hedgehog Concept"



In this  
presentation



Harnessing your passion



The process of business



Building your reputation





# Part I

Harnessing Passion







# Part I

Harnessing Passion





What do I love?



Where do you want to be in 5 years?



What is my purpose?



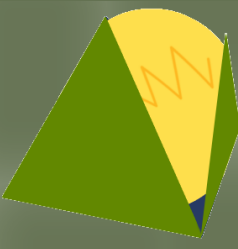
Where do I fit?




What keeps me awake at night?



Starting  
points






# What do I love?

- ▶ Producing food!
- ▶ Producing food sustainably!
- ▶ Dealing with animals?
- ▶ Dealing with plants?
- ▶ Dealing with customers?
- ▶ Working with machinery?
- ▶ Preparing produce?
- ▶ Creating food products?
- ▶ Cooking?





Where do I  
want to be  
in five  
years?




Harnessing passion



Where do I want to be in five years?





Where do I  
want to be  
in five  
years?

- ▶ Practical problems solved
- ▶ Business running smoothly
- ▶ Time for self and family
- ▶ Regeneration proceeding well
- ▶ Recognised for great work



## Simon's TED talk



What is my  
purpose?

Simon Sinek – Why?



# Purpose Map™

Spare Harvest

## PURPOSE

The WHY



To improve the wellbeing of the planet.

## MISSION

The WHAT



To harness the power of the sharing and circular economies to connect people to more efficiently utilise their kitchen and garden assets.

## VISION

The WHERE



A global community of like-minded people who want to live a more sustainable life by connecting and exchanging what we have spare with each other.

## IMPACT

The WHO



Stronger community resilience and a reduction in our environmental footprint.

# What is my purpose?

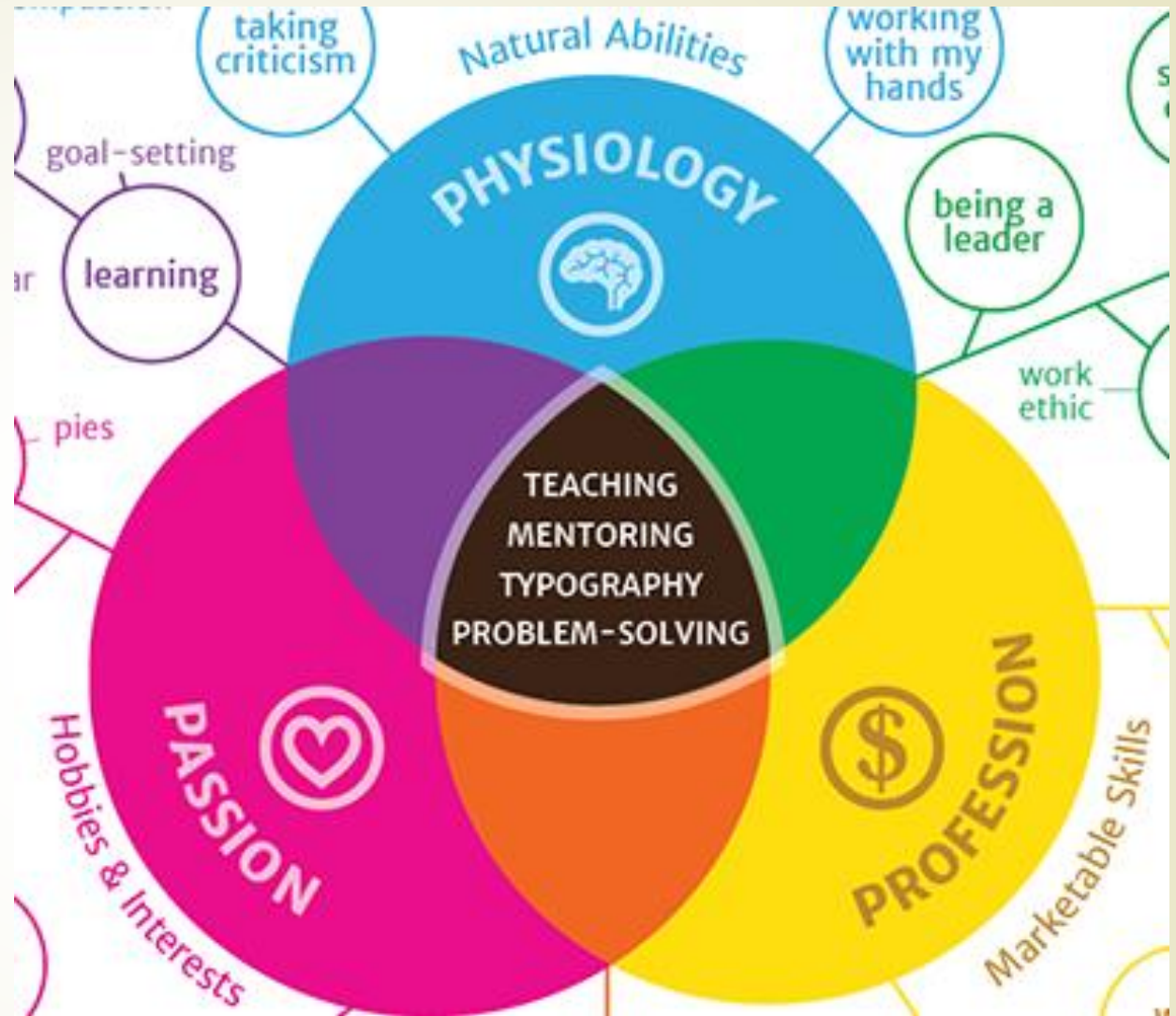
PriorityPurpose.com





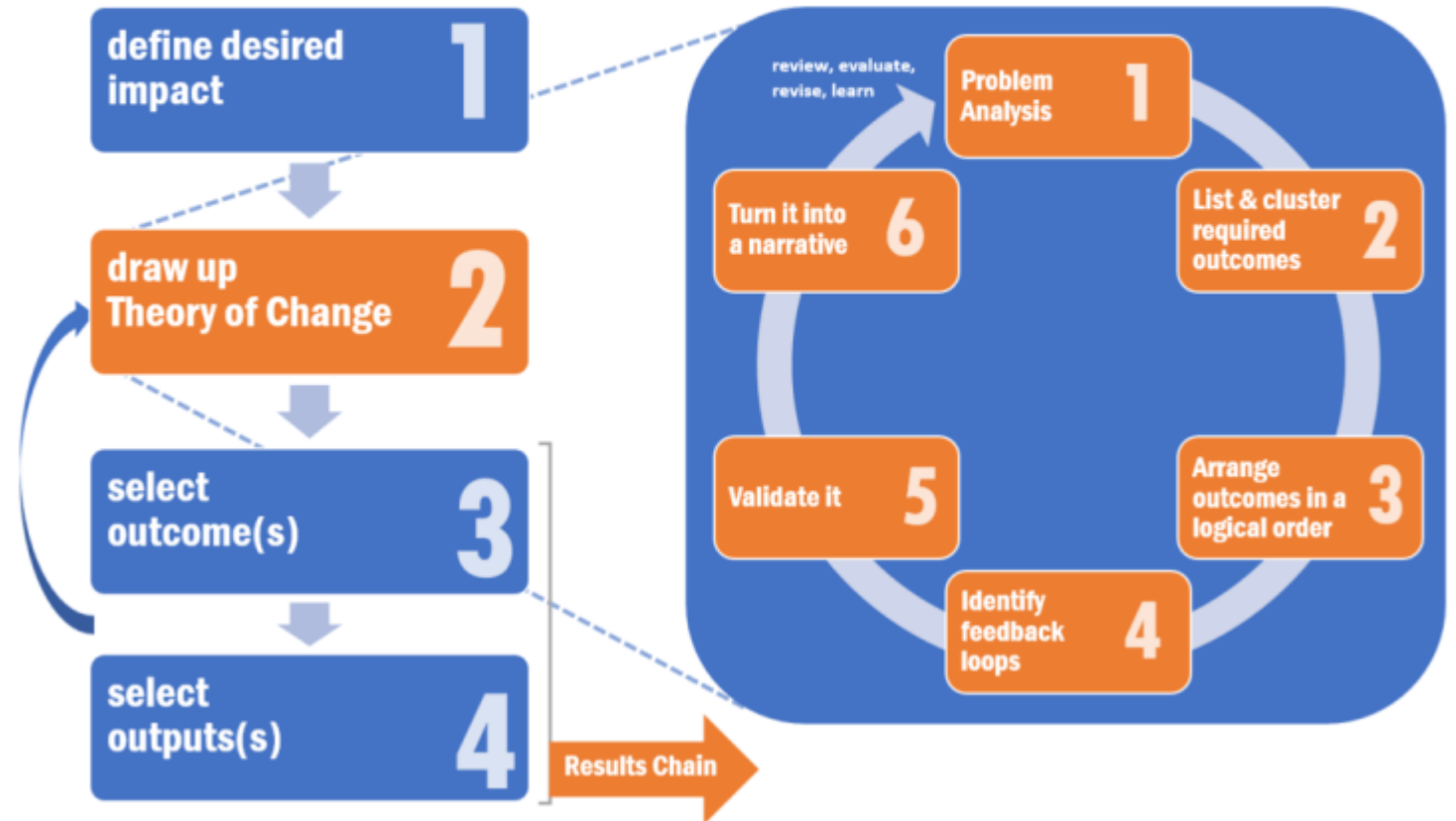
# What is my purpose?

Your inner hedgehog



# Theory of Change

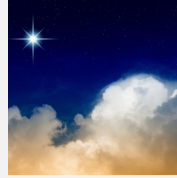
## When and how to use it



What is my purpose?

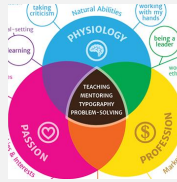
Theory of change





Purpose map

<https://Prioritypurpose.com>



Your “brightest light”

The inner hedgehog

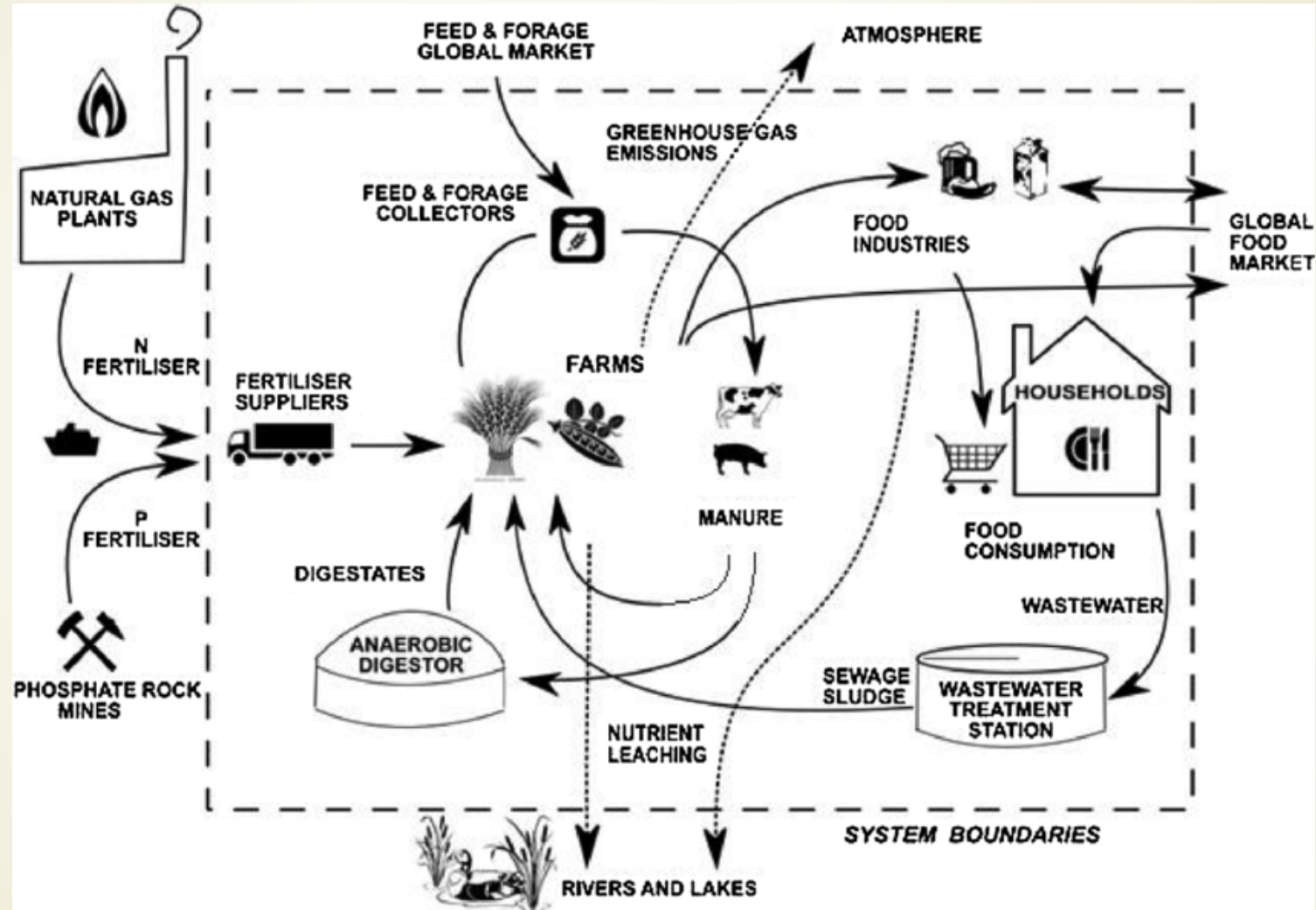
What is my purpose?



Theory of change



# Where do I fit? Supply chain



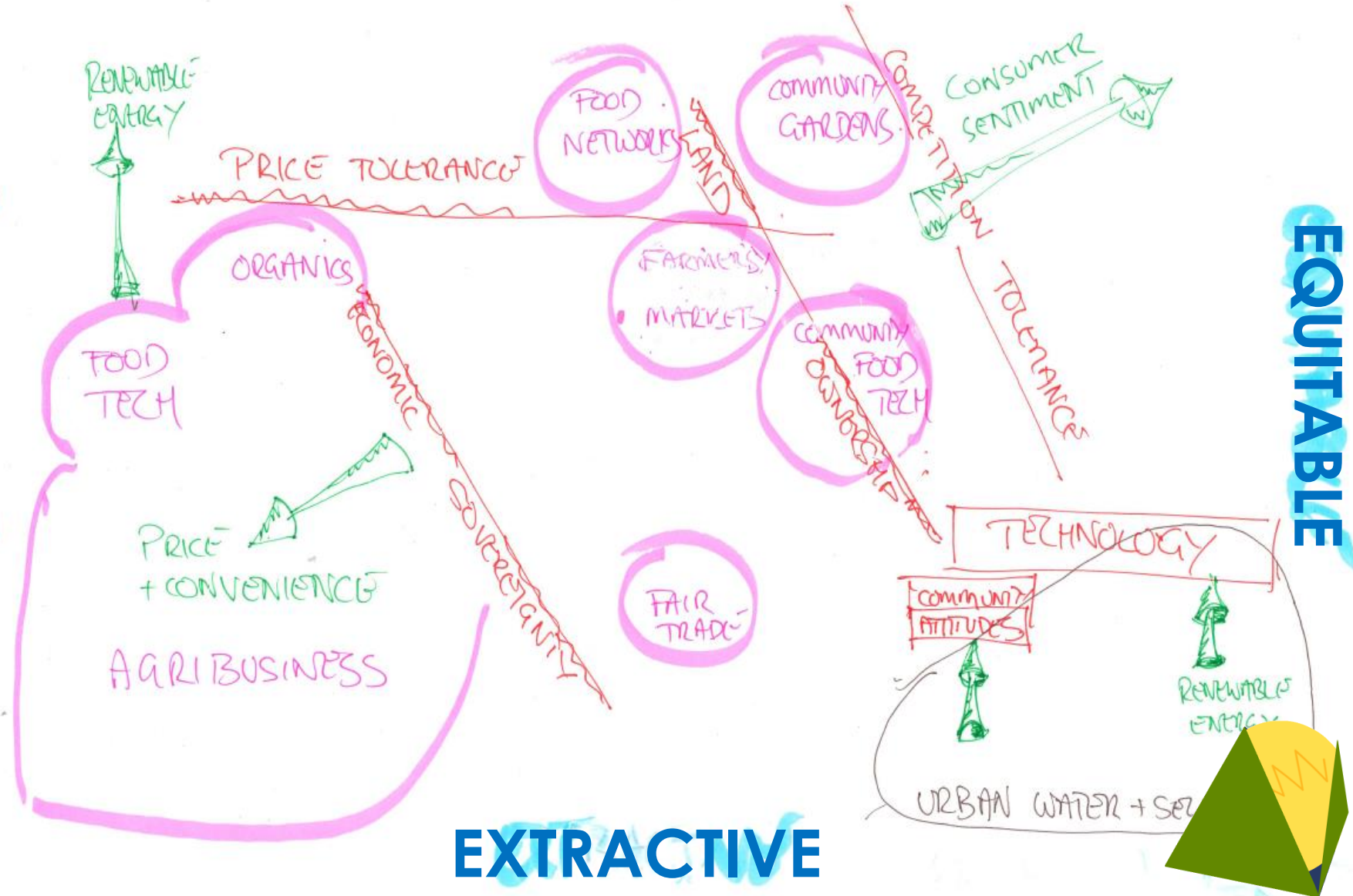
Harnessing passion




# Urban food production REGENERATIVE

Where  
do I fit?  
The big  
picture.

EXPLOITATIVE






What  
keeps me  
awake at  
night?



Harnessing passion






What  
keeps me  
awake at  
night?

Our worked example

A practical place to  
start

Deals with real problems





What  
keeps me  
awake at  
night?



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# What keeps me awake at night?

- More social media
- Improve technical skills
- More product lines
- My brother's death
- Reach more customers
- Identify best paying customers
- Identify best paying products
- Reduce waste by selling all products
- Reduce fuel consumption
- Convert to greener energy
- Increase 'free' inputs
- Pay back sister
- Eliminate debt
- Grow sales
- Flood proofing
- Drought proofing

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# Put realistic date on each item

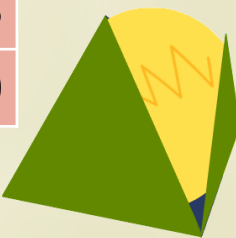
- More social media      June
- Improve technical skills 2022
- More product lines      September
- My brother's death      April 2020
- Reach more customers July
- Identify best paying customers      June
- Identify best paying products -June
- Reduce waste by selling all products  
August
- Attend networking events      July
- Reduce fuel consumption      2022
- Convert to greener energy      2023
- Increase 'free' inputs      2022
- Pay back Sister      2026
- Eliminate debt      2030
- Grow sales      July
- Flood proofing      2023
- Drought proofing      November

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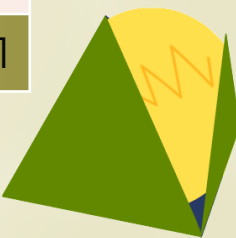
Sort  
by  
date

My brother's death	17/4/2020
More social media	1/06/2021
Identify best paying customers	1/06/2021
Identify best paying products	2/06/2021
Reach more customers	1/07/2021
Attend networking events	1/07/2021
Grow sales	1/07/2021
Reduce waste by selling all products	1/08/2021
More product lines	1/09/2021
Drought proofing	1/11/2021
Improve technical skills	1/01/2022
Reduce fuel consumption	1/01/2022
Increase 'free' inputs	1/01/2022
Convert to greener energy	1/01/2023
Flood proofing	1/01/2023
Pay back Sister - Eliminate debt	1/01/2030



# Group and arrange

<b>INCREASE PROFIT</b>	
. Identify best paying customers	1/06/2021
. Identify best paying products	2/06/2021
<b>.....Reduce waste by selling all products</b>	<b>1/08/2021</b>
<b>GROW SALES (more customers)</b>	
Reach more customers	1/07/2021
. More social media	1/06/2021
. Attend networking events	1/07/2021
<b>.....Reduce waste by selling all products</b>	<b>1/08/2021</b>
<b>GROW SALES (More product lines)</b>	1/09/2021
<b>Drought proofing</b>	1/11/2021



# NOW review your purpose etc

- ▶ **I love** writing, reading, talking, food and technology
- ▶ **In 5 years** I want successful books, clients and app
- ▶ **My purpose** is to help people have a lightbulb moment
- ▶ **My vision** is to be successful supporting food providers around the world
- ▶ **My mission** is to solve business problems for food providers
- ▶ **My values** are just sustainability, grass roots practice, clear theory of practice
- ▶ **My impact** is community hubs of production, sustainable and just food systems, academic impact
- ▶ **My “brightest light”** is to WRITE and TALK about URBAN FOOD

Harnessing passions



# THEN review your role in the supply chain

- ▶ I write and talk and advise
- ▶ **Business Queensland** sends me mentoring
- ▶ Networks like **Farming Secrets** invite me to speak
- ▶ **Griffith University** extends my reputation and pays me
- ▶ I build profitability so I can **outsource** social media, sales
- ▶ I strategically **oversee** the publishing and promotion

Harnessing passions



# Review next steps

<b>INCREASE PROFIT</b>	
. Identify best paying customers (UNI, consults)	1/06/2021
. Identify best paying products (teaching, consulting)	1/06/2021
..... reduce volunteer ratio	1/12/2021
<b>GROW SALES (more customers)</b>	1/07/2021
Reach more customers	1/07/2021
. Join more networks	1/6/21
. More social media (Pay someone)	1/07/2021
. Attend networking events	1/07/2021
<b>GROW SALES (More product lines)</b>	1/09/2021
Buy house for production and processing	1/7/21
Monetise articles?	
More consulting	
<b>Drought proofing</b>	1/11/2021
Save for water tanks	



# Thank you

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Business Thinking - Harnessing passions

