**Draft vision statement**

**For a community-driven regional organic food supply system**

**What we stand for**

Insect decline, farm closures, and the decline of artisanal food processing and small grocery stores are just some of the effects of our industrialized food economy and economic system. The people involved in the value chain no longer know each other in global markets. The effects of my decision as a consumer to buy a cheap product or as an entrepreneur to buy raw goods from anonymous sources -purely based on written documents- effect people I will probably never meet.

On the basis of this intransparency and anonymity, competition and the search for one's own advantage is capitlized on. We have known about the negative effects of our behavior on nature, on animal welfare, on people's working conditions and even on the global climate for a long time. This scares many, but what can we as individuals do about it? According to our perception, more and more people are asking themselves: are there other ways?

We are convinced that radically different paths are possible, if we want them. And that the food industry is the sector that has a pioneering task for the development of sustainable regional economic cycles. And that our region in particular has good conditions to set an example.

We are an alliance of farmers, artisanal food processors, traders and consumers who want to realize the utopia of a new community-based and healthy agricultural and food culture:

1. We create maximal regionality and transparency  
   We produce, process and sell organic goods, as far as possible from the region, in our organic markets. Our regional orientation enables the partners to meet, exchange and balance their interests. Consumer integration is an essential core element of this. After all, as consumers we have an enormous influence on how food is produced and processed. Therefore, nutrition education is of great importance. Children and adults should be able to experience and learn about everything that interests them as directly as possible. To this end, we want to create a wide range of offerings, from farm tours to school and kindergarten farms. Even if we aim for an increasing share of goods produced within our network, we also need supra-regional goods for an ecological full supply. When sourcing these, we make sure that they come as close as possible to our ideals of transparent, fair, community-supported production and processing.
2. We enable a genuine balance of interests across the value chain  
   For decades we have been taught that producers and consumers have conflicting interests and that competition is the way to achieve the lowest possible price. Now we are painfully learning that in the process we are destroying our livelihoods and that the "weakest" bear the consequences, from small farmers to child laborers in Africa to our farm animals and extinct insect species. By uniting seemingly conflicting interests in one organization, integrating producers, consumers, processors and traders, a new quality of encounter can grow. By enabling partners to talk at an equal level, prices to be paid are transformed into income for good work and into investments, e.g. in better animal husbandry. Only the associative exchange about the value creation circle enables a fair distribution of the value creation as far as possible, so a solidary living space can develop little by little. With all the necessary activities, we still want to keep in mind that as far as possible everyone who wants can afford our products.
3. Ecology and a sustainable economy  
   Even organic farming alone does not necessarily promote bees, fertile soils, and diverse and healthy landscape and production structures. We can only succeed in this if we agree on it regionally and make it happen together. Meeting through the value circle creates a marketplace for ecological ideas, issues and deeds. Taking these up, supporting them, implementing them and networking them only creates a stronger regional community.
4. Community ownership of food trade instead of private ownership   
   By trading as a cooperative of producers, consumers, processors and employees as a community-owned enterprise, we do not have to follow investor interests and pay interest. Because we raise the necessary investment capital together, each only as much as he can afford. These are "our" organic markets and processing structures, and we are called upon to help shape them together. But also the implementation strength of the community is important to us. After good joint opinion-forming processes, clear decisions should also be made and implemented by our members and employees quickly and with entrepreneurial responsibility. To do this, we don't have to reinvent the wheel, but can learn from successful pioneering projects like Landwege e.G. how it can work.

**What we would like to achieve in seven years**

* We operate eight organic markets in our region
* Our movement is supported by at least 10,000 members.
* We operate or support several school farms and kindergarten farms in our network
* We focus on regional solidarity food supply, but network intensively with related movements from nature conservation and cultural fields. In this way, we strengthen our effectiveness together.
* In addition to the service areas, we also create the possibility at each location to order goods in larger quantities at a lower price.

**Our cor character**

* Our character is characterized by co-determination and transparency
* We ensure the supply of high quality regional food
* We are and remain a movement of consumers, traders, farmers and processors.
* We take the supply destiny into our own hands instead of being victims of developments.
* We open a store where people are active and help prepare for it