



Island Flower Growers Co-operative
Member Package 2021



Welcome to Island Flower Growers Co-operative

Island Flower Growers Co-operative (IFGC) is a producer-owned organization that **helps growers build successful and rewarding businesses** around their high-quality, specialty blooms and foliage.

As a co-operative, we believe in working closely together for our collective benefit. While we are structured so that individual Members benefit financially from a consistent and enthusiastic roster of discerning clients, we also share the goal of enriching Vancouver Island's local flower movement for all. To this end, as a member you will find IFGC to be:

- Rigorous in our research and application of quality standards, and eager in our desire to help growers meet them consistently.

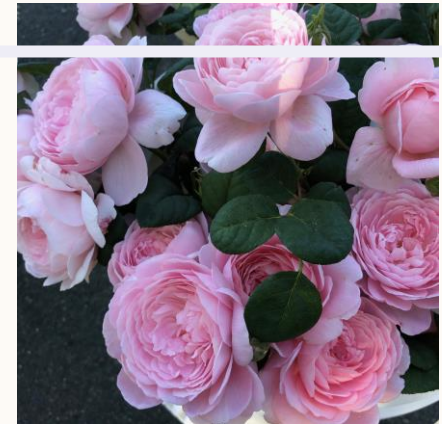
- A supportive community where Members actively share information that will help us all be better growers, including product-sourcing tips and growing practices.
- Led carefully by a volunteer Board of Directors and administered through the expertise of professional staff members, all of whom spend time every day to secure funding, establish policies and procedures, run our online market, and much, much more.
- A close-knit hub of serious growers who want to see the local floral industry—and your place in it—thrive.

We look forward to discussing membership in Island Flower Growers Co-operative in more detail with you soon.



“So much growth! In only our first year, Co-op growers have become even more committed to our local floral industry, and have deepened relationships with clients, staff and with each other.”

Lorna, IFGC Board member



How we Operate

Financial Structure

As a co-operative, IFGC is **owned and run by our Members**. Through a successful application and payment of a one-time, \$500 share purchase, a Member is entitled to sell their product through IFGC's channels and receive payment for product sold, minus IFGC's commission (25% or 35% depending on membership level). Over time—through that commission, membership fees, client fees, and from other sources of revenue—a Member may also be entitled to receive a defined portion of IFGC's annual profit. The more successful IFGC is, the more every grower benefits.

Membership Structure

IFGC Members include Partner Growers and Associate Growers. Each category has unique product-allocation responsibilities and sales commissions. The Co-op also accepts product from invited Guest Growers, who are not full Members of the Co-op, but who attract clients through additional product quantity or variety.

Sales Channels

IFGC operates a **weekly, online wholesale market**. Each week, growers assess and submit product inventory to the Co-op's Market Manager, who confirms product needed and establishes pricing. Growers harvest any product sold—according to the Co-op's harvesting, storage, preparation and packaging guidelines—and delivers them to a central Victoria location, where they are picked up and delivered directly to clients by the Co-op's Delivery Coordinator.

Increasingly, IFGC also accepts **pre-orders** for large events such as weddings. Again, the Co-op's Market Manager works directly with clients and growers to establish and secure product needed.

Policies

IFGC Members follow a comprehensive set of policies—including participation and sales expectations, conduct, etc. These policies will be shared with you prior to fee payment.

Grower Benefits



Reliable and Consistent Sales Channels

IFGC's weekly market schedule provides growers with a consistent harvest and prep process, and access to an extensive list of loyal clients. Our Market Manager works directly with growers to evaluate, price, and list available product, and goes above and beyond to match beautiful product with clients. While it is not our goal to sell out the market every week, product often moves quickly, particularly on occasions like Mother's Day and summer long weekends.



Growing Advice

Grow more of what sells best; get help when you encounter problems; share knowledge with some of the most experienced growers on Vancouver Island.



Wholesale Supply Opportunities

IFGC Members combine to purchase large quantities of supplies—from stickers to specialty bulbs and plugs—at a discounted price.



Product Sourcing

Many IFGC Members are also florists and designers. Membership includes the opportunity to purchase a discounted client plan that increases your access to excellent product.

Grower Benefits, *continued*

Depending on membership level, a grower may receive:

Input in shaping the future and focus of the Co-op.

An opportunity to influence the regional floral industry through a collective voice and economies of scale.

Business promotion through multiple marketing channels, including listing on IFGC website.

Less loss of product through pre-paid, online sales and potential higher volume of sales.

Opportunities for networking, sharing knowledge, good will and expertise.

Increased opportunities to plan and attend events, workshops, and other markets.

As resources permit, a major benefit of the Co-op may be to take on more marketing and customer outreach – allowing members more time to focus on growing.

May provide increased opportunities for other value-added products.

Growers can focus on specialized crops to reach multiple sales channels.

Grower Responsibilities

*“We spend our time sourcing and planning to get our clients the flowers they need for whatever they are doing . . . We source directly from growers in real time to make sure it’s perfect. **We work very hard to send out flowers that florists will absolutely love.**”*

- Adria, IFGC Board Member

IFGC Members have many shared values and beliefs, and these affect their responsibilities as Members of the Co-op. Our policies cover areas like:

- **Availability:** Every week, Members are available to help the online wholesale market run smoothly. They meet product-upload deadlines and respond promptly to questions from other Members and staff. Members are responsible for transporting their product to a central meeting point and organizing orders in a way that efficiently supports the work of the Market Manager and Delivery Coordinator. Up-Island Members work together to create a rotating transportation schedule.
- **Pro-active Attitude:** Members contribute to the growth of the Co-op by, for example, approaching prospective clients or researching wholesalers. If they see an opportunity for improvement, they pro-actively lead efforts to pursue that opportunity.
- **Respectful Conduct:** Members are polite and kind, generous and understanding, and respectful of the work that has been done before them. Questions and concerns are brought to the Board of Directors in the appropriate forum.

Grower Responsibilities, *continued*

Co-operative Members have the right to:

- Use the services of the Co-op.
- Have access to Bylaws of the Co-op.
- One vote per Co-op member for decision making.
- Receive notice of all member meetings.
- Receive yearly financial statements at the Annual General Meeting.
- Receive copies of policies related to Co-op activities, including the purchase, withdrawal or transfer of shares.
- Attend workshops and other events of the Co-op.

Co-operative Members have the opportunity and responsibility to:

- Nominate, elect or serve as responsible, prudent board members.
- Be involved in major decisions affecting the Co-operative.
- Be involved in approving changes to legal incorporation documents.
- Understand the mission, policies and legal documents.
- Participate in promoting the Co-op.
- Serve on committees of the Co-op.
- Patronize the Co-op.
- Purchase a share in the Co-op.

Frequently Asked Questions



Does IFGC run an in-person market?

During our inaugural season (2020), we developed and honed an efficient system of online ordering—including pre-orders and a weekly wholesale market—and delivery. We feel this is where our experience and expertise are best reflected again this year, and do not currently have plans to host an in-person market in the coming year.

Is Membership the best way for a new grower to take part in the Co-op and benefit from its community of growers?

All growers will go through a trial period as a Guest Grower before being eligible for full membership. In this way, they meet with members and staff through the weekly market, receive feedback on any product they sell, and have access to pricing and other resource documents before deciding if membership is right for their farm.

How do you determine your product prices?

IFGC employs professionals with extensive experience in the floral industry. They conduct regular research to set prices that are consistent, accessible, reflective of exceptional product, and fair to growers.

Become a Member

We would love to discuss your interest in becoming an IFGC Member. To do so, please:

- 1. Ensure you have reviewed this document and our website.** We may ask you questions about this important information to ensure it is clear and understood.
- 2. Contact us if you have any questions.** You can reach an IFGC Board Member directly by emailing info@islandflowergrowers.ca.
- 3. Submit a Membership Application (due January 31 preceding the upcoming market season),** which can be accessed by [clicking here](#). We will be in touch with you shortly after to discuss your application.

4. If your application is successful, you will be invited to participate in a trial period as a Guest Grower (a \$100 “Guest Fee” is applicable). This first-hand experience is invaluable in helping you and the Co-op determine if full membership is an appropriate next step.

5. Upon completion of a Guest Grower trial, if all parties feel that full membership is appropriate, the previously-paid \$100 Guest Fee will apply towards your \$500 Co-op share price. You will then be a full Member Grower of Island Flower Growers Co-operative.