

Conversation with Steve Anderson of Foodstuffs Tuesday Club 28 April 2020

Chat Storm 1 What I have noticed in the past week

More traffic

More vehicles

How lovely the weather has been, and wondered what it would have been like in lockdown in lousy weather!

People are starting to think constructively about recovery

Beautiful weather

number of people using Zoom

ben and jerrys is open

cars back on the roads

traffic increased today

Amazing approval of the measures to date

lots of people out walking

Tendency for things to revert to 'normal'

more people open to considering new ways of doing economy

lot more noise

how warm its been

Heaps more fantails

People socialising on the street corners

A shift in energy- more traffic but also beautiful weather

Chat Storm 2 ////////// Supermarkets in lock down have....

queues

Been a life line. Staff have been amazing.

no over 70 year olds

been the most crucial outings I've made

Just managed

changed the way we shop - less
been popular
provided a good service
had great staff under hard circumstances
done a superb job
been pretty quiet
been serene when I visited!
lost the madness in the building
coped very well
done well
have been great when they offered scan your own shopping - contactless
a tense atmosphere, fear in the air.
quite busy, changed mudic
have still functioned
become more pleasant with less people
Done an amazing job and made us realise what essential workers are often lower paid
a high duty to lead best practice e.g. in keeping sales going, employee protection & rewards

Notes and Questions from During Garry Moore's interview with Steve

Steve's thoughts... Where's the capital going to come from for re-training / redeployment of people unemployed after COVID? Likely sources are central government and corporate.
(Steve)

Garry: want role does CHC/Canterbury have?

How can we produce more products in the South Island, add value to them so rest of NZ / world wants to pay for them; and get them to customers as efficiently as possible? How can we be catalyst for this value add? (Steve)

Q for Steve: Views on global trade versus supporting local produce?

Garry: how can cooperatives play a part in this?

Steve: aligned focus of (small/medium ?) businesses. (economies of scale?). Need to take long term & loyalty into account. Don't make short term decisions. Focus + long term + loyalty

///// Garry: what would you make CHC/S.I. mission statement?

Steve: review CCC LTP strategic priorities. Do existing priorities make sense post COVID?

Steve: how can we get money out of AKL/WLG spent in CHC?

///// Garry: our competitive advantages?

Steve: effective conduit with rural sector, which will drive our recovery. Tourism will struggle for a couple of years.

Hospitality won't be instant recovery, will be slow.

what do you see as S.I. can offer to NZ & world that other's can't.

Q for Steve: How do we ensure there is transparency, equity and a fair distribution of power between: customers, shareholder members, suppliers, front line employees and corporate management in a cooperative structure like Foodstuffs (in the context of a perceived duopoly market).

Steve: produce, high quality carbohydrates & proteins. Southern style Educational focus

Steve: how do we retrain our people, to get them into other activities and get them back working?

Could a move to a four day work week be part of the solution to spread employment further?

////////// Steve: WLG will drive government \$, AKL will drive business \$ How do we move to action, how do we fight in Auckland & Wellington boardrooms for Canterbury? We're open for business + we're here to help you.

////////// How can we encourage shorter and sustainable food supply lines

////////// Garry: People liked that New World had picked up local baker. Is this going to happen more?

ownership or use of land critical to local food production and export and purchase of local food by foodstuffs here is CRITICAL

Steve: localisation is going to be the new mega trend. Gives soul to the store.

Will Local be branded in the outlets?

Garry: can you encourage other co-ops to form?

Bohemian Bakery at Redcliffs New World

Steve: we can help them out when they decide to progress and form co-ops. Foodstuffs is seen as one of the most successful co-ops. We have Fonterra, Ravensdown as co-ops.

If local supplier can't keep up supply will they be kicked up. Eg Poaka Pork couldn't keep up with FreshChoice supply so was kicked out

Q for Steve: Can you help by requiring suppliers to have a website with info about their product in your stores? None of this "could be NZ or could be imported" rubbish.

Long and complex supply chains have only been possible because the environmental cost of fossil fuel use has not been included in the price

Buy local - freely

were wondering why farmer markets sometimes so expensive

change perverse outcomes of process, like motorways through good land

get more information to buyers about where food came from. labelling today unclear

Regenerative farming

Require suppliers to have a website with info about their product in your stores? None of this "could be NZ or could be imported" rubbish. What chemicals were applied, what are the farm worker conditions?

Quickest way to connect buyer and seller of Bluff Oysters?

Adult education classes - these open doors with an array of classes eg how to use local produce in your home

very hard at the moment to connect with small businesses: we need some simple apps for contactless orders

could each food stuff have an apron with farmers markets type groups at front farmers markets are local

farmer markets that are economically accessible to all with local produce

Encourage regional specialties - as happens in parts of Europe

Reframe Foodstuffs to be part of the local food distribution process - rather than exclusive priced based food supply contracts

what about incentivising buying local? Eg reverse etc..charge people for the carbon that it takes to transport the produce.

Have NZ only supermarkets, rethink the model of supermarkets

encourage over 70s to visit and shop in the city

there's no real package for small business, what would you offer if you were Grant Robinson?

give feedback to consumers how what they bought matched their values and what they could change next time

Support the creation of cooperatives of small local suppliers

food price has been driven down by industrial farming - maybe we need to pay more for local nutrient dense food - this time has allowed us to rest our view of what is 'essential'

Is there a paradox between supporting local suppliers and Pak N Save being 10% cheaper (is this at cost of minimum price to suppliers and minimum wage to workers)?

one of the benefits of the cooperative models is ability to buy in bulk and cheap. when should the focus stop being on cheapest is best - because local supply likely to be more expensive

Let's be clear - supermarkets are part of the problem on food - driving down prices at the expense of the suppliers'

get polytechs enabling people to grow produce now

Steve: 73% of Pams range is NZ sourced!

Could pams become a local brand.

great idea, could we have a S.I. brand!

if Pam's was branded (and was truly) a local brand, it would get heaps of support at this time

Problem is that we don't know what the standards are for Pams brand. A lot of people I know avoid Pams thinking that there is something suspect..short cuts, cheaper because using agricultural chemicals etc. Wattie organic has far greater trust.

Pam's Finest pate is exquisite

Supply different products at different price points to satisfy those with budget restraints and those who can/want to shop ethically

Pams Finest Chocolate Chip Cookie - best in class!

Adrienne Stewart raised the issue of branding - "open for business". Also we need to hear from more business leaders like Steve to understand the full picture of how all industries locally/South Island are affected and how they see their survival post covid and what we as a community can assist in this survival.

NZ is really efficient at producing good quality food, but that has rarely been costing in externalities.

In Canada, some supermarkets do cooking classes.

should also be taught how to grow our own food

Not everyone has room to grow their own food... townhouse?

on receipt, sum up not just the \$ cost, but transport kms, \$ paid to local farmers, etc

Open forums are a great vehicle, which is only beginning to happen - such as Tuesday club.

Love people who grow their own food. Also love supporting our local farmers which is best for me

Should we be encouraging the council to make more land available on an allotment style basis to families to grow food? Red zone land? Jenny May

Steve: education for children. Foodstuffs has 'food for thought trust'. On best food for eat. Visit supermarkets as educational visits.

gardens in schools

Famers Markets

The government would need to regulate for NZ only and import only supermarkets.

farmers markets have to be accessible to all

Q for Steve, could we have a short term NZ food security issue in some items if other countries will pay NZ suppliers more?

Northwood New World does in-store cooking demonstrations from time to time on easy healthy eating and supplies recipes.

hat tip Steve re supporting our less resourced families and whanau

What about eating more food from insects very nutritious and good for planet?

Some are miserable when they slow down - many are relieved to stop rushing. The issue is whether when you are working it feels meaningful work - not just being in a rat race driven by a consumeristic materialistic society

does the coop just really work for the owners, or does it actually benefit everyone in your organisation and your suppliers?

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Packaging? How do you reduce it on the product

Need to get the people back to work and rushing about again - it's a bit dangerous if they have time to collaborate and ask questions.

////////// Garry: regional economic development advisors. What advise would you give to them as to support structures needed? Steve: governance. How do you get the people around the table, so businesses get the capital they need to employ/redeploy people in regions. Rather than WLG/AKL.

and to reflect on what is actually important and contributes most to their wellbeing!

Need more info about the quality and background of Chinese, etc. foodstuffs to address xenophobic tendencies, i.e. back story showing quality, good work conditions, environmentally sustainable, etc..

Canterbury Regional Growth Fund

Thanks Steve!

Agree Garry - great to hear from Steve

THank you Steve for fronting !!

Thanks Steve!

Thank you Steve & Garry & Rosemary