

**OVFC Board Meeting**  
**Minutes**  
**Wednesday October 23**  
**7:00 pm**

**Via Zoom**

In attendance: Perri-Rae, Lynne, Chris, Janice, Joanne, Cheryl S., Cheryl K., Ashleigh, Nicole

Regrets: Cameron

**1. Administration**

- The agenda was approved.
- The minutes of the September 18 meeting were approved as circulated.

**2. Orders**

- October sales were \$11,081.12, up a little from last year which was \$10,944. 77 customers ordered from 37 producers.

9 people signed up, 2 paid and ordered. Both of them found out about us via word of mouth.

- At the last delivery day, a producer didn't show up. 4 people ordered from him. A warning letter will be sent to him.
- Deep River pick-up at the new location went well. We received positive feedback.
- Lynne reported that we were a little short on volunteers for delivery day. Also the current ones are aging. We cannot expect the same people to keep doing the same job. We should contact regular customers to see if they are interested in helping.

**Action:** Board Members to send ideas re: staffing delivery day to Lynne.

One idea put forward is to sort items into the individual orders at the local depots. This is worth looking at in the future.

- One member asked if producers car pooled. Apparently it doesn't happen very often.

- Delivery Day in time for Thanksgiving: This year, Delivery Day was the week after Thanksgiving, so we missed out on Thanksgiving sales. Is it possible to move Delivery day to the first week of the month?

### 3. Financial

- Joanne presented the financial statement for the 3<sup>rd</sup> quarter 2024. So far this year we have a profit of \$1,792, but we are facing a loss of \$1,080 for the year. This isn't too bad.
- Joanne also presented graphs showing orders by category (meat is the largest seller followed by vegetables), location (Deep River has the most sales with Pembroke second) and producer (Bryson Farms is the top producer with Ottawa Valley Farm to Fork second).

### 4. Events

- **Farms Open:** Participating farms experienced a wide range of customers. One farm had poor participation and some farms had great participation but few sales. In the future we should encourage people who attend farms open to purchase goods.

Advertising this year was restricted to Facebook. IT will be expanded next year. Only a few food co-op producer members participated.

All-in-all, it was a good event.

- **Deep River Dinner** has been postponed until February 14. We just didn't have enough time to get everything in place.

### 5. Newsletter

- Connie is always looking for content. It is usually sent out 4 days before the start of the order cycle so the board recommended that there be a deadline of the 25<sup>th</sup> of the month to get stuff to Connie.

### 6. Next Meeting – Wednesday, November 20 starting at 7:00 pm via Zoom.