



Annual Members' Meeting

22ND SEPTEMBER 2024



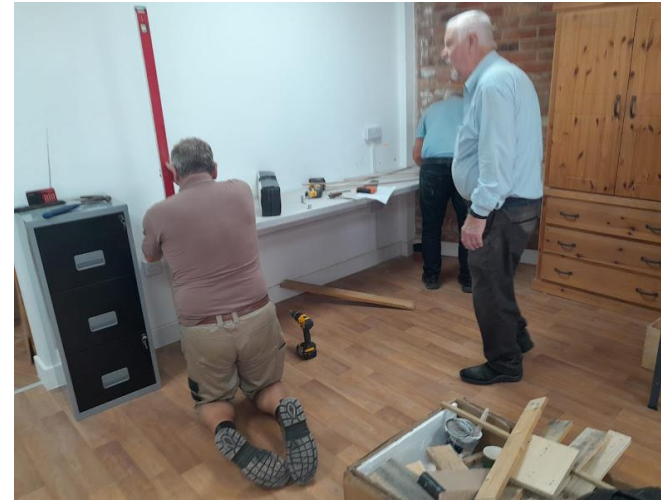
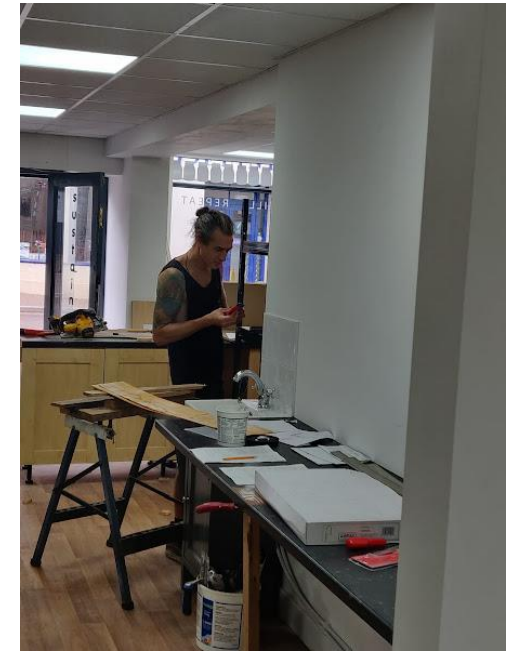
Aims of The Green Gram

- Increase the amount of packaging saved in our community
- Continue to source products with environmental and ethical issues in mind
- Increase awareness of the environmental impact of plastic packaging, via shop interaction and links through outreach projects and education
- Continue to offer affordable, good quality products

Achieving these aims will lead to revenue growth, in turn allowing us to fund the expansion of our range and further outreach activities.



Lease Signed!



Shop Fitted!



Moving Day – Sunday 15th October

Open Evening

October 27th 2023



Our Volunteers

- Team of 50 volunteers
- To date we have always had volunteer cover



Our Suppliers

- Local where possible
- Workers' co-operatives
- Ethical sourcing





Most products sourced within 100 miles

Distance from The Green Gram	Percentage of Total Turnover
Within 20 miles	26%
Within 100 miles	83%

Coffee:

- Forest Edge Roasting Company - Lyndhurst
- Wimborne Coffee Roasters - Canford Magna

Rapeseed Oil:

- Magnificent Seed - Shrewton
- Green Weald - Cranborne Chase

Other Products:

- Fudge - Whitsbury Road
- Mad Cat Lady soaps - Alderholt
- May Summers-Perkins cards - Fordingbridge



Plans for growing the business

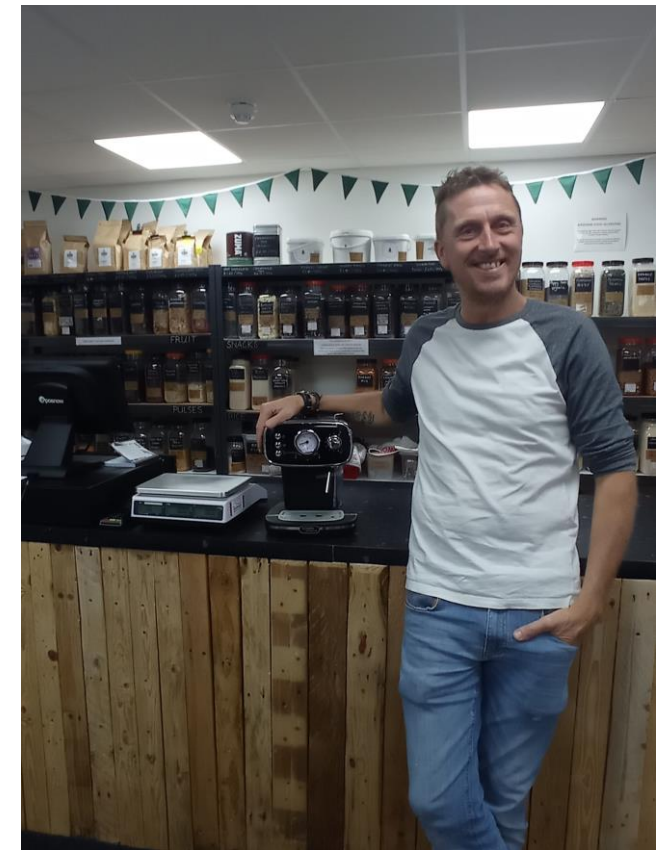
- Loyalty card scheme
- Early opening on Saturday mornings in Nov-Dec
- Product promotions
- Further development of outreach
- Improved social media, and marketing to new housing developments in the town
- New products
- Nut butter machine



Coffee Revenues!



- Second hand coffee grinder purchased
- Coffee machine raffle in June
- Coffee sales increased from £282 in May to £510 in August– up by 81%



Affordability (compared with Sainsbury's, 12th Sep)

★ Save £1.34/100g



Yoghurt Raisins
Sainsburys: £2.14/100g
Green Gram: 80p/100g

★ Save £6.01/100g



Organic Chamomile Tea
Sainsburys: £10.00/100g
Green Gram (loose) : £3.99/100g

★ Save 65p/100g



Specialty Coffee
Sainsburys: £3.25/100g
Green Gram: £2.60/100g

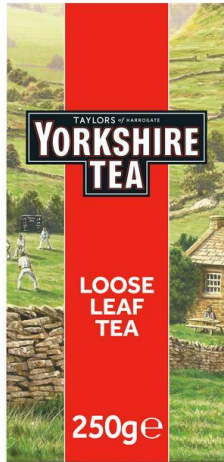
★ Save 90p/100g



Golden Linseeds
Sainsburys: £1.25/100g
Green Gram: 35p/100g

Affordability (compared with Sainsbury's, 12th Sep)

★ Save 3p/100g



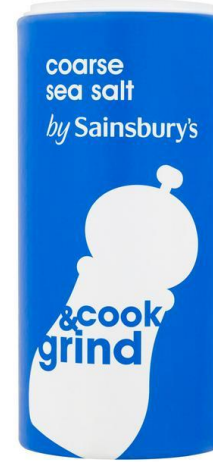
Loose Leaf Breakfast Tea
Sainsburys: £1.12/100g
Green Gram: £1.09/100g

★ Save 40p/10g



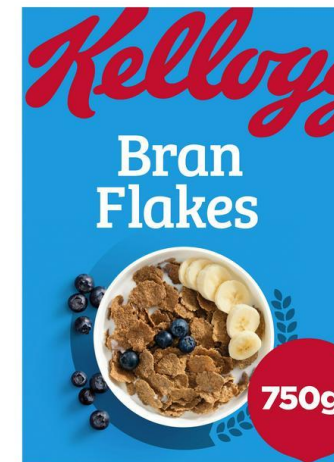
Mixed Herbs
Sainsburys: 79p/10g
Green Gram: 39p/10g

★ Save 27p/100g



Sea Salt
Sainsburys: 47p/100g
Green Gram: 20p/100g

★ Save 13p/100g



Bran Flakes
Sainsburys: 40p/100g
Green Gram: 33p/100g

Affordability (compared with Sainsbury's, 12th Sep)

★ Save £2.55/litre



Persil
£6.43/litre

★ Save £2.87/litre



Ecover
£6.75/litre

NON-BIO LAUNDRY LIQUID
UNFRAGRANCED

vegan
cruelty free
biodegrades
refillable

SESI Food and Household Refills
Unit 5, 13A, Station Field, Kidlington OX5 1JQ
0185 684959
inbox@sesi.org.uk

MADE IN BRITAIN

DIRECTIONS: Pour liquid into machine dispenser or washball. Follow instructions on garment label. Dosing: follow guidelines in table. One TSP is about 12ml. If doing a pre-wash cycle, 1/3 pre-wash, 2/3 main wash.

DOSING (ml per kg of washing)	WATER HARDNESS	
	Soft	Hard
Low	2	4
High	4	8

INGREDIENTS: S-15N-A Anionic surfactants, pH 10.5-11.4

HAZARD STATEMENTS: Causes serious eye irritation.
PRECAUTIONARY STATEMENTS: Keep out of reach of children. If medical advice is needed, have product container or label at hand. Wear eye protection.
IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses if present and easy to do. Continue rinsing. If eye irritation occurs, get medical advice or attention. Wash hands thoroughly after handling.

BATCH / PRODUCTION DATE:

WARNING

SESI
£3.88/litre

Horace Plunkett Award

In November 2023, we won the Horace Plunkett Award for outstanding efforts of a community business by demonstrating excellent practice against Plunkett's three 'i's :

- **IMPACT**
- **INNOVATION**
- **INCLUSIVITY**



Treasurer's Report

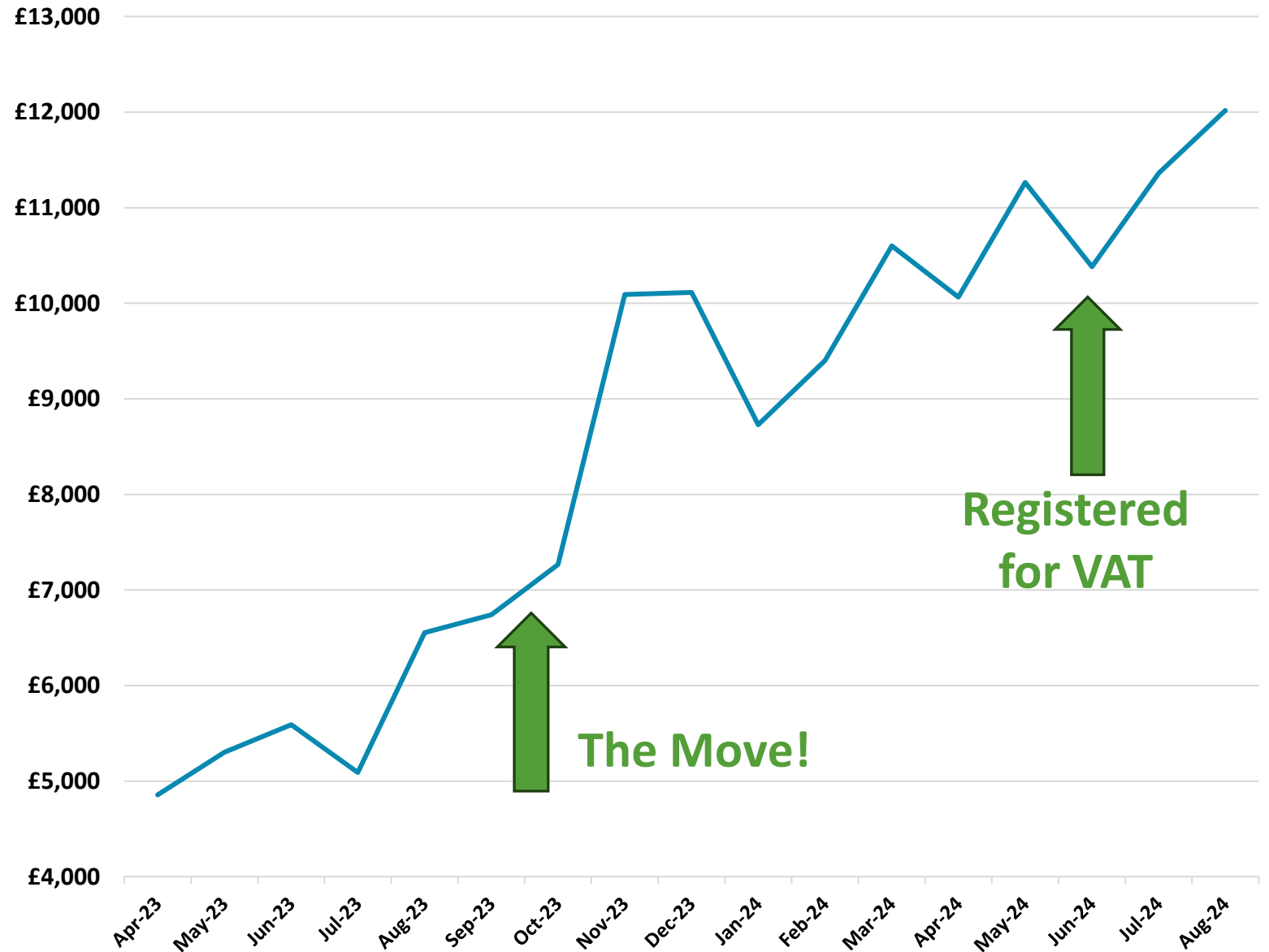


- Sales Figures since the last Annual Members' Meeting
- Bank Balance and Profitability since moving
- Plastic Savings
- To look at a few of the Best Selling Products

Monthly Sales Figures

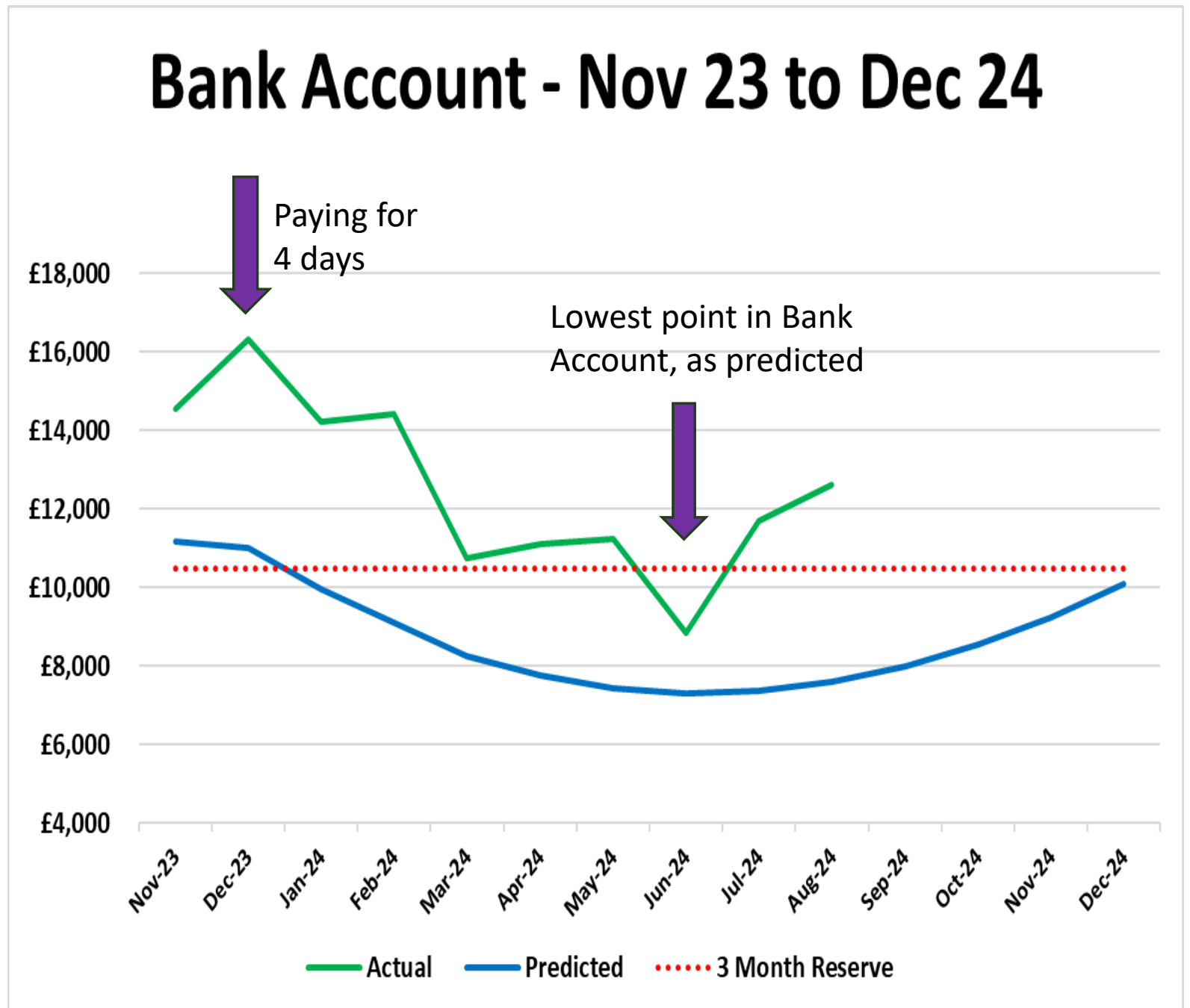
- At the last AMM our turnover had just reached £5000. Last month it peaked at over £12,000
- On moving - immediately, our sales went up 44% and now it has almost doubled
- In November we reached a turnover of £10,000 for the first time
- We registered for VAT in June 24 – affecting non-food items and most snacks!

Sales Figures Apr 23-August 24



Bank Account since we moved

- The graph starts in Nov 23 as most moving expenses have been paid
- From January 1st – Business Manager 3 days a week and Outreach 1 day a week
- Bank account has followed the general trend of our predictions. Profit and Loss report is showing a profit for July and August
- 3 month reserve policy allowing for back up in case of crisis!



Plastic Saving Figures

THE MORE WE SELL
THE MORE WE SAVE!

Almost 1 ½ tons of plastic
saved since opening
(equivalent to the weight
of 5 New Forest ponies!!)



Reducing Plastic!



- Thousands of donated containers have been **reused**
- Most plastic containers are returned to the supplier for **reuse** (SESI, Faith in Nature, Coffee tubs, Olive Oil)
- Buying in bulk means less packaging
- Many of the large jars are **reused** sweet jars (some donated from The Alcove)



Best Sellers for August!

- **Best Selling Individual Food products**

Supreme Muesli 59kg - £350

Gourmet Nut mix 18kg - £256

Apricots 16kg - £255

- **Snacks - 15% of turnover**

Chocolate and yogurt treats - 83kg
worth sales over £1300!

**Chocolate Honeycomb coming top -
15kg worth £236 of sales!!**

- **Best selling SESI products**

Non-Bio laundry liquid -120 kg

Spiced Ginger Washing Up Liquid - 90kg

**Non-food sales account for 27% of
turnover**

