



Fall 2012 Expansion – a mini-report-back

In this report-back: *How you can help * Questions we have for you! * 3 ways we've tried to grow the bakery: markets/festivals, wholesale/retail, cakes/catering * Money update * Time & space update

How You Can Help

We want your guidance in visioning where the bakery needs to move (see below), and we also need your help in growing the bakery. Word of mouth and personal introductions are still one of the best ways that we have found to make connections with new potential CSB members, wholesale customers, etc.

Help us find more wholesale and retail customers -- Do you have a favorite coffee shop or restaurant where you could talk to the owner/manager about carrying Bread Uprising's bread, cupcakes, cinnamon rolls or cookies? Or maybe we could stock our bread or granola on the shelf at a store in your neighborhood? There's a wholesale product list attached to this email that you can share with folks you talk to. We also need help visioning around where to focus our wholesale/retail "sales calls". Contact Tim at (919)260-8155 or breaduprising@resist.ca if you have a wholesale/retail idea or want to talk over what we've been doing.

Spread the word about cakes & catering at your office, school, etc. -- Thanks to all of you, we have a lot of experience baking vegan and gluten-free cakes & cupcakes (most recently, we've done a gluten-free, sugar-free yellow cake with chocolate icing; and a vegan tres leches cake). Our non-vegan offerings are just as delicious (ask Beth about her chocolate-cream cheese birthday cake with cats playing basketball on it). We have a [sliding-scale price list](http://www.breaduprising.org/?page_id=422) for cakes, cupcakes and catering trays of baked goods (http://www.breaduprising.org/?page_id=422). There's also an online order form! Noah's the man to talk to about cakes & catering, his number is (919)619-9935.



Javiera at our Green Flea Market booth

Work with us for a day at a festival or market or help us find new festivals! It's a great way to meet new folks and spread the word about Bread Uprising (Anthony even got to show off his skills doing street magic at the Build a Better Block Party). We're looking especially for venues that are more rooted in working-class, Black, Latino/a and/or queer communities. Javiera is in charge of markets and festivals and she can be reached at (321)960-4961.

Help guide our visioning & evaluation process this January. Do you have facilitation or strategic planning or visioning experience/skills? Want to facilitate a meeting or workshop with the bakers or other members? Or help the bakers plan a retreat? Or host us for a retreat? Last week, Aya stepped in and facilitated a much-needed conversation amongst the 4 bakers about working agreements & how to support each other in our work.

Lend your financial & business planning expertise. None of us are business experts, and having a solid financial/business plan is going to be a key part of putting the bakery on solid ground moving forward. Want to help us study our financial numbers and make a plan going forward? We need you!

Questions we have for you

Some weeks it feels like we have almost no time to think through the longer-term consequences of the work we're doing. We desperately need your help and guidance. Some questions we have include:

- How do the expansion methods we've been working on this fall feel to you? How do they advance our vision of food sovereignty in Durham and beyond?



A teensy bit of our Indiegogo money went to joining the US Federation of Worker Co-ops as a start-up workplace.

- How can we reconcile the fact that we find ourselves acting more and more like a small business with our vision of anti-capitalism?
- What sorts of models would allow us to re-imagine things like wholesale & retail sales as parts of our liberatory work and not just a necessary evil?
- Are there new ideas for financial sustainability that we haven't considered?
- What feels like a fair/living wage for bakers?
- Does sliding-scale make sense when we're doing markets or online sales? How should we talk about it with folks who are unfamiliar with the concept? How should we set up an online ordering system using sliding-scale?

3 ways we've tried to grow the bakery

This Fall, we've focused on three different avenues for expansion: wholesale/retail (selling bread to coffee shops or restaurants; getting bread on the shelves at stores), festivals/markets (working the Green Flea Market on Saturdays, vending at community festivals like Pride or the Durham Holiday Fun Fest), and cakes/catering (doing custom birthday cakes, trying to get cake orders from businesses & restaurants). The plan has been to try out each of these avenues for a little while, and then take some time in January to re-evaluate. Each of the three full-time bakers has taken the lead on one of these areas (Noah for cakes/catering, Javiera for markets/festivals, Tim for wholesale/retail).

So far, here's some of what we've accomplished:

- We've established a standard wholesale item list and price list (ex. \$3.50/loaf for most breads)
- We're baking "sleepless white" artisan bread for Kings grocery every Friday.
- We're trying out baking white bread, ww sandwich and gluten-free sandwich bread for LoMo Market -- we've done two weeks of this so far and they sold a lot of it in the first week and not much at all the second week. We are also trying out several items at Spice Bazaar on 15-501 -- right now they have our ww sandwich bread and granola.
- Respite Cafe on Duke Street now uses Bread Uprising bread for their sandwiches and our granola as well.
- We have a brochure and price list for cakes & catering, and have dropped off samples and had initial conversations with a number of venues that host birthday parties (Museum of Life & Science, The Fun Zone, kids' gymnastics spots, etc.). Unfortunately we haven't gotten many orders yet!
- We've learned a lot about how to design a market table, and purchased some needed supplies (a banner, folding tables, big flat tupperware boxes to hold bread & supplies). Now we have a "market bin" ready-to-go, and have a pretty well-oiled work plan for getting ready and getting set up.
- We set up at the Green Flea Market for four Saturdays, and had a lot of conversations about sliding-scale and about the bakery. We discovered that people really liked freshly-fried donuts! And that it's hard to talk about sliding-scale in a way that honestly accomplishes the purpose.
- We sold cupcakes & cookies at NC Pride, at the Build a Better Block with Tootie block party, at the Durham Holiday Fun Fest, and now at the Durham Nutcracker performances.



Noah with our new banner!

Money Update

The three full-time bakers (Tim, Noah & Javiera) are paying themselves \$7.25/hour for 20 hours a week (while actually working more hours). For all of us, that amount ranges between not quite enough or just barely enough to make ends meet month-to-month. For Javiera it just covers the cost of part time childcare for one of her kids, so that she can work at the bakery. We're hoping to re-evaluate this amount and increase it once we have a clearer sense of how much money will be coming in on a regular basis. Our new apprentice baker Mya is making the same hourly wage at 8-10 hours/week. We're also paying Noah a small amount (\$131.25) for rent every month.

We still have \$1,029.48 left from our Indieogo fundraiser and additional expansion fund-raising. That money covered all of our baker pay during the past several months, as well as paying for some needed new equipment (market bins and table, a gorgeous and new banner), and for product liability insurance which we needed to be able to sell at festivals. Our expansion efforts have also started to generate new income. Specifically, to date we've brought in (net) about: \$258 from catering & special orders, \$125 from cakes, \$600 from markets & festivals, and \$250 from wholesale & retail sales. We've also taken in about \$750 in net income from the subscription program and bake sales.

In order to pay ourselves a living wage, we need the bakery to have about \$5,000/month in income. That equates to baking 437 loaves of bread per week for wholesale customers, adding 300 new CSB members, or baking 36 cakes a week. We have a long way to go to meet that goal! But after four months of experimenting, we also have a much clearer idea what our options are: what feels good, what feels hard, what people at markets & festivals want to eat, what kinds of baked goods appeal to coffee shops, etc.



Noah and Javiera frying donuts at the Green Flea Market

Time & Space Update

Right now, here's what our work-week looks like:

Sunday	Monday	Tuesday	Weds	Thursday	Friday	Saturday
One baker -- 6-10 hours baking for LoMo, baking ww sandwich bread for the CSB and making sponges/doughs to prep for Monday. We rotate this shift between Noah, Tim and Javiera.	Three bakers each work an 7 to 8-hour shift baking for the CSB. Shifts run 8:30 AM - 3:45 PM, 7:30 AM - 1:30 PM and 4:30 - 7 PM, and 11:30 AM - 7 PM	Bakery is closed. Sometimes we have to do catch-up emails, writing or accounting on our own time.	Work day runs 9:30 AM - 5 PM. Staff meeting usually 10:30 AM - 12:30 PM (all 4 bakers here).	1-2 hour shift for one baker in the PM making doughs for Friday AM. Thursday are also overflow admin and email days.	Workday runs 9:30 AM - 5 PM. Four bakers at work, not everyone stays all day. One baker starts at 7:30 to bake for Respite and Kings. Often we end up running late into the night if we're prepping for a festival or market	About every other week or every third week we have a full day working festivals or markets. Also Bread Team meetings monthly.

In terms of space, we're still baking out of Noah's kitchen and we've re-designed his closet to include lots of extra storage space for the bakery and also so that we're now able to stand up while using the bread slicer (a big victory for workplace ergonomics). We also have several large shelves of storage and an upright freezer in the basement at Jillian's house up the street, a deep freezer in Tim's living room, and some space in Rebecca's deep freeze. (If you have any freezer space, let us know!). We use Tim's house for staff meetings & workshops. Our work would be made much more efficient if we had more oven space and commercial ovens and mixer, but right now we can't envision being able to afford rent on a commercial kitchen space.