

Season 13, Week 12 December 2, 2013 – 4:23pm

Hey y'all,

There are 2 more weeks left this season, and then... who knows where we will be! A lot has been happening in bakerland – we baked about 100 pies for our Thanksgiving bake day; we're meeting on Wednesday to continue the business planning. Michelle Johnson just held a yoga class that was a fundraiser for us and raised several hundred \$! Great news, because money is tight right now. A few upcoming events & some meeting notes are enclosed.

Stay warm, Noah

News & Events

Durham Holiday FunFest

- This Saturday, 12/7 from 1-5pm Durham central park, downtown
- We are vending at this fun city event again this year, and would love help working the booth – contact Javiera to sign up for a 1-hour shift.

LaVenson Press Studios' Winter Stage & Studio event

- This Saturday, 12/7 from 2-6pm 510 Firefly Ridge Lane, Hillsborough.
- Enjoy good food, writing & music at LaVenson Press Studios!

Info: www.LaVensonPressStudios.com

Support the Ujamaa Freedom Market

We met these folks at CoopEcon this fall

– they are starting “a worker-owned cooperative mobile market which brings fresh local foods to underserved communities in Asheville.” Their tagline is “Liberation through Cooperation”! They're doing a fundraiser right now –



to learn more & support, go to www.gofundme.com/51o5yo

What We Baked!

Whole Wheat/ Pan Integral (840g)

OG Whole wheat bread flour (55%), Water

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OG Whole wheat bread flour (55%), Water

(36%), Non-GMO canola Oil (3%), NC Honey (3%), NC sorghum (1%), Salt, Yeast.

Cranberry Orange Muffins

Organic ww pastry flour (32%), Orange juice (18%), Cranberries (14%), Canola oil (12%), Durham county honey (12%), NC pecan milk (6%), Organic orange & lemon zest (2%), Baking powder, baking soda, vanilla, salt.

Carrot-Dill Bread

Water (35%), OG unbleached white flour (33%), OG whole wheat bread flour (16%), OG carrots (10%), OG cornmeal (3%), Olive oil (2%), Salt, Dill weed, Dried Basil.

Gluten-Free Bread

Water, Brown rice flour, Millet flour, Potato starch, Cornstarch (non-GMO), Chickpea flour, Tapioca flour, Durham county honey, Sea salt, Canola oil, Yeast.

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Bread Team Meeting Notes,

11.23.13 Here is a proposal from the bread team to the bakers about an interim plan; the bakers will be talking about it this Wed.

- Shutting down for the month of January, anywhere from 14-45 days. Shutting down is better than operating in multiple locations. Think it will take at least 20 days to move/set up.
- Members form space committee, in December, with deadline for finding space in December
 - Bakers come up with wish list and must have list, budget.
 - Either space committee also takes on moving process, or also have a moving committee to move stuff, paint, etc.
 - Space search is not nec for "this will be our home forever" – it's space to get us out of the house

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and start baking again – circumvents the biz planning process because that may need more time.

- Capital campaign to fundraise for space and/or 3 months of operative costs. Need to address people not getting paid in a deliberate way.
- Get back to members and let folks know with clarity what is happening – with resubscription calls starting the 2nd week of December.
- Have all-membership biz planning discussion in beginning of January. (would like to do on 3rd day of Kwanzaa, Ujamaa – cooperative economics – but 2/4 bakers will be out of town).

Business Planning Process

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out more comprehensive notes. For now – here's one of the 2 possible expansion proposals small groups came up with during the 2nd biz planning session on 11/20. The other proposal was similar, with a few differences.

Bread Uprising Business Plan Scenario 1

Goal: get up to income of \$11,000/month without major time increase, so we can pay a living wage.

Membership – double membership program, same mix of contributions \$900/month

Wholesale – bulk of income. Simplify – the things we make; drop papa spuds cause that's more like retail (based on individual customer demand). \$6000/month

Cakes – 1-2 weddings/month, avg of 5 cakes/week otherwise. Simplify pricing – choose basic designs for basic pricing with basic flavors too; also have custom. Need to build up our skills a bit more and even out

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Catering – 2/week. Baked goods tray. Partner with coffee shop for coffee aspect. Sandwich trays, not hot food or dinner food. - \$1000/month

Cafe – low maintenance – just have self-serve coffee, herbal teas as well as walk-up sales (bread, pastries). Extra person during busy time, otherwise it's same person who's working in the back. How many days/week would it be open? Have counter with kitchen behind, can see out. \$21000/month

Staffing: 1 person holding down bulk bread, 1 person sweets, 1 person cafe & catering. Would probably need more staff time than we currently have.

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