**Vision statement of ..... Cooperative**

**Who we are and what we stand for**

.... stands for genuine, honest regional food and the health of ecology and economy in the region

..... People from the region produce, process and trade these means of life for and in the service of the people of the region.

... is an alliance of organic farmers, artisanal food processors, traders, consumers, individuals and initiatives in the region .....

Through cooperative management, we want to preserve and improve our natural and economic livelihoods and build sustainable structures in our region. In doing so, we are concerned with nothing less than a joint new start for the benefit of all. The dignity of man and nature is the basis of our dealings with each other, with animals, with nature and with life in general.

Cooperation and appreciation are the basis of our work. We are interested in the concerns of our partners and stakeholders, communicate openly and on equal footing. The cooperative stands for engagement and exchange, cooperation and networking, mindfulness and care.

.... brings people together on this basis who want to take on these tasks with joy. Everyone is called upon to help, to shape and to invest.

**We'll tackle that together (short version):**

1. We create maximum regionality, promote peasant agriculture and regional food craftsmanship
2. We make a tangible contribution to more biodiversity, a varied cultural landscape and diverse regional foods
3. We create an ever-growing connection and bond with each other, introduce people to farms and food processing, and provide the opportunity for a deeper connection to nature
4. We enable fair business practices based on partnership and the balancing of the interests of all those involved in the market: a culture of togetherness is created
5. Where it is necessary and makes sense for the regional food economy, we become entrepreneurially active ourselves, participate in businesses and are independent and free from the capital interests of third parties through the participation of many citizens.

**We'll tackle that together (long version):**

1. We create maximum regionality, promote peasant farming and regional food crafts.

We produce, process, and sell organic food from the region at our local cooperative partner farms and are significantly expanding the range of products on offer. This strengthens the region's food industry, creates short transport and purchasing distances, and, not least, creates jobs, especially in rural areas. Regionality also enables all the people in the value chain to come together. Better sales opportunities make it possible for as many farms as possible to convert to organic farming and create more artisanal food processors.

1. We make a tangible contribution to more biodiversity, a varied cultural landscape and diverse regional foods

Our regional alliance enables a diversity of crops and animal species, the maintenance and expansion of ecologically valuable areas such as scattered orchards, hedges and rough pastures, and the diversity of the landscape. In this way, we provide a tangible impetus for more biodiversity, which also makes it possible for populations of insects, bees and birds to grow again.

Ecological diversity continues in food processing. The threatened food crafts of our region .... - Bakers, butchers, milk and fruit processors, etc. - will be strengthened and the range of regional specialties will be expanded.

The involvement and participation of consumers is of central importance, indeed indispensable. As consumers, we have an enormous influence on where and how food is produced, processed and traded - and that it is also sufficiently appreciated in the region.

1. We create an ever-growing connection and bond with each other, introduce people to farms and food processing, and provide the opportunity for a deeper connection to nature

The origin and production conditions of food must be transparent and comprehensible. This creates trust, especially among consumers, and trust built through getting to know each other is the basis of our success. Exchange and coordination between the partner farms are therefore just as important as the involvement of the public and nutrition education. Children and adults should be able to directly experience and learn how agriculture works and how everything is connected. In other words, how food is produced and how carefully it can be processed, but also how its prices are arrived at. In the long term, we would like to develop a wide range of courses, farm tours and other opportunities for encounters, including school farms. This will enable consumers to connect with producers, processors and traders and to experience nature and the countryside.

1. We enable fair business practices based on partnership and the balancing of the interests of all those involved in the market: a culture of togetherness is created

Instead of competition at the expense of the weakest, we practice and learn partnership-based cooperation between producers, processors, retailers and consumers. The guiding principle is the interest we all share in producing healthy food in a healthy environment in such a way that this is still possible in the future and that people can make a living from it. This is the only way to create an awareness that reasonable prices are both a fair reward for good work and a wise investment in a sustainable regional food economy - which benefits everyone.

To this end, we promote the participation of all market players, for which the legal form of a cooperative provides the ideal framework. It serves as a platform for intensive exchange at eye level and understanding of the respective interests, needs and opportunities of those involved. This is made possible by seeing ourselves as a learning and development community, taking courageous first steps and rejoicing in successes. But also by overcoming old patterns of thinking and behavior with patience. In this way, compassion, respect, trust and mutual support can grow and flourish. A culture of togetherness emerges.

1. Where it is necessary and makes sense for the regional food economy, we become entrepreneurially active ourselves, participate in businesses and are independent and free from the capital interests of third parties through the participation of many citizens.

The cooperative of producers, consumers, processors and traders also operates as an independent enterprise. It coordinates exchanges, offers services, provides information about .... products, participates in farms or sets up its own processing and trading operations. In this way, gaps on the way to a regional ecological full supply are closed together. We raise the necessary capital from our own resources, through the contributions of our members and through good entrepreneurial management. Everyone should profit from the advantages of the cooperative, and everyone can contribute according to their respective possibilities. This makes us independent of investor interests and a return-oriented financial market. Together we make sustainable nature conservation possible and secure the regional local supply, because it is our region and our landscape; and it is our cooperative partner businesses and processing structures that serve it. *That's why everyone is called upon to help, to invest, and to help shape the region.*