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Business idea

Middagsfrid helps families that have an *ambition* to eat healthy and varied food cooked from scratch, but that experience a lack of time, knowledge or imagination to do it.

This is done by:

Home deliveries of smartly planned grocery bags with all the ingredients needed to cook 5 dinners for 4 people and the recepies that go with them.

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Success factors 1 (2)

- Took advantage of free help offered by organisations, initiated meetings with active entrepreneurs

- Used our networks

- Stayed focused on the core business idea, identical bags increase profitability

- Grown safely choosing varied costs instead of making large investments, e.g. in cars, and machinery.

- We charge our customers in advance – gives us good liquidity

Success factors 2 (2)

- Subscription service – makes planning and forecasting easier, increases profitability

- Have used my former experience from management consulting to make our processes efficient. We have thought through the details in each step of the process, ordering, delivery, payment and customer service.

- Passion and following your heart sells!

- Spent a lot of time on sales in the beginning.

- We meet a need that many people have daily, t ex "what shall we have for dinner?"

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# Middagsfrid wants to influence the food industry

- We want to change consumer behavior by spreading knowledge about food additives, pesticides and good products etc.

- We use digital media actively, such as our own blog, Facebook, Twitter, Flickr and YouTube

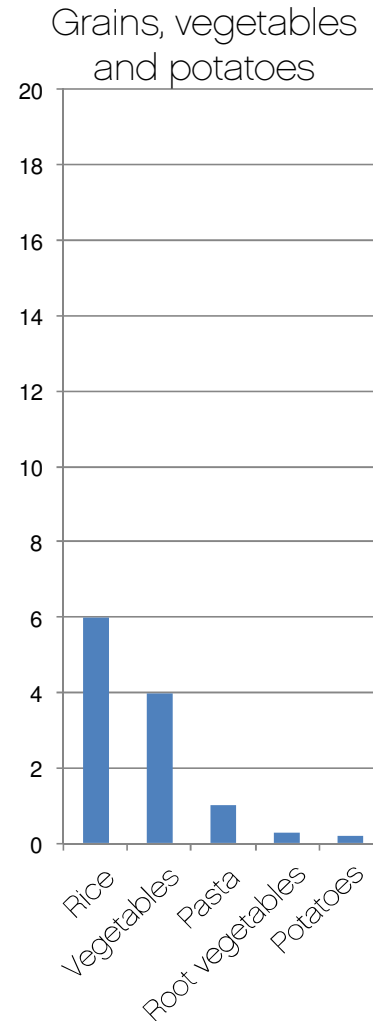- Example: Banana and mango babyfood should not be able to be labeled "locally produced"

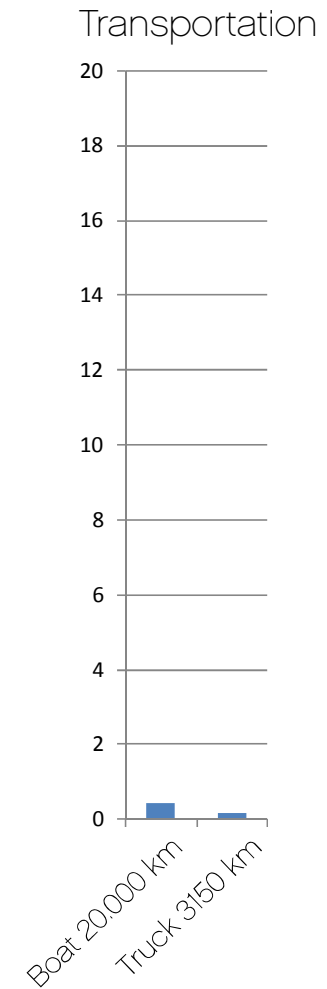middagsfrid

Locally produced does NOT mean climate smart

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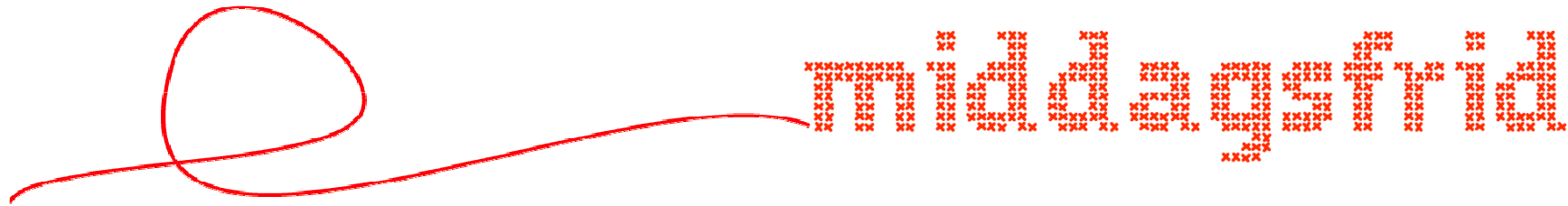
CO2 emissions for different foods

Meat and fish

Grains, vegetables and potatoes
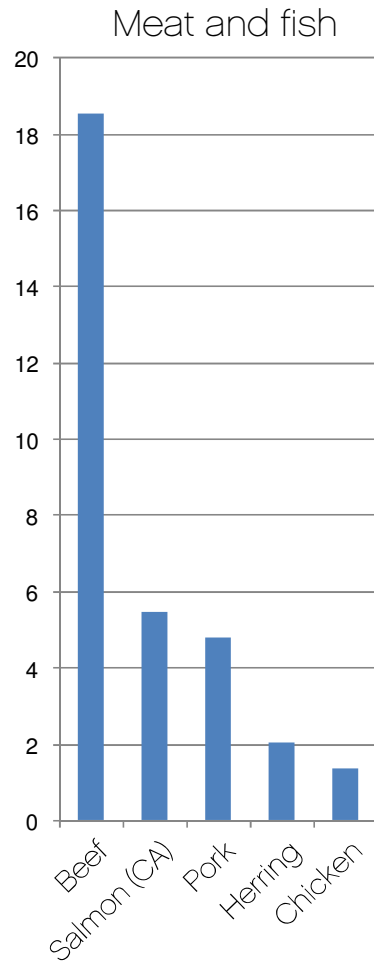
Transportation

Souce:Naturvårdsverket, Konsumtionens klimatpåverkan nov 2008

Source: Klimatsmart i hemmet, Miljöförvaltningen, Stockholm

Source: Naturvårdsverket– Fakta om maten och miljön, rapport 5348

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It is the food and not the transportation of food that determines your carbon footprint

Comparison of two dinners

Food		Transportation		Total
Spagetti bolognese		Locally produced		
11,6	**+**	0	**=**	11,6 kg CO2
- 500 g ground beef - 500 g vegetables - 300 g pasta				
Pork with noodles		Truck from Madrid, Spain, half full*		
4,7	**+**	0,2	**=**	4,9 kg CO2
- 500 g gris - 500 g grönsaker - 300 g pasta				

137 % more

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Comparison of two dinners

Food		Transportation		Total
Meat loaf with vegetables 11,3 - 500 g ground beef - 500 g vegetables - 300 g potatoes	+	Locally produced 0	=	11,3 kg CO2
Boneless chicken with vegetables 2,7 - 500 g chicken - 500 g vegetables - 300 g potatoes	+	Boat ½ lap around the world* 0,6	=	3,3 kg CO2

242 % more

* 1,3 kg food stuffs boat, 20.000 km

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Thank you for listening!