



Mission Model Canvas

Project title:

Crop Cooperative Center
Zürcher Oberland

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Key Partners 🤝 Which persons and organizations can support your project and act as intermediaries? • Other farms in the region (20km) • local processors (fabas, DasPure, mokä) • Biofarm • Existing crop service centers (e.g. Brunner Eichhof and Christoph König)	Key Activities 🏭 What are the three main activities needed to create/realize your project? • Drying of harvests immediately after threshing • Purification of dried crops (e.g. legumes) • Consulting farmers for growing legumes	Value Propositions 📦 How do you explain your project to a stranger in 1 minute? Small scale farms, which are interested to diversify their crop rotation and consider diversifying and cultivating plants that are high in protein, face different challenges. Harvests of legume crops such as lentils, chickpeas or beans need to be dried and purified after threshing. We want to build an infrastructure center for drying and purifying in the Greater Zurich area to make growing legume crops more accessible to local farms.	Customer Relationships ❤️ How do you actively involve your community in your project (beyond just looking/listening)? Direct marketing of products Presentations (e.g. Protein Power Network, Biofarm producer symposia) and events (e.g. field visits) for farmers and the public in regard to growing and preparing legumes.	Customer Segments 👥 Who do you want to address with your idea or project? Who will jump at it? Name your main target groups. • All farmers in the region who wish to diversify their crop rotation. • Small to medium sized trade companies and processors (i.e. biofarm, fabas, DasPure)
	Key Resources 🏠 Which three skills and resources are central to the implementation of your idea? • Infrastructure for drying, purifying and storing of crops. • Expertise (see: our team) and financial resources for the above		Channels 📺 What channels will you use to reach your community? How will the target group find out about your project? • Direct contact to other producers and partners • Storytelling in social media • Articles in agricultural newspapers	
Cost Structure 📊 What costs do you expect to incur to realize your idea? What are the costs? • Second-hand infrastructure (100'000-200'000 CHF) • Rental cost for a building (30'000 CHF p.a.) • Electricity and wages (variable)			Revenue Streams 💰 1. Impact: What does your idea do for the climate? How do you measure/verify the impact? • Replacing animal proteins through plant proteins • The provision of locally produced crops with short transportation routes • Reduction of livestock due to increase in planted protein sources • The reduction of synthetic fertilizers because legume crops are able to fix nitrogen 2. Scaling/Expansion/Unfolding: How to increase the impact of your project? • Organic growth in order to increase volumes and variety • Contributions from foundations for initial costs	