

A photograph of the interior of an Odin food coop. The store is well-lit with overhead track lighting. On the left, there are several long metal shelving units filled with fresh produce, including potatoes, carrots, and various leafy greens. Price tags are visible on the shelves. In the center, a large window looks out onto a green landscape. To the right of the window, there are more shelves stocked with packaged goods. On the far right, there is a refrigerated display case and a counter area with more fresh produce, including bananas and apples. A large poster on the right wall features the Odin logo and text about organic products.

# Odin

*inspiring foodcoop*





*The start of Odin in 1983*



*Vegetable bag scheme starts in 1992*



*Company owned organic shops since 2000*



*Biodynamic beekeeping on organic farms since 2010*



*Open pollinated breeding on the Odin farm since 2016*



*2022: welcoming the 14.000st member of Odin Foodcoop*



# Odin today

- Cooperative with › 14.000 members (consumers, employees and financial members)
- Wholesaler, complete grocery assortment (7000 SKU's) with 1.000 B2B clients in the Netherlands and Belgium
- 250 suppliers, 2 distribution centers with production and packing facilities (vegetable bags and dry grocery)
- 70 pick up points for fruit and vegetable bags
- 28 organic grocery stores
- Home delivery service for consumers and small business clients (day care, restaurants etc.)
- Biodynamic beekeeping on 26 farm locations with 73 bee colonies
- Biodynamic farm (20 hectare) fair and open pollinated seed breeding (in cooperation with Bingenheimer Saatgut AG)
- › 750 employees





# De seven ideals of Odin

Since Odin was founded in 1983, Odin wants to contribute to a sustainable, social and fair society by profitably providing the flow of goods, money and information between consumers and producers of organic and biodynamic food. The starting point for Odin is the sustainable connection of consumer demand with the possibilities of producers.

Our goal is to show that a different sustainable food system is possible. The urgency for that is clear.

Our ideals:

1. The most delicious foods, always 100% organic and preferably biodynamic
2. A healthy food chain, from farm to table
3. Customers who consciously choose Odin
4. Fair relationships with all suppliers
5. Profit is not only about money
6. Employees with a mission
7. Live not purely for yourself, but for the good of all of us



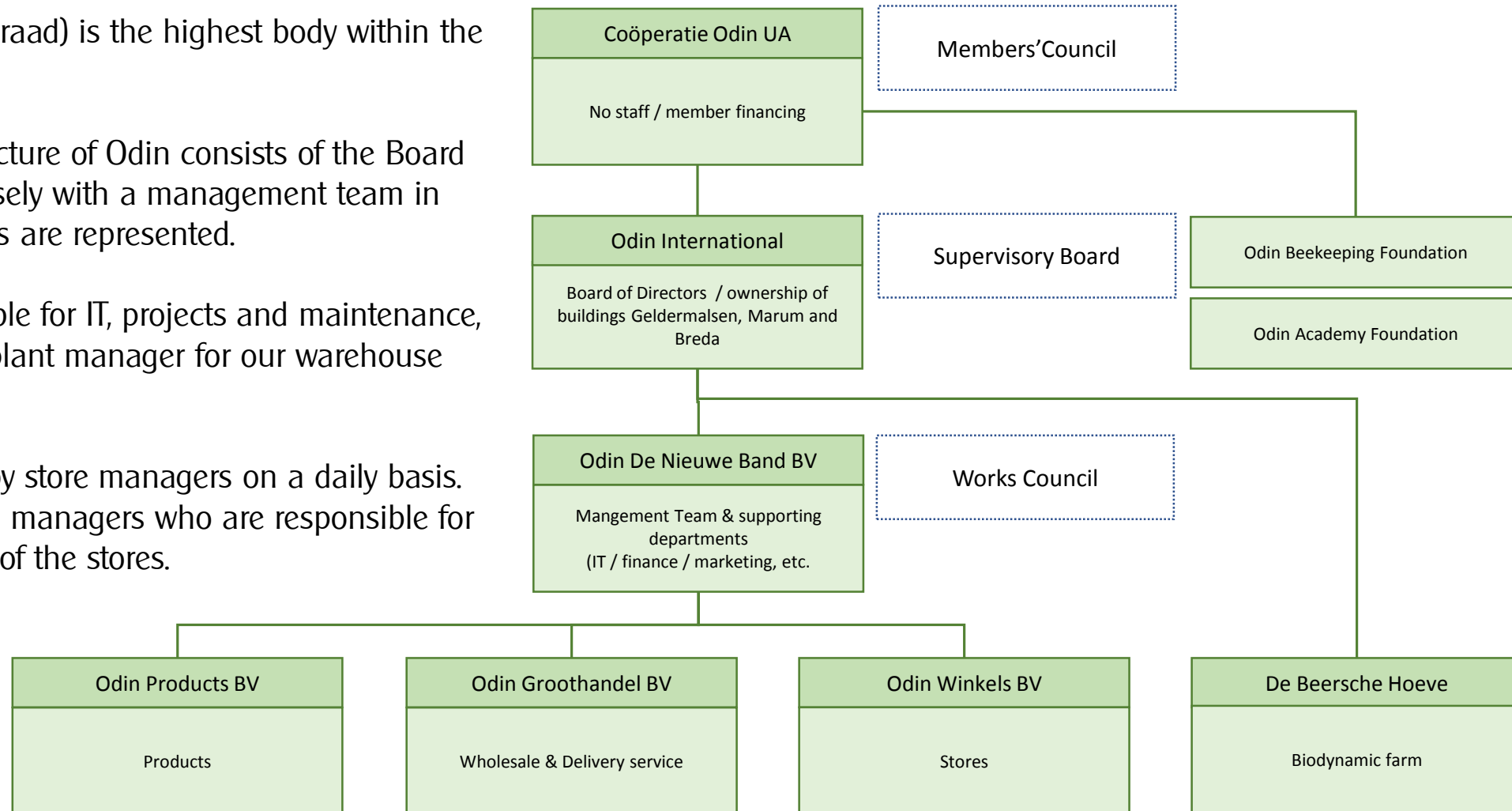
# Odin organisation

The Members' Council (ledenraad) is the highest body within the cooperative.

The management level / structure of Odin consists of the Board of Directors, which works closely with a management team in which all Odin business units are represented.

We have managers responsible for IT, projects and maintenance, quality management and a plant manager for our warehouse (dry groceries) in Marum.

The 28 stores are managed by store managers on a daily basis. They are supported by 4 area managers who are responsible for the performance and results of the stores.



# Odin organic foodstores & foodcafes

- ✓ 28 company owned foodstores and 2 foodcafes (next to shops in Velp and Almere)
- ✓ One of the shops (Almere) is a 250 m2 farm shop on a biodynamic farm
- ✓ Products are 100% certified organic (or biodynamic)
- ✓ Over 50% of the turnover is fresh (fruit & veggies, cheese & dairy bread, meat, etc.)
- ✓ About 65% of the turnover comes from members of the cooperative who join the member benefit system.





# Member benefit system

- ✓ First you become a co-owner of Odin, by buying a €100 share. As a member you're invited to inspiring workshops, seminars, movie evenings and farm tours. By joining you invest in yourself, your family and the world around you.
- ✓ Once you're a member, you can join our member benefit system. In return for monthly paying a part of your groceries in advance, you'll receive about 15% discount on all your groceries. The more groceries you buy, the more you profit from your membership.
- ✓ All the products in our shops have two prices: the normal price and member price.
- ✓ Monthly contribution: Students € 11, one adult € 16, each additional adult in the household plus € 5. Children under 18 are for free.





# Odin home delivery

- ✓ Odin runs an online shop since 2005, started in combination with the box scheme
- ✓ Since 2015 Odin started with a home delivery service for consumers and small businesses as an extra service.
- ✓ Customers order online ([www.odin.nl](http://www.odin.nl))
- ✓ Orders are picked 6 days a week in the distribution centre in Geldermalsen. Odin employees deliver the ordered groceries to the doorstep.
- ✓ Odin members who join the member benefit system pay member prices.
- ✓ About 90% of the turnover of the online shop comes from members of the cooperative.





# Odin wholesale company

- ✓ Wholesaler, complete organic & biodynamic grocery assortment (7000 SKU's)
- ✓ Long term cooperation and contracts with suppliers. Focus on Europe.
- ✓ About 1.000 B2B clients in the Netherlands and Belgium:
  - ✓ Health food shops
  - ✓ Farm shops
  - ✓ Markets
  - ✓ Out of home
- ✓ No franchise shops but partnership: support B2B clients with promotion, shop design, etc.



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Odin

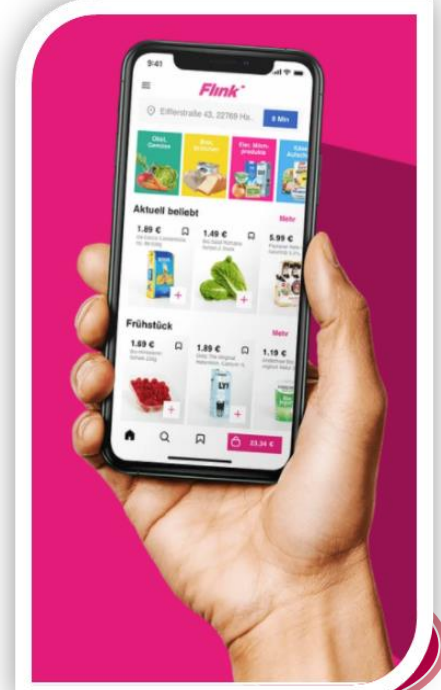
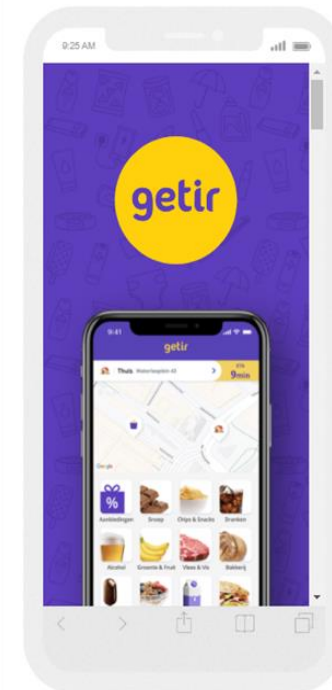
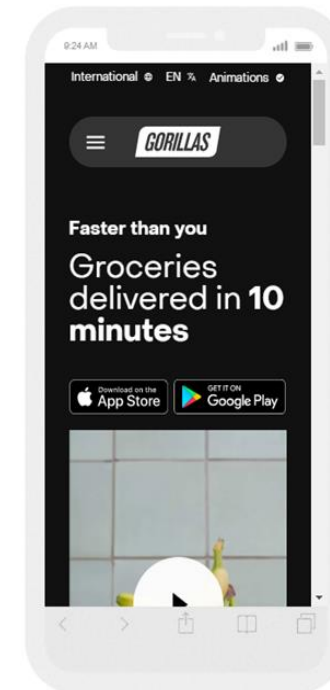
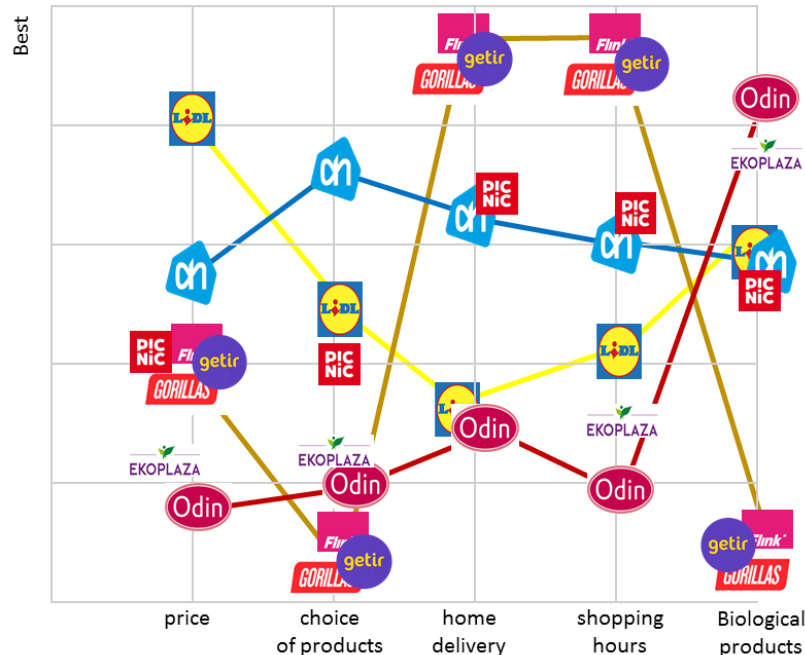
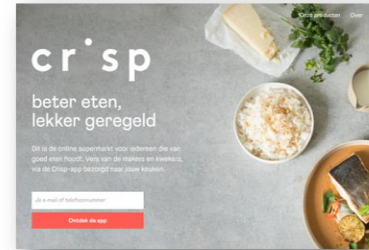


# Competition

Traditional supermarkets also offer organic products, traditional retailers, but also new entrants are offering meal packages and all players are expanding delivery options.

New competitors have emerged in bigger cities focusing solely on home delivery. Picnic announced an additional investment of 600 million euro, and flash deliverers (Getir, Zapp, Flink etc) are expanding delivering orders in 10 minutes and after 22.00.

On the other hand you see more local community supported agriculture initiatives like "Herenboeren".





## What distinguishes us

*Sustainability is in our genes. Choosing organic or biodynamic is a matter of course for us. We believe that combating food waste and reducing waste is logical. Eating more plant-based foods and treating all living things with respect is a must. And diversity on the land, on your plate, but also in our team composition is important to us. A few themes where we really make a difference:*

- ✓ We consciously opt for steward ownership for our own organization. The cooperative model fits our ideals.
- ✓ We are supporting our suppliers and farmers in multiple ways to be(come) organic and to support their community;
- ✓ We are investing in improving biodiversity in multiple ways with our partners
- ✓ We strive to source more of our products locally, and root each store in the local community
- ✓ We aim to be a people organization, connecting people and providing meaningful work.





# Choice for steward ownership

*Goal Cooperative Odin is working together on our ideals: vital food from a fertile agriculture and a fair economy.*

- ✓ Odin consciously chooses not to own private property or work for shareholders. Started as a limited partnership with foundation as silent partner. Conversion to Cooperative in 2012. Started with 111 members. Now almost 13,500.
- ✓ Anyone can join. With that, Odin can belong to anyone. As a member you contribute to the organization and you can think along in broad lines. With your groceries you determine what the world looks like anyway, you don't have to become a member for that.
- ✓ Employees, members, customers and suppliers work together for the benefit of the whole. We invest profit in the chain and organization in order to realize our ideals even better.



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# Cultivation of robust & free seed

*Goal Odin farm De Beersche Hoeve is more diversity and vitality through new and free biodynamic vegetable varieties. But also making farmers independent from multinationals.*

- ✓ Started in 2016
- ✓ 100% subsidiary of Cooperative Odin
- ✓ 20 hectares of horticulture at Landgoed Baest in Oostelbeers
- ✓ Production of biodynamic vegetable seeds
- ✓ Biodynamic plant breeding, including pumpkin, beetroot, onion, kale, spinach
- ✓ Seedfast; no hybrids, patents, genetics or biotechnology
- ✓ More variety on the land and in the store
- ✓ Connection with the entire chain
- ✓ Intensive partnership with Bingenheim and Saatgut AG





# Healthy bees & biodiversity

*Goal Odin beekeeping is not honey, but by more bees farms work together with the farmers on a natural agricultural landscape, so that all insects fare better.*

- ✓ Started in 2010 to make an active contribution to more healthy bee colonies
- ✓ The Odin apiary now cares for 73 bee colonies
- ✓ At 26 locations: organic and biodynamic farms that supply Odin. But also Kunsthal Rotterdam and De Ceuvél Amsterdam
- ✓ 1 beekeeper in full-time employment with 10 volunteer auxiliary beekeepers
- ✓ Guiding farmers with beekeeping and making the farm more insect-friendly
- ✓ Positive contribution to biodiversity!
- ✓ Research, courses, workshops and information evenings



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## Building communities

*Our goal is, that members of the foodcoop identify themselves with their local store. They can participate in Odin activities like beekeeping, sowing or harvesting, but also courses and workshops. Producers and wholesale customers love to connect with members and participate in activities as well.*

- ✓ Strengthen the national Odin community of consumers, producers and wholesale customers. Together we can discuss and raise our voice about important topics
- ✓ Strengthen local activities near shops and on farms with central support
- ✓ Every Odin shop has local products in the shelves and builds up relationships with local producers
- ✓ We're starting up shop farms as a new concept, first one in Vliervelden
- ✓ We are brooding on plans for further local cohesion





## Divers & including employership

*Goal Odin is to be a people organization, connecting people and providing meaningful work. A safe and divers working environment and a fair chance to develop.*

- ✓ One of our ideals is, that profit is not only about money. So efficiency and automation is important, but meaningful work for all kind of people and a fair chance to develop is important too
- ✓ Invest in safe working environment with clear rules of conduct and an external confidant
- ✓ Invest in skills, knowledge and inspiration through the Odin Academy









# History of Odin

Odin was founded in 1983 as a limited partnership, connected to a foundation who owns the capital of the company. Odin grows in import & export of organic fresh products in Europe and by developing the Dutch organic wholesale market

In 1993 –Odin starts with a national box (bag) scheme with organic fruit & vegetables, developing to 28.000 bags a week and 400 pick-up points in the Netherlands

In 2000 the first Odin organic stores are opened (until 2016 named Estafette), gradually growing to 27 stores (Feb. 2021)

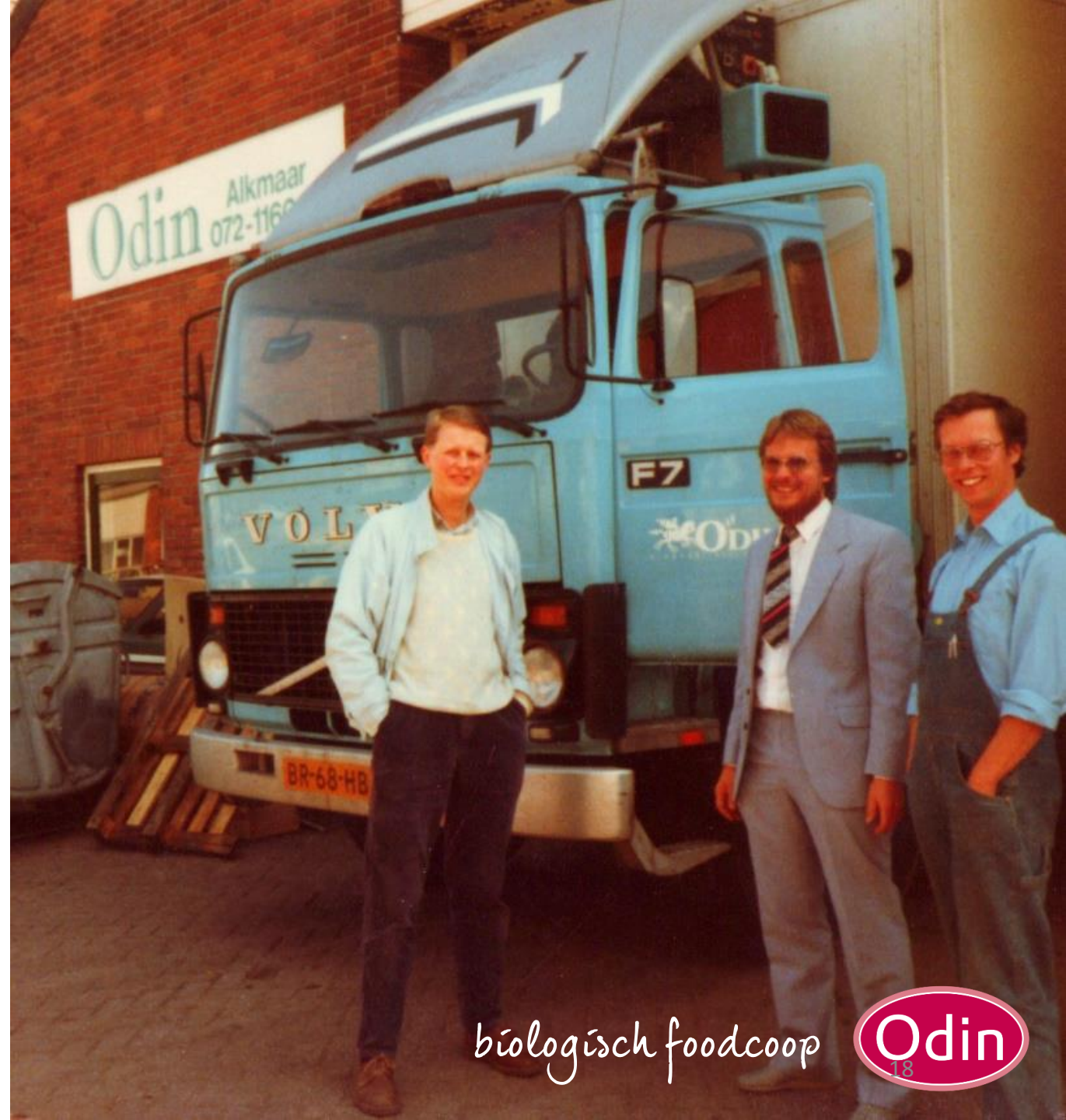
In 2010 Odin starts with beekeeping on organic farms to invest in healthy bees and biodiversity

In 2012 the limited partnership is transformed into a cooperative. Members can take part in a member benefit system.

In 2016 Odin opens a 20 hectare biodynamic farm on an estate in the south of Holland for open pollinated seed breeding

In 2017 the founders of Odin retire and hand over the baton

In 2018 acquisition and integration of De Nieuwe Band, an organic wholesale company in the north of the Netherlands







# Curious about us?

[www.odin.nl](http://www.odin.nl)

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