

Organic Food Delivery

Interest in eating healthier, and in supporting organic food producers and local farmers, is higher than ever before, so this green business idea capitalizes on that trend and helps to make it easier for people to eat organically grown and produced foods, without having to leave their house. If you love helping people to make better choices in their diets, and in making connections between organic food producers and consumers, then starting an organic food delivery service might be for you.

1. What is an organic food delivery service?

Many people want to buy and eat healthier, organic, products, but for one reason or another (e.g., too busy, don't know what to buy, can't get to the grocery store/farmer's market), they don't. Organic food delivery services help solve this issue. Some deliver a bag of veggies every week or every other week, direct from the farm. Others do pre-made meals, box lunches, and the like. Interest in organic foods has been skyrocketing for more than a decade, and the industry has enjoyed 20%+ revenue growth annually. Despite the recession of '09, organic foods have continued to grow, albeit a little more slowly. Two trends combine to make an organic food delivery service a solid option for aspiring entrepreneurs. One is how busy people are. The other is interest in chemical-free food that is more nutritious than conventionally produced food. Neither trend is likely to do anything but accelerate.

2. What required knowledge or skills are necessary?

There are no formal educational or training requirements for running an organic food delivery business. The ability to coordinate customers' wants with the available organic produce you can find for them (and there are a lot of ways to go about this) is the only real trick to the business, although knowing the ins and outs of the organic food industry is a huge plus. Connecting with local organics producers can also help to make this a viable business, as being able to cut out the middleman puts you in a strong position to get the best deals for your customers.

3. How much money is required to start?

A delivery vehicle of some sort is required, although that could be as simple as a bicycle with a cargo trailer, and having a location that can serve as a short-term storage solution and preparation area (including perhaps a refrigerated storage area) will make it easier to scale up your business. Investing in some basic marketing materials, such as flyers, business cards, or a website, can also be helpful in getting the word out about your organic food delivery service.

4. What is the income potential?

If your delivery service can successfully differentiate itself from other grocery or food delivery services (such as by focusing on local and independent organic food producers), or attract larger clients, such as restaurants, B&Bs, or offices, then the income potential for this type of business could be much higher than if it just focused on the market for individual organic foods consumers.

Adapted from www.ecopreneurist.com

Ex. 1 Find the words or expressions in the text which mean the following:

- 1) bringing sth to sb's home: _____
- 2) a shop where you can buy food: _____
- 3) prepared before: _____
- 4) to increase dramatically: _____
- 5) although: _____
- 6) rich in healthy and energetic elements: _____
- 7) necessary: _____
- 8) to improve your business: _____
- 9) to give money to sth hoping for profit: _____
- 10) to stand out: _____
- 11) to encourage: _____
- 12) with a short period of time in mind: _____

Ex. 2 Match the expressions from the two columns into logical collocations:

1.	interest	procedures
2.	to capitalize	the word out
3.	organic food	and out of sth
4.	to solve	in sth
5.	aspiring	potential
6.	customers'	an issue
7.	the ins	business
8.	a viable	wants
9.	to get	on sth
10.	income	entrepreneurs

Ex. 3 Provide English equivalents of these expressions:

1) targ warzywny	7) dostępny
2) wzrost wpływów	8) zabrać się do czegoś
3) w skali roku	9) wyeliminować pośredników
4) pomimo czegoś	10) pojazd
5) przyspieszać	11) ulotka
6) prowadzić działalność	12) wizytówka

Grammar corner...

There are several interesting adjectives in the text that are made of more than one word. They're called, guess what, multi-word adjectives, and the term explains itself. Most of the time is just enough to put more than one word together in front of a noun, join them with hyphens (-) and ... ready. So for example, a story that is never to be forgotten is a NEVER-TO-BE-FORGOTTEN story:-) Practice makes perfect.

Ex. 4 Express the phrases using compound adjectives

1. a device which can be used for many purposes is a ...
2. an action that you take to defend yourself is ...
3. a machine that is easy to use and doesn't cause any problems for the user is a ...
4. a man who made his own career without any help is a ...
5. a cosmetic that doesn't damage the environment is ...
6. a cross country skiing competition in which everybody starts at once (as a mass) is a ...
7. something you don't have to pay any duty or tax for is ...
8. an internet service that doesn't require any cables is a ...
9. a device you don't have to operate using your hands is a ...
10. a glass of juice that has been squeezed from a fresh orange is a ...

GLOSSARY	
delivery	dostawa
a grocery store	sklep spożywczy
pre-made	uprzednio przygotowany
to skyrocket	wzrosnąć gwałtownie
albeit	jakkolwiek
nutritious	pożywny
required	wymagany
to scale up a business	zwiększyć prestiż firmy
to invest in sth	zainwestować w coś
to differentiate from sth	wyróżniać się na tle czegoś
to attract sb	przyciągnąć kogoś
short-term	krótkoterminowy
interest in sth	zainteresowanie czymś
to capitalize on sth	zarabiać na czymś
organic food procedures	przygotowanie żywności naturalnej
to solve an issue	rozwiązać problem
aspiring entrepreneurs	aspirujący przedsiębiorcy
consumers' wants	zachcianki klientów
the ins and outs of sth	tajniki czegoś
a viable business	dochodowe przedsięwzięcie
to get the word out	reklamować coś
income potential	potencjał generowania zysków
farmer's market	targ warzywny
revenue growth	wzrost wpływów
annually	w skali roku
despite sth	pomimo czegoś
to accelerate	przyspieszyć
to run a business	prowadzić działalność

available	dostępny
to go about sth	zabrać się do czegoś
a vehicle	pojazd
to cut out the middleman	wyeliminować pośredników
a flyer	ulotka
a business card	wizytówka

ANSWER KEY:

Ex. 1

- 1) delivery
- 2) a grocery store
- 3) pre-made
- 4) to skyrocket
- 5) albeit
- 6) nutritious
- 7) required
- 8) to scale up a business
- 9) to invest in sth
- 10) to differentiate from sth
- 11) to attract sb
- 12) short-term

Ex. 2

- 1) interest in sth
- 2) to capitalize on sth
- 3) organic food procedures
- 4) to solve an issue
- 5) aspiring entrepreneurs
- 6) customers' wants
- 7) the ins and outs of sth
- 8) a viable business
- 9) to get the word out
- 10) income potential

Ex. 3

- 1) farmer's market
- 2) revenue growth
- 3) annually
- 4) despite sth
- 5) to accelerate
- 6) to run a business
- 7) available
- 8) to go about doing sth
- 9) to cut out the middleman
- 10) a vehicle
- 11) a flyer
- 12) a business card

Ex. 4

- 1) ... a multi-purpose device
- 2) ... a self-defense action
- 3) ... a user-friendly machine
- 4) ... a self-made man
- 5) ... an environmentally-friendly cosmetic
- 6) ... a mass-start-cross-country-skiing competition
- 7) ... a duty-free item
- 8) ... a wireless-internet service
- 9) ... a hands-free device
- 10) ... a freshly-squeezed juice