

OUR WHY (from step 1 – the compass):

Who do we need to succeed – suppliers, neighbours, other producers?

What do we actually have to do to create the offer?

What do we solve, and for whom – and how does it contribute to vitality, not just “less harm”?

What relationship do we want to build – and does the customer want it, with us?

Who are we actually for? Who nearby, and who further away?

What do we build on – land, knowledge, craft, time, energy?

How does the offer reach them – and what does it cost in journeys, packaging, time?

What does the business cost – in money, but also in time, body and place?

What do we need to earn to manage and be well – not to maximise turnover?

Nature around us – resource or relationship?

Less harm – or active regrowth?

Rooted here – or would it work anywhere?

For the quarter – or the season, year, generation?

Does the model hold for you, over time?

What counts as success, beyond the income line?

What larger need does the model answer?