



Irish Seed Savers Association

Mission Statement

- ▶ To protect, conserve, research and utilise non-commercial seed, grain, vegetable and fruit varieties.
- ▶ To promote the benefits of agricultural biodiversity
- ▶ To provide information and to educate the public on agricultural biodiversity locally and globally
- ▶ To be a working example of successful organic seed and crop production, through growing & distributing Irish grown seed, grain, vegetable and fruit varieties.



Our Supporters

- ▶ hobbyist gardeners
- ▶ Schools
- ▶ Farmers
- ▶ gardening groups etc.
- ▶ health food shops

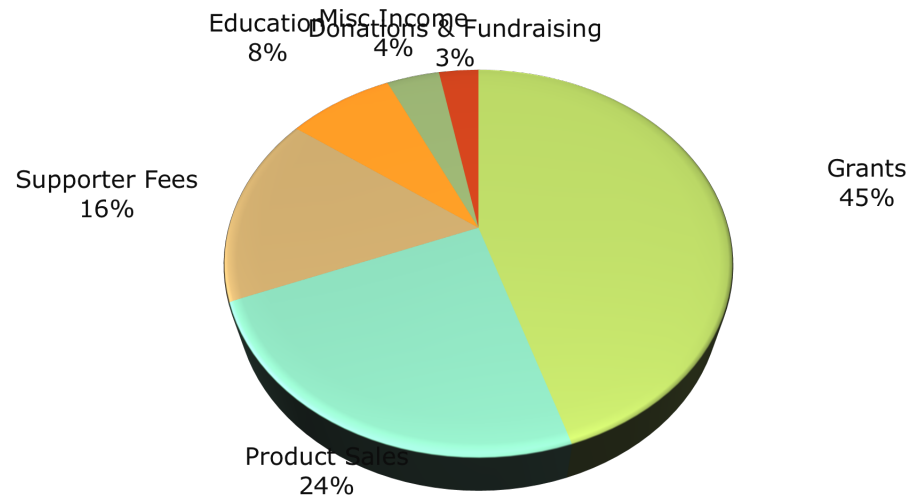


Gender	30% are Male	70% are Female
Age	35-44	35-60
Popular Products	Trees Workshops Supporter	Seeds Supporter Workshops



How We Are Funded

Irish Seed Savers' projected income for year ending 2016 was €444,983*. Our income comes from a multitude of sources consisting of Grants, Sales, Donations, Education, Supporter fees and other revenue generating activities.



Product Sales at €198,516.45 = 45% of income for 2016

Supporter Community - 2016

- ▶ 1,500+ Annual Subscriptions
- ▶ 3,345 Schoolchildren Visited On-Site
- ▶ 4,500+ Visitors
- ▶ 1,899 Orders Placed Online - €105,000 est.
- ▶ Workshops - 250 Participants



Connecting with Our Community

- ▶ Social Media:
 - ▶ Facebook 9,847
 - ▶ Twitter 2,368
 - ▶ Instagram 423
 - ▶ YouTube 33
 - ▶ E-Zene (Monthly) 7,500+
- ▶ Advisory:
 - ▶ GRGAS
 - ▶ Ireland Working Seed Group
 - ▶ Apple Network
 - ▶ Tourism East Clare
 - ▶ SEED (Schools Programme)
- ▶ Events (On-site):
 - ▶ Seed Share
 - ▶ Plant Share
 - ▶ Open Day



Going Forward

- ▶ Strategic Plan
- ▶ Constitution
- ▶ Financial Planning
- ▶ Organisational Review
- ▶ Governance
- ▶ Training
- ▶ Increasing Awareness



Governance

- ▶ Seed Legislation
- ▶ Organic Practices and Regulation
- ▶ Corporate Governance
- ▶ Fundraising Principles



Thank You

