

HOW TO MAKE YOUR CALENDAR OF SEASONS

&

become part of
«Calendarium Culinarium
2.0»

READY, STEADY, GO!



You decided to create your own calendar of seasons? Great!

We wrote you a short guide about what is needed before, during and after the production

Following points are important for a successful calendar project:

- **Criteria of quality**
- **Structure of the team**
- **Distribution and its channels**
- **Costs**
- **Revenues**
- **Duties in postproduction**



CRITERIA OF QUALITY



WHY ARE THESE CRITERIA OF QUALITY IMPORTANT?

These criteria are the fundament of the calendar project. They help you in the developing process (eg. choice of products, design and print) and they assure longterm and sustainable success with your project.

Also, with these criteria we see the possibility for a wide range of calendarium concepts.

National borders aren't needed. Regional calendars or concepts regarding the diversity of a variety (eg. potatoes in Peru, etc.) are possible. Accordingly, the information provided can change (time of harvest, storage duration, maturity, etc.)



CRITERIA OF QUALITY



CHOICE OF PRODUCTS

- Choose a logical structure of the content based on a comprehensible research (eg. quantitative and/or regional availability or „wild vs. cultivated“)
- Check your content with the help experts of different institutions like: agricultural ministries, farmers' associations, research institutes, NGOs like Slow Food, etc. Important note: Your partner organizations should be economically independent and their contributions shouldn't be out of commercial interests - this will guarantee the trustworthiness of your informations.



CRITERIA OF QUALITY



DESIGN

- Underlying logic of the order should be comprehensible
- Clear display of the information
- «Information before beauty» - the educational mission should be secondary to the demands in design
- High reproducibility by choice of conventional printing file formats
- Visible but discreet partner and sponsor logos

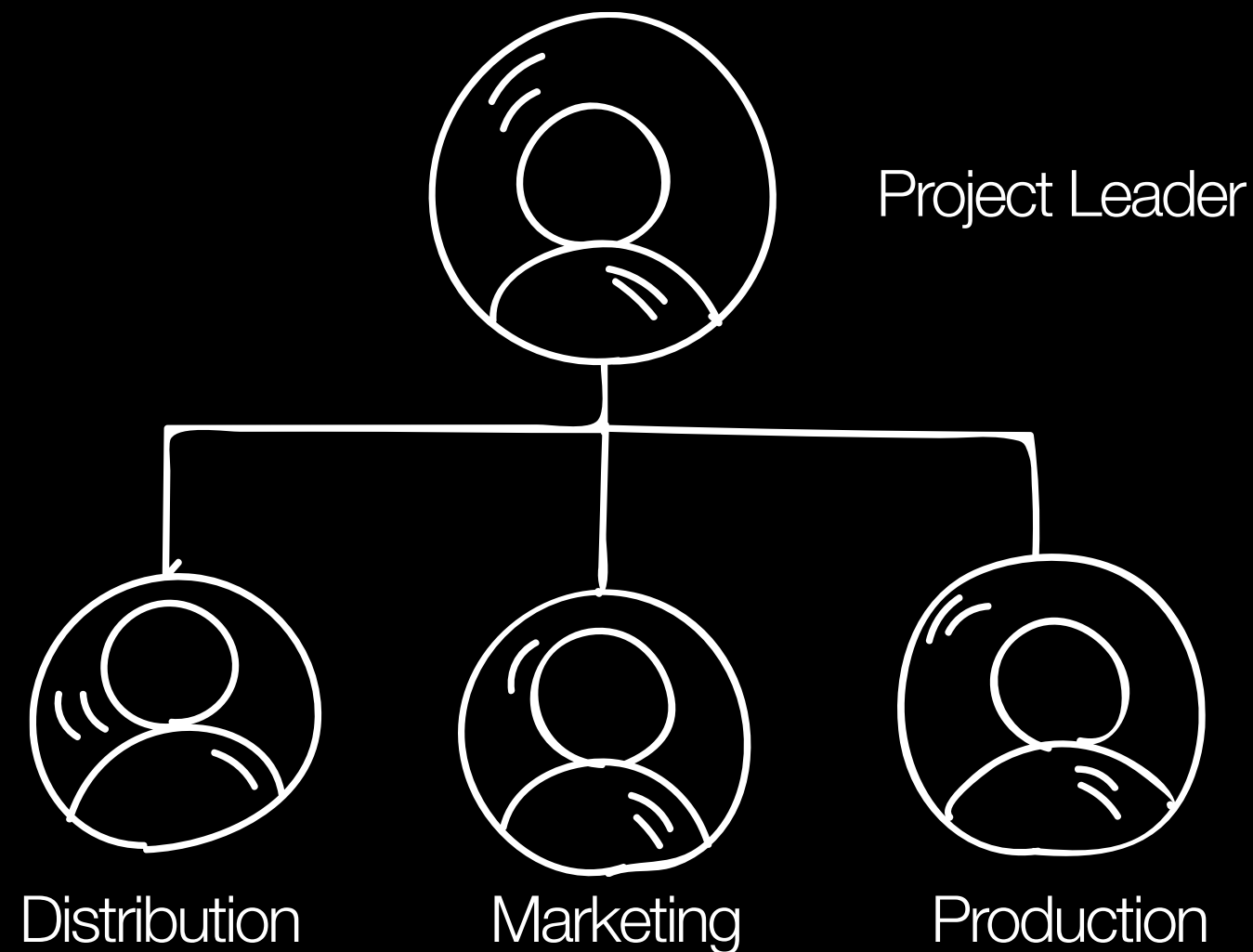
PRODUCTION / PRINT

- **Quality of the paper**
What paper do you chose: matt/glossy, coated/uncoated, etc.
- **Paper thickness**
Chose the right thickness for the stability of the poster
- **Format | Size**
Use this format to contribute to the global calendarium collection: 53.7 x 84.1 cm
- **Number of copies**
Check with your printing house the best offer



TEAM-STRUCTURE

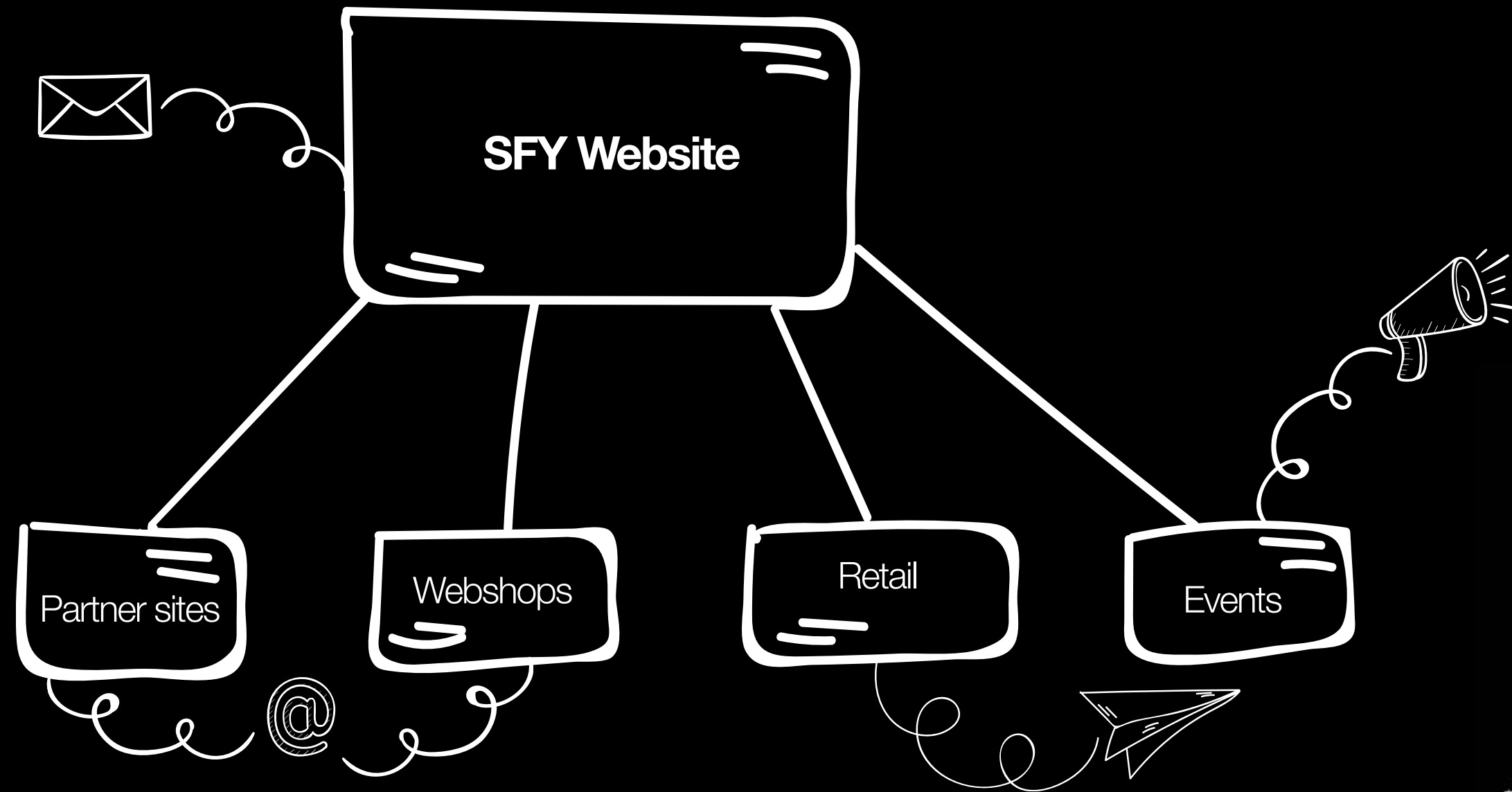
To guarantee the continuous success of the calendar and to distribute responsibilities on several shoulders, we share the different tasks in a small team. New teams can use the same structure or adapt it according to their needs.



DISTRIBUTION | CHANNELS



The calendars can be purchased on the homepage of Slow Food Youth Switzerland, on partner websites and -shops. They are also available in selected stores and during special events like the Slow Food Market in Zurich.



COSTS



This example of a production of 1000 posters should illustrate you the factors of our calculation.



Print- and production costs

Print Posters	CHF 1.000.–
Print Banderole	CHF 150.–
Wrapping	CHF 75.–

We work with a local printing house in order to stick to the sustainability approach of the project.



Distribution Costs

(by piece)

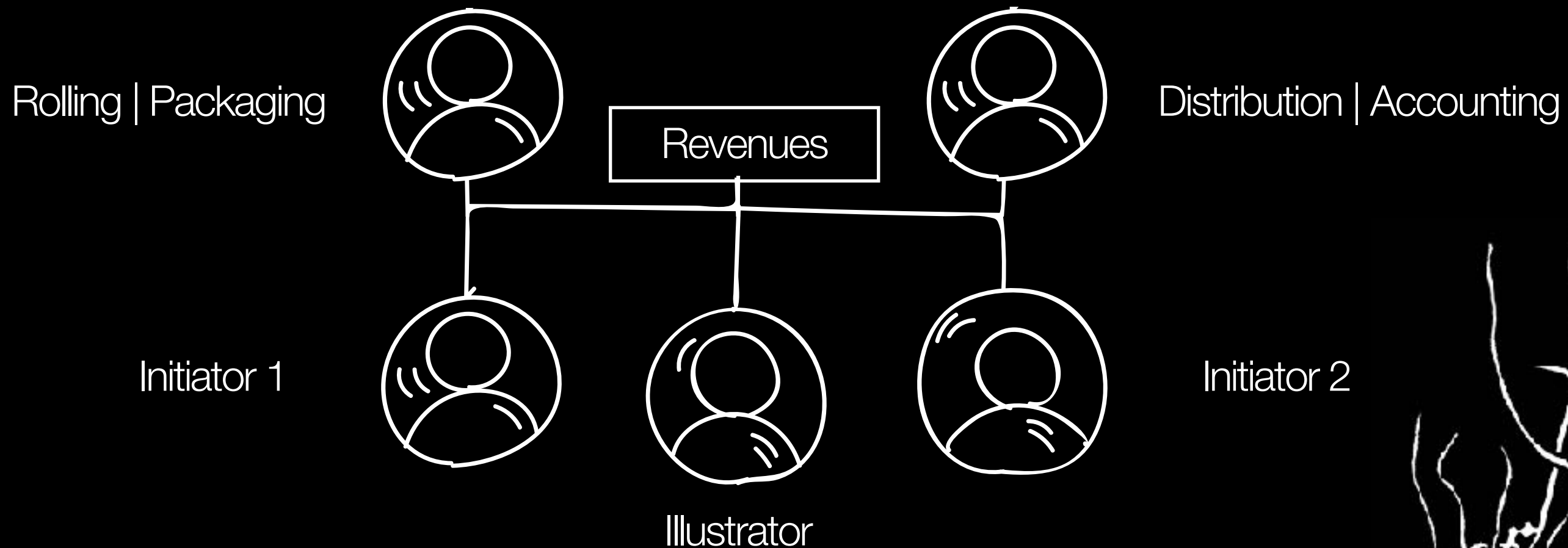
Packaging	CHF 1.70
Postage fees	CHF 7.–

We charge 50% of these costs to the customer (CHF 4.- per package).



REVENUES

Of the revenues, the illustrator receives a certain percentage, one part goes to the initiators and one part to the person who takes care of orders, distribution and accounting. For the job of rolling and packaging of the posters we pay a price per piece.



REVENUES



30% to 40% of the posters we sell **directly to the customer**.
They pay CHF 25 plus CHF 4 for packaging and distribution.

Directly sold posters generate at least **CHF 21** (more if the customer orders more than one copy; this way distribution costs by copy are lower both for us as well as for the customer).



60% to 70% of the posters are sold to **resellers (shops)**.
They receive a 35% discount on the market price and get one free copy every 10 ordered copies.
We charge them 50% of packaging and distribution costs, too.

Posters sold by a reseller generate at least **CHF 16** for us (minimum order of 4 copies).



After subtracting the shares (for the initiators etc.) the rest of the revenues goes to Slow Food Youth Switzerland: On average, we gain about **CHF 10** for each copy sold.



POSTPRODUCTION



What has to be done and paid attention to after the production of the posters:

- **Storage**
- **Packaging**
Rolling, wrapping, ready to be distributed on a regular base
- **Webshop**
Ideally on the homepage of the local SFY group
- **Manage orders**
Receive orders, write bills, send bills
- **Correspondence**
Respond to emails and requests
- **Accounting**
Check payments, send warnings
- **Marketing**
Flyer, Posters, Banner, Social Media
- **Distribution**
Sales for resellers, at events and to restaurants



GO FOR IT!



Goals

First Step: We want to present the first new Calendarium Culinarium 2.0 projects during Cheese from **15th to 18th of September 2017**.

Second Step: A great exhibition of the calendars and informations about the project teams in **2018** at the “**Salone del Gusto**” from the **22nd to the 26th of September** in Turin.

Contact

If you have questions or ideas feel free to contact us at info@slowfoodyouth.ch

We wish you a successful planning and production of your Calendarium Culinarium!
Viel Erfolg bei der Planung, Umsetzung, Produktion und dem Vertrieb des Kalenders!

