

menomonie market food co-op 2018-2019 ANNUAL REPORT

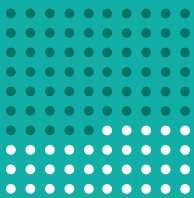
Learn how we're working towards being central to a thriving, healthy community



STRONGER CO-OP

\$4.1M

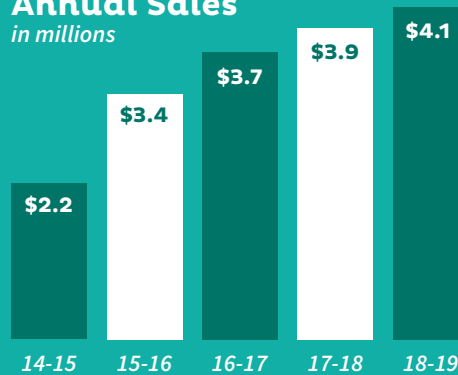
dollars in total revenue



65%
of sales come from
OWNERS

35%
of sales come from
NON-OWNERS

Annual Sales in millions



2,652

active owners
in 18-19

210

new owners
in 18-19

\$8,525

owner days
DISCOUNTS

\$13,870

total owner
DISCOUNTS

CORNERSTONE OF OUR COMMUNITY

President's Report • Rick Remington, Board of Directors President



Having lived in communities without a locally owned food store, I won't ever take our thriving beautiful cooperative for granted. Nor will I ever forget our roots and what a handful of committed individuals started 46 years ago.

Today, over 2,600 of our friends and neighbors make up Menomonie Market's ownership. In addition, we share our store with many residents, students, and visitors who choose to spend their grocery dollars with us. As we celebrate another successful year in business, let's pause and reflect on the impact we are having.

During the steady climb from debt to profitability that follows expansion, we have never taken our foot off the gas. In the past year, our cooperative has increased healthy food availability and accessibility through two new programs: Double Dollars, which allows EBT users to double their purchasing power on fresh produce, and our popular \$4 Dinner on Wednesday evenings. We've continued our work from past years too, providing a market for local producers, awarding small grants to farmers for the second year in a row, hosting countless classroom offerings, and giving us all a place to feel welcome.

Our cooperative continues to be a cornerstone of our community and a food hub for the Red Cedar and Chippewa Valley. Many of our newer owners live in Eau Claire and Chippewa Falls—willing to make a longer drive to visit our friendly store. We should all feel proud of where we are—"central to a thriving healthy community."

From the board of directors, business is good. We have settled

into an annual groove of maintaining the fiduciary oversight of our cooperative and ensuring our north star continues to be our mission as written in our Ends Statement. This year's annual board retreats focused on the wax and wane between creating our Big Long-term Plan, and monitoring and tweaking our own governance practices. Checking your footing before you walk is a great way to stay upright.

The board is now prepared to dig deeper into our Big Long-Term plan, or BLT for short. Part of the work of the board is to use visioning and planning to move our co-op forward. For example, we expanded into our current store because a past board realized the necessity of starting a conversation about how to better meet the needs of our owners and shoppers. Their work on the BLT informed the co-op's staff of what steps to take to help make their vision a reality. We don't know what the next 20 years will hold, but we're excited to start laying the foundation.

Looking ahead, our cooperative is poised to continue providing the products and services our community has come to expect. We have the space, a growing foundation of owners, and an outstanding General Manager and staff.

On behalf of the board of directors, thank you Menomonie Market owners. You make Menomonie Market the place it is today.

CONNECTING WITH OUR COMMUNITY

Becca Schoenborn, Outreach & Education Coordinator



Our community is the heart of our co-op. This year, we began expanding our community building into the greater Chippewa Valley by attending 40 unique events, almost three times as many as in previous years. These included The Great Community Cookout, presentations at local schools about healthy food choices, tabling events, and many more. We also expanded our community giving by increasing food donations by 4,000 lbs, collecting community donations through our Hill O' Beans program, and launching our Double Dollars program that offers that offers vouchers for veggies to EBT users.

Growing the co-op starts in the community, and we are happy to have spent another year supporting the place we call home.



STRONGER COMMUNITY

Local Giving	\$20,000+
Food Donated	24,000+ lbs
Beans Collected	16,700+

\$9,208
total amount
**ROUNDED UP AT
THE REGISTER**
in 18-19

127

unique **learning**
opportunities

40

community
events attended

~800 lbs of fruit given to
CO+OP EXPLORERS

503 Co+op Explorer
PARTICIPANTS

\$965 total veggie vouchers
DISTRIBUTED

A PLACE TO LEARN

Becca Schoenborn, Outreach & Education Coordinator



Cooperative Principle Five is Education, Training, and Information. We use this principle to provide education to owners, community members, staff, and board members.

Our classroom offerings continued to grow this year, and we welcomed new instructors as well. We are still thrilled to have a space to educate our community while providing an outlet for owners and local professionals to share their knowledge and skills with the community.

As we look forward to the next year, we are excited to offer more cooking and kitchen skills classes, wellness, and sustainable living classes, and expand our reach even more.

A GREAT PLACE TO WORK

Astrid Hayden, Administrative Services Manager



As the co-op grows, we are able to do even more good work - selling more local products, offering more classes, and doing more community outreach than ever before. We've launched new programs, like the \$4 Dinner, that are already popular with shoppers.

Perhaps most importantly to the people who work here, we've been able to expand our offerings for staff, helping us further our Ends of providing sustainable, equitable, and dignified employment.

Last year, we were able to raise the opening wages for every position at the co-op. This helps us ensure that all employees have the opportunity to earn a livable wage after their initial training is complete. We were also able to offer raises more often, moving from once per year to twice per year. This means our employees can earn more in the course of a year, and do not have to wait a full 12 months to receive a bump in pay. We are thrilled to have made these changes and will continue to examine ways to improve pay and benefits in the year to come.

Menomonie Market's employees are a creative, talented, passionate group of people who consider professional growth and development to be a big factor in sustainable employment. One of the ways in which we've invested in our staff is to offer more opportunities for learning. In the past year, we've sent more people than ever to conferences and co-op gatherings, as well as expanded our in-house training programs. Perhaps the most exciting thing we've done is offer mini trainings at our weekly staff meetings, presented by our wonderful staff and community members. Our employees are experts at everything from safe lifting to skin care to meditation, and they've generously shared their knowledge with their peers throughout the past year. We are always excited to learn more and to pass that knowledge on to our owners and shoppers.

This summer, we executed our biennial Staff Satisfaction Survey, asking staff to tell us what they like about their jobs

and how we can make this an even better workplace. Employees mentioned that they valued our local, delicious food, appreciated the caring workplace culture, and enjoyed the benefits and training opportunities that are offered at the co-op. However, the main reason our staff love their jobs because they get to help us be central to a thriving healthy community. Co-op employees share our values, feel invested in the projects we are undertaking, and love the folks they interact with every day! The community aspect of our work is what attracts and retains our amazing staff. A big thank you to our owners, shoppers, and vendors for helping to create a place where employees feel safe, welcomed, and appreciated. You are the co-op difference!



"I love my job at Menomonie Market Food Co-op because it gives me the opportunity to talk to a lot of different people about healthy foods. My favorite parts are interacting with customers, getting to know our regular shoppers, and hearing their stories."

- Tori, Cashier



STRONGER EMPLOYEES



of Full-Time Staff 26
(30+ Hours Per Week)

of Part-Time Staff 10
(20-30 Hours Per Week)

Total Staff 36

100%
of Staff

earn **livable wages**
within one year

72%
of Staff

are eligible for
health benefits

\$35,250

total employee
DISCOUNTS

*In the past year,
these percentages
of MMFC
staff:*

39%
were on
a team

50%
were
cross-trained

58%
received
continuing education

94%
gave input
on store operations

BUILDING CAPACITY

Crystal Halvorson, General Manager



The more we grow, the more we can do. Thanks to our steadfast owners that continue to support us with their loyalty, and the new folks that are giving us a try for the first time every day, MMFC has been in a great position this last year to keep the pedal on the gas, as

President Rick says. Last year we had healthy sales growth, above average for food co-ops nationally at 6.2%. Our growth so far this year is even stronger at 8.3% Thank you for supporting your co-op!

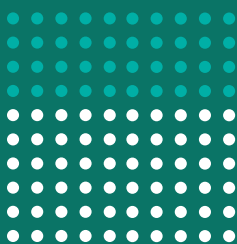
We are about to celebrate one full year of offering our Wednesday \$4 Dinners—these meals are as quick as fast food, but more affordable and more nutritious, and we have filled those red bowls 8,300 times already. We look forward to seeing more new faces each Wednesday afternoon, so we can introduce more people to a different way of eating.

This next year we plan on even more giving through our Fund

Our Foodshed grant program and our Double Dollars veggie vouchers. In both of these programs, we have seen tangible results that have real impact. Ten small farm projects have now been completed that result in new products to market, work efficiencies, increased safety, and innovation. And among our EBT shoppers, purchases of fruits and veggies have increased from 15% of dollars spent to over 23% since before we started the Double Dollars program. You can be proud of the impacts your extra pennies at the checkout are making.

A GIANT KUDOS to our hard-working, creative, results-focused staff; their innovation and effectiveness on the clock is what pays for our improvements across the store. The small improvements that build upon one another in the kitchen, back halls, receiving bay, and offices are not seen or easily reported on, but they are MAGIC at times—this past year has brought us to a new professional level of work, and has really solidified the teams that work together to make your shopping trip easy and fun.

STRONGER LOCAL PRODUCERS



40¢

average amount
rounded up at the
register for farms

135

Demos

by our
producers

34%

of Sales

come from local
producers

\$1.4M

total sales from
local products
in 18-19

Fund Our Foodshed Grant Program:

\$2,800 granted to
farmers

3 grants
distributed

5 projects
funded

WHAT'S NEXT FOR MENOMONIE MARKET?

We have so many ideas! In the coming year we will be executing the big Customer Satisfaction survey that we do every three years—please take it so we can use your ideas! We will be kicking off our Cooperative Community Fund with a fundraiser and our first award to an area non-profit; details coming soon. We are reaching out to co-ops and communities around us to see how we can grow together, and increase our impact in the region.

We will be focused on two big areas this next year for innovation and improvement: Sustainability and Technology.



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menomonie market food co-op 2018-2019 FINANCIAL REPORT



View our financial performance from the previous year

DIGGING OUT

Crystal Halvorson, General Manager

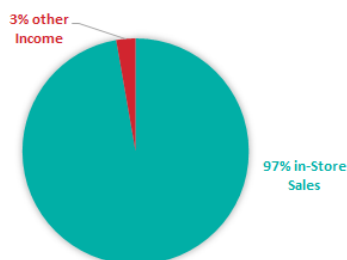


It has been a hard path, but we find ourselves stronger than ever financially as we round the corner towards five years in our new location. We are chipping away at our debt, building owner equity, and becoming profitable bit by bit. Some highlights of the last year that have put us on this path? We have an amazing staff that continually makes use of tight expense budgets. Our buyers have worked hard to try new products and programs to make sure we have what you want to buy when you arrive at MMFC. We have doubled down on excellent customer service and building relationships with local farmers, where we can be leaders in the Chippewa Valley. And we continue to invest in training and better wages for our

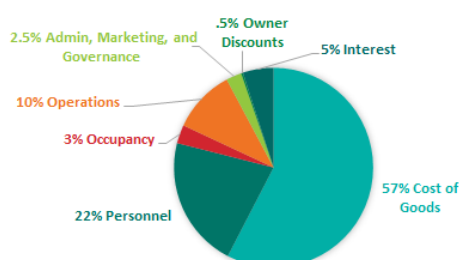
staff—they are crucial to the co-op's success and growth.

Ahead, we will see a change in our financial picture as we "unwind" from the New Markets Tax Credit that helped us to make our new building a reality. In the next two years, our depreciation costs will drastically fall, and our interest payments will as well. We will be generating cash again, and that money will begin to go toward purchasing back the Class C shares of owners that wish to divest. Even though we had a softer start post-expansion than we hoped, we are still on track to largely pay back the Class C shares in years 6-10 post-expansion. Business is pretty good!

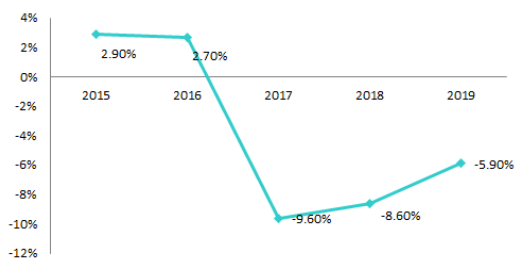
MMFC 2018-19 INCOME



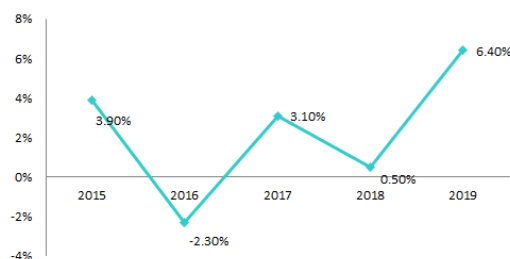
MMFC 2018-19 EXPENSES



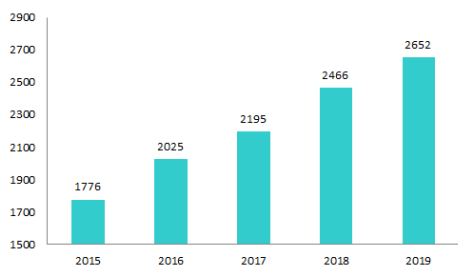
Net Income



Operational Income



Owners



Owner's Equity

