



# MARKET STUDY SUMMARY

Site evaluations and sales forecast analysis were performed by Dakota Worldwide Corporation in 2016, 2018, and most recently updated in 2020. More in-depth information from these evaluations can be found in our business plan, available upon request.

## WHY CEDAR FALLS-WATERLOO?

There is ample opportunity for a natural foods co-op to excel in our community. We have a trade area conducive to support a store of this nature, which extends approximately 17 miles north to south and 24 miles east to west. Another favorable characteristic is that our trade area contains a population of 125,419, of which the Natural Food Propensity Buying Index rates (how likely our population is to buy natural foods) 70% of the population as Average, Above Average, or Best in terms of their propensity to purchase natural foods.

Based on the population size, trade area and demographic composition of the market area, it appears that there is sufficient sales potential in Cedar Falls-Waterloo to support a co-op food store.



## WHY 7<sup>TH</sup> & MAIN?

Our site at 7<sup>th</sup> & Main in Cedar Falls is capable of accommodating our full service 7,757 square foot store (5,197 square foot of retail space) with adequate off-street parking. The site receives good natural food propensity scores from Dakota Worldwide. The downtown location is “very fitting with its updated and trendy businesses, traffic levels, and ties to walking and biking activities.”

The fact that it is build-to-suit construction, will have good visibility and accessibility, and has very good transient exposure are all positive attributes of the location. The fact that a high number of current Co-op owners reside within the neighborhoods adjacent to the site and travel a minimum of 1.7 miles to the nearest grocery equates to customers in proximity who are eager and ready to shop at Rooted Carrot Co-op Market.

This location will serve the greater Cedar Valley region, including the growing population in downtown Cedar Falls and surrounding communities like Waterloo and Janesville. The Co-op will be a full-service grocery featuring all the departments shoppers would expect including produce, meat, dairy, bulk, dry goods, grab-n-go prepared foods, wellness products, beer and wine, and frozen foods.

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