



The Rooted Carrot Co-op Market

July 1, 2021-June 30, 2022 Annual Report

Mission

The Rooted Carrot Cooperative Market is a community-owned grocery store that seeks to enhance the health and well-being of the greater Cedar Valley.

Our Values

In pursuit of achieving our mission, we are guided by the following values:

- **Local Commitment**-We strengthen our community's economy and quality of life by investing in local producers, area businesses, civic engagement, and our employees.
- **Inclusivity**-We champion diversity by upholding a culture of acceptance and belonging where all people are valued and welcomed.
- **Education**-We encourage informed choices by educating ourselves and our community on issues of food, wellness, the environment, and human rights.
- **Sustainability**-We cultivate a healthy community and world by choosing sustainable products and practices built on long-term outcomes.

Board Members 2021-2022

Jodie Huegerich (Board President), Christine Sexton (Vice-President, co-chair Site Committee), Gina Brown (Treasurer, chair Finance Committee), Kate Dunning (Co-chair Site Committee), Paige Everly (Chair Operations Committee), Lisa Nelson (Chair Communications/Membership Committee), Tom Wickersham (Capital Campaign).

Board Members 2022-2023

Jodie Huegerich (Board President), Christine Sexton (Vice-President, co-chair Site Committee), Gina Brown (Treasurer, chair Finance Committee), Tom Blanford (Co-chair Capital Campaign Committee), Kate Dunning (Co-chair Site Committee), Paige Everly (Chair Operations Committee), Lisa Nelson (Chair Communications/Membership Committee), Dave Schachterle (Site Announcement Committee), Theresa Westbrook (Operations Committee).

Membership Committee Report

July 1, 2021 1157 Member-owners

June 30, 2022 1197 Member-owners

Operations Committee Report

Membership Survey

Launched in the winter of 2022 and distributed results in May 2022.

Community Partners

We gave them Valentines in February.

Vendors

We continue to add anyone interested to our vendor list.

Market Study

A new study was completed in September 2022.

Rooted Carrot Co-op Market App

Don't forget to download it for easy access to your membership card and community partner discounts.

Rooted Carrot SWAG

[Online Store – Rooted Carrot Co-op](#)

Communications Committee Report

Website

New events page [Upcoming Events – Rooted Carrot Co-op](#)

Social Media

Follow, like, and comment on Instagram and Facebook posts.

YouTube Channel

Present and past videos updating membership on the Co-op.

Garlic Press Newsletter

Monthly on the first Tuesday of the month.

The newsletter will be from Mailchimp so you may need to check your spam or promotions folders.

Finance Report

Beginning Cash 07/01/2021

Checking	\$ 41,786.37
Community Foundation Fund	\$ 156,382.82
Escrow (Loans)	\$ <u>208,017.00</u>
Total Cash	\$ 406,186.19

Ending Cash 06/30/2022

Checking	\$ 33,977.68
Community Foundation Fund	\$ 219,867.49
Escrow (Loans)	\$ <u>315,310.05</u>
Total Cash	\$ 569,155.22

Cash Variance **\$ 162,969.03**

Site Committee Report

Should we? Can we? Dare we? Have faith?

Yes!!!

The Site Team has looked at a few sites over the past 6 months. We have narrowed in on a potential location but there is a lot of work to be done before it can be announced to membership. **Watch your email in 2023 for a site announcement. Membership will be the first to know before it is announced to the general public.**

Capital Campaign

Total Goal: \$1.75 million

Investment Options:	Member loans & Donations*
Consultants:	Katie Novak and 1Vision
Volunteer Committee:	9 community members
Next Phase:	Upon signing of lease

*About Donations

Rooted Carrot Co-op Market has partnered with the Community Foundation of Northeast Iowa in creating a special project fund through which tax-deductible donations can be made towards the Co-op's efforts.

Capital Campaign Current Status

	Goal	Raised to Date
Member Loans	\$875,000	\$442,000 (51%)
<u>Donations</u>	\$875,000	\$349,251 (40%)
Totals	\$1,750,000	\$791,251 (45%)

Capital Campaign: Success Ahead!

Phase I was a success
 Two phases (or more) are typical for start-up co-ops
 Untapped potential
 Membership growth since last campaign
 Seasoned volunteers
 Better systems
 We've been doing our homework

Future of the Co-op

We OWN it, how can we GROW it?

We need volunteers for our Committees to make the Rooted Carrot Co-op a reality!
 Email us at info@rootedcarrot.coop if you are interested in helping with one of the tasks below or joining a committee.

Here are specific tasks that we need help with! < 3 hours of your time

Like, Share, Comment on Social Media

Tell your co-op story to friends, colleagues

Display your yard sign

Deliver yard signs

Create a social media post

3-10 hours of your time

Write press releases

Edit or create policies & procedures

Create job descriptions

Photograph board members

Work a tabling event

Plan & implement a member mixer

Be “Rooty” at community events

> 10 hours

Research grant funding

Write grant proposals

Send monthly releases to press outlets

Capital Campaign phone banking

Join a committee

Questions about the Rooted Carrot Co-op? Email us at info@rootedcarrot.coop.

HOW YOU CAN SUPPORT THE CO-OP

- Encourage others to become a member owner
- Become a Business Partner or Community Partner
- Donate an item to incentivize membership campaigns
- Attend an upcoming event

HOW THE CO-OP HELPS YOU

- Economic development – This is an investment in the community and the money spent at the Co-op goes back into the community at a far greater percentage than most other stores.
- Tourism draw – Gives the community a sense of pride.
- Takes back our agricultural heritage – helps support local growers and producers.
- Invests dollars locally – Spending money locally keeps 4x the amount in the region compared to chains.

DID YOU KNOW?

- Local products at food co-ops around the country average 21% of total co-op sales, compared with a national grocery store average of just 1.8%.
- 42% of food co-op sales, on average come from organic products.

- 24,100 pounds of healthy, edible food donated to food pantries by the average food co-op.
- Co-op shoppers love to eat fresh, with sales of fresh (perishable) foods at co-ops representing 35% of total sales, slightly more than your typical grocery store (32%).

Source: [You Are the Co-op Difference | Co+op \(grocery.coop\)](#)