



## **Presentation to the City of Gainesville**

# The Issues

- Food Safety
- Food Security
- Climate Change
- Sustainable Agriculture
- Economic Development
- Hunger Abatement



→ The Local Food System

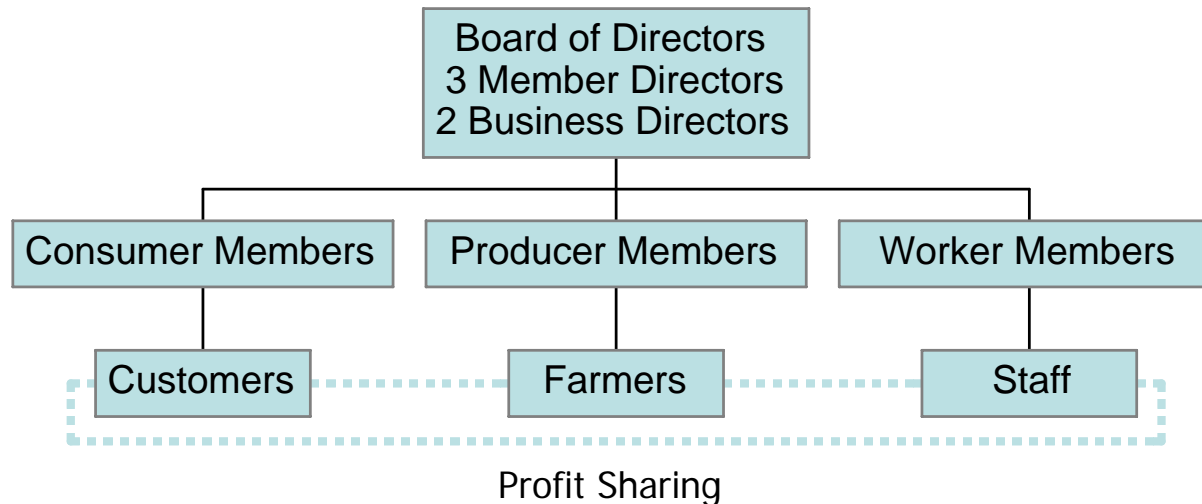
# Citizens' Solution

- Support local farmers
- Sell local food products
- Increase local jobs
- Investing opportunities
- Community outreach
- Kitchen incubator program
- Vibrant marketplace in downtown
- Offer fair & affordable organic food
- Food education & training



# Cooperative, defined

- A business owned and controlled by the people who use its services



# Cooperatives All Around



CHEQUAMEGON CO-OP  
Ashland, WI



PEOPLE'S FOOD CO-OP  
La Crosse, WI



SUNSEED FOOD CO-OP  
Cape Canaveral, FL



HAYWAYRD CO-OP  
Asheville, NC



GREAT BASIN CO-OP  
Reno, NV



MOSCOW FOOD CO-OP  
Moscow, ID

# The Seven Principles

## 1) **Voluntary and open membership**

We're open to everyone who wants to use our services and who is willing to accept membership responsibilities.

## 2) **Democratic member control**

We're a democratic organization controlled by our members, through votes and elected representatives.

## 3) **Members' economic participation**

Members contribute equally to and democratically control the capital of the Cooperative.

## 4) **Autonomy and independence**

We are an autonomous organization controlled by our members, not corporate headquarters.

## 5) **Education, training and information**

We provide education and training for our members, elected representatives, managers and employees, and anyone else in the community who is interested, so they can contribute effectively to co-op development.

## 6) **Cooperation among cooperatives**

We serve our members most effectively and strengthen the cooperative movement by working together with other co-ops through regional, national and international structures.

## 7) **Concern for community**

While focusing on member needs, we work for the sustainable development of our community.

# Member Benefits

- Member Refunds ~ a share of the profits at year-end based on your total grocery bill for the year
- One vote in the board of directors elections
- Run for the board of directors
- Specials, discounts, and promotions offered in the store
- Education and training courses on nutrition, organic farming, sustainable harvesting, and fresh food preparation
- Apply for use of the on-site commercial kitchen to prepare your own goods to sell in the store
- Submit your ideas & contribute to the future progress of co-op
- Access to a local natural foods market seven days a week



# Our Vision

- To operate using environmentally sustainable practices in a zero carbon building
- To create a centralized hub for local food organizations
- To create a distribution network amongst local farms
- To provide a venue for any local grower to sell their goods
- To provide access to a professional kitchen incubator to develop a food-related business with little start-up capital
- Provide home delivery service of food for working families & elderly patrons





# How a Co-op Meets our Needs

- Economies of Scale
- Profits distributed to members or reinvested in the community
- Provides local, rewarding jobs with living wages
- Promote Local First! Campaign
- Access to the local market all week pulls supply
- Increase foot traffic & economic activity in the downtown area
- “Community Basket” & affordable natural foods
- Infrastructure, marketing, & support for local farmers

# Membership Cost

## **Lifetime Memberships:**

- Consumer/Producer: \$100
- Two-for-one: \$125
- Student: \$25 per year x 4
- Low Income: \$25

## **Investment Shares:**

- \$500 per share
- 8% preferred dividends, beginning first year of business
- Non-voting stock, non-transferable, no member-owner rights

# Financing

- Start-up costs are projected in the range of \$300,000 to \$600,000 depending on building site, renovation requirements, and donated equipment & services
- Current Sources of Funding:
  - **Membership shares**
  - **Investment shares**
  - **Grants / Donations**

# Timeline to Fall 2010!



- Winter 2009
  - 500 Members
  - 250 Investors
- Fall 2009
  - 500 Members
  - 50 Investors
- April 2009
  - 250 Members
  - 25 Investors
- December 2008
  - 150 Members
  - 10 Investors



# Cooperative Support

**How can the city support this initiative:**

- **Promote membership to constituents, contacts, investors**
- **Assist with zoning requirements**
- **Any kitchen equipment, shelving, coolers, etc. in inventory not being used**
- **Potential land/building site**

