

ANNUAL REPORT

20 23

PREPARED BY
ROSS MACNEIL



FEATHER
RIVER FOOD
CO-OP
SINCE 1978



MESSAGE FROM OUR GENERAL MANAGER MARCIE WILDE



2023 was a year of growth specifically for our Portola location. Both stores saw a total of \$4.36 Million in sales, an increase of 4.1% when compared to 2022. Our Portola location grew by 15.7%, while our Quincy store saw a decline of -.7% growth in sales. Total sales for Portola were \$1.39 Million, while sales in Quincy came in at \$2.98 Million.

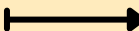
We started 2023 with a nationwide egg shortage, which caused us to limit how many dozen eggs we could sell to one customer. Our Portola location reinstated their small bulk section, which continues to grow. We had a number of snow days and power outages that left our Portola store closed.

We applied for a \$10,000 American Rescue Plan Grant to recoup lost revenue during the pandemic and received that funding in late 2023. This was a boost for us and put some money back into the bank.

Tahoe Food Hub became a new distributor for us in 2023, bringing locally grown produce from farms in Truckee, Reno and the Sierra Foothills to our co-ops. This has

helped us expand our local offerings at both stores, and it's available year-round! In 2023, we were challenged by a slow labor market. We had many positions to fill and very few applicants. Our staff did an amazing job keeping us open regular hours and continued to keep the shelves stocked.

For Quincy, we received a \$240,000 grant to replace aging equipment at our Quincy location. The grant was not finalized until early 2024, so replacement of the equipment will occur in the fall of 2024. We will be replacing our deli retail case, produce retail case and our walk-in units in the back room. We are looking forward to saving on repair costs. In 2023 alone, we spent nearly \$41,000 to limp along these aging pieces of equipment.

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At year-end, we struggled to gain a profit after very high labor expenses due to turnover and overtime, repair expenses and utility costs rising. We came in at (\$-56,951) for the year, up from (\$-150,628) in 2022. We have now seen two years in a row with negative profit. Our goal for 2024 is to address these high expenses by doing some energy audits, and we look forward to our grant money helping us replace the equipment that continues to fail. Labor and hiring has eased some, with more people applying for open positions than last year. We are hopeful that 2024 will be an amazing turnaround for your local food co-op. Please, as always, continue to support us, and invite your friends to come shop with us!



COMMUNITY OUTREACH NEWS

ROSS MACNEIL

I was hired as Outreach Coordinator in late 2023 and feel very fortunate to be working for such an influential organization. Before working here, I didn't fully grasp how valuable the co-op is to our community as a whole. The success of programs such as Round Up at the Register and the Co-op Community Fund has put tens of thousands of dollars back into the community, benefitting local nonprofits, educational institutions, and sustainable agriculture.

Going into 2024, we are working on revamping our marketing style and branding, as well as creating more frequent events, workshops, and membership drives. One important project has been rewriting our Mission and Vision Statements to better represent our sustainable business practices and dedication to supporting our local economy. With the invaluable input of our Board of Directors and managers, we have created these new statements:

MISSION: "As a food co-operative, we strive to uphold a sustainable, democratic and equitable food system that offers wholesome, nutritious, and high-quality products to our community while supporting local farms, businesses and nonprofits."



VISION: "To build a thriving, just, and resilient local culture that puts our community, farmers and producers first, and to offer nutritious food that is accessible to all."

We are also very happy to announce the revival of the Quincy Farmers Market, which the co-op organized for twenty years until it was temporarily disbanded in 2019. We are currently in the planning phase of this project, while also securing funds through sponsorships and donations. We have our sights set on June 2025 as our first month for the revived Quincy Farmers Market!

FINANCE REPORT

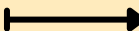
IRENE KLING



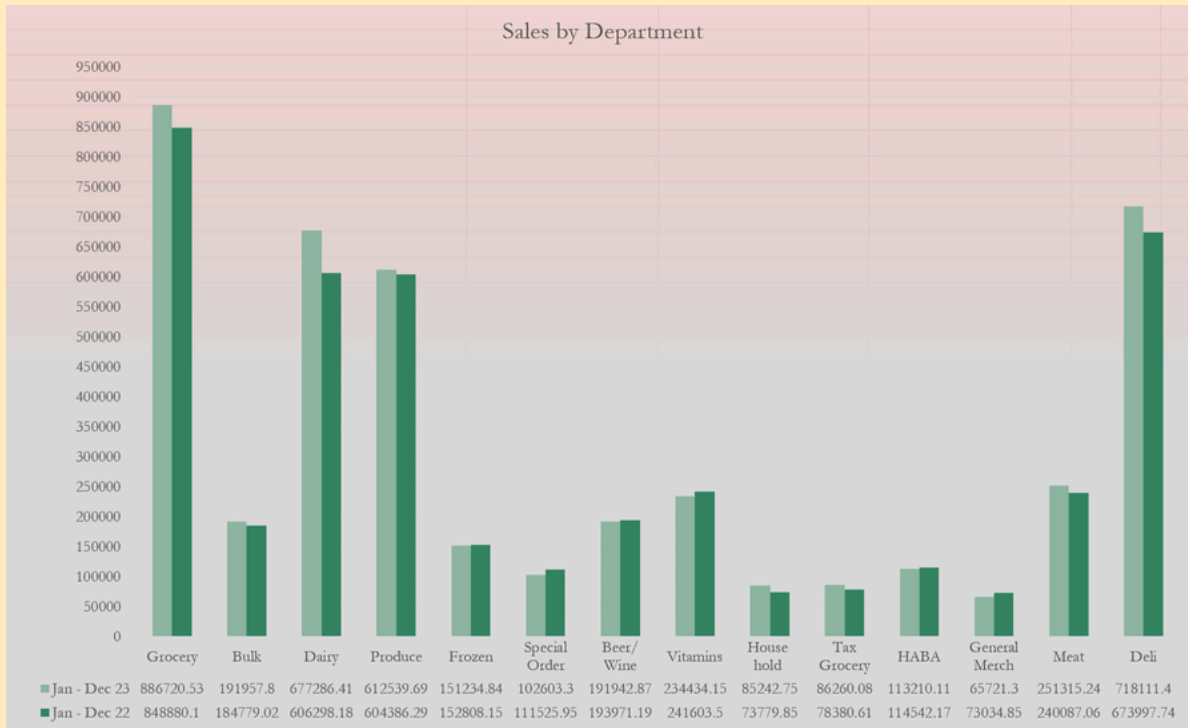
Thank you, Member-Owners and patrons! In 2023, we saw a 0.7% decrease in sales in Quincy and a 15.7% increase in Portola sales from 2022. Total sales for both stores saw an increase of 4.1%. Total sales in 2023 were at \$4,368,580.47 compared to \$4,198,074.66 in 2022. Which makes for a \$170,505.81 increase.

FINANCE GRAPH: DISCOUNTS 2023 COMPARED TO 2022.

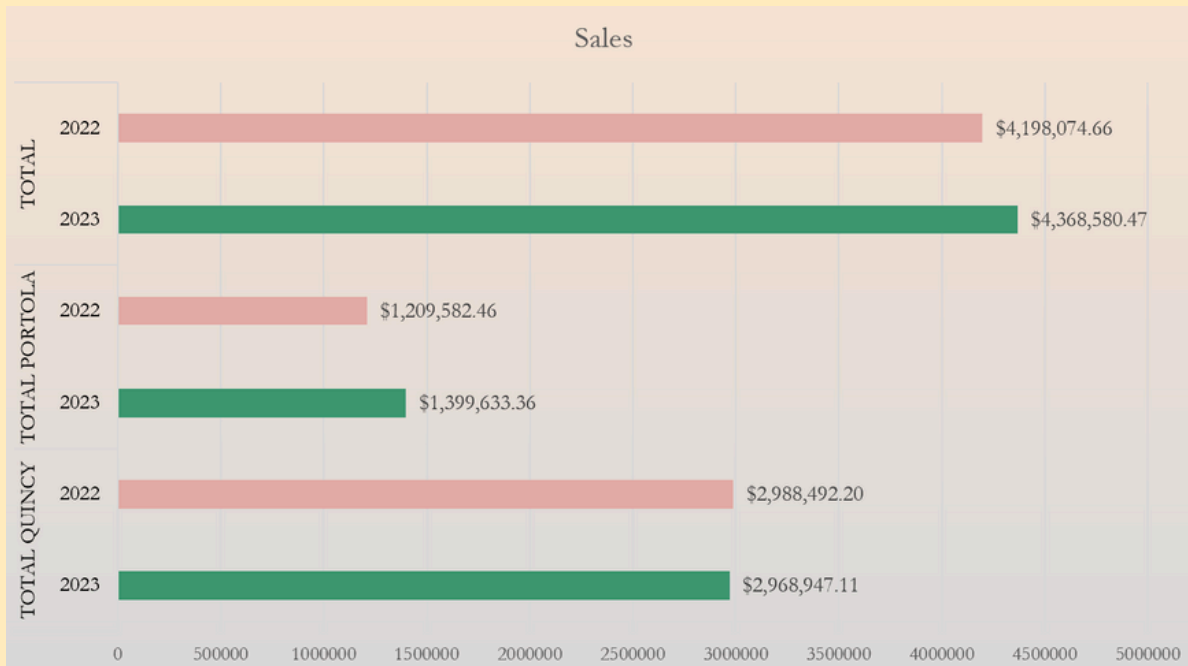
Discounts	2023	2022	Difference	
			\$	%
AFP	\$ 6,863.54	\$ 9,310.56	\$ (2,447.02)	-26%
Membership Appreciation Day	\$ 35,838.66	\$ 34,798.13	\$ 1,040.53	3%
Wellness Wednesday	\$ 8,250.78	\$ 8,837.32	\$ (586.54)	-7%
Quarterly and New Member	\$ 36,403.25	\$ 52,764.31	\$ (16,361.06)	-31%
Totals	\$ 87,356.23	\$ 105,710.32	\$ (18,354.09)	-17%

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Sales by Department: 2022 vs. 2023



Total Sales: 2022 vs. 2023



REPORT FROM OUR PRODUCE MANAGER ALI HINRICHS

2023 was the year for more local, high-quality produce! Not only did we have a strong summer providing hyper-local produce from Rugged Roots Farm, but we also teamed up with Tahoe Food Hub to bring in even more foods from local and certified organic farms, including but not limited to Foothill Roots Farm in Meadow Vista and Burns Blossom Farm in Chico. We received great community feedback instantaneously and are so excited we're able to keep providing fresh, local produce for you all year round!



FROM THE BAKERY

RACHEL ELLEDGE



2023 was a productive year for the deli and bakery. We worked on efficiencies in the kitchen and cross-training staff to bake our artisan breads. With those systems in place, we were able to be more consistent with our baking schedule. We now bake bread every day of the week except for Sundays. Our crew has been working hard to have your favorites out on the shelves first thing in the morning. You may have noticed that sandwiches and salads are typically out on the shelves by 8:00am most days.

Recently, we added a new feature: a salad bar! This addition has been well received and we welcome your feedback on the selections we offer. Looking forward to fall, we are focusing on the addition of a hot bar that can hold two different soups, and a number of different hot food options for you to choose from. We are happy to continue bringing you great food and we appreciate your support.



MESSAGE FROM OUR BOARD

DIRECTOR PRESIDENT

MELISSA LOPEZ

This year, we welcomed three new board members to the co-op, and are excited for the new energy and ideas they will bring. With a wide range of skill sets, our board has representation from Indian Valley, Quincy, and Eastern Plumas County.

Last fall, during the board retreat, we visited local farms and producers in Indian Valley and Quincy. This summer, our retreat will focus on farms and producers in Eastern Plumas County, as well as a deep dive into refining our by-laws.

Going into our third year of Policy Governance, we are in the process of fine tuning our charters and board monitoring calendars to make the board run more efficiently.

The Membership Committee was responsible for planning our fun, family-friendly Annual Meeting this year, and also has plans to be involved in several community events throughout Plumas County through the remainder of the year. In addition, we will be holding Breakfast With The Board this fall, and we are eager to discuss new ways to



make the Co-op more accessible and welcoming for more people throughout Plumas County.

The board is excited to support the Co-op in reinstating the Farmer's Market next year, and several board members are active in the planning process.

Thank you to all the members, employees and volunteers that make the Co-op a much loved and relied upon piece of our community.



FEATHER RIVER FOOD **CO-OP**
SINCE 1978



BOARD PRESIDENT
MELISSA LOPEZ

BOARD OF DIRECTORS



IAN SCHRAMMEL
VICE PRESIDENT



WAYNE CARTWRIGHT
TREASURER



CLARE CHURCHILL
SECRETARY



MIMI HALL



TIM JONES



KATE RAHMEYER



**THANK YOU FOR
YOUR PATRONAGE
AND SUPPORT!**

COOPERATIVE BUSINESS MAKES SENSE

Questions? Comments? Email RMacNeil@featherriver.coop