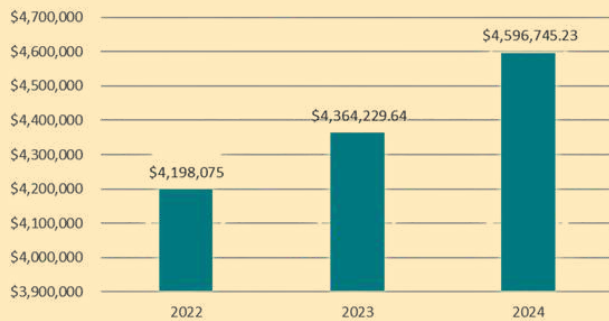


ANNUAL FINANCIAL REPORT FOR 2024

2024 was a strong year of growth for the Co-op, with \$4.6 million in total sales—a 5.3% increase over 2023. After several years of year-end losses, we ended the year with net income of \$74,940. This allows us to distribute a patronage dividend to active members in July 2025.

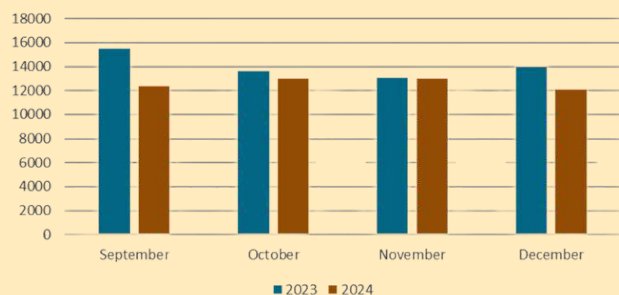
Historical Sales - 3 Yr Comparison



West Side (Quincy):

Sales reached \$3,037,623, up 2.3% from 2023. Notable improvements included new produce and deli grab-n-go cases, along with updated walk-in storage, reducing maintenance and energy costs. Deli and produce saw strong performance, and with a hot bar coming in 2025, further deli growth is anticipated.

Power Usage - Since Equip Upgrade - 2023 vs 2024

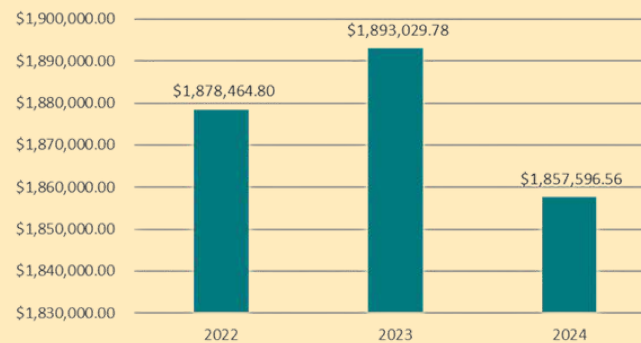


ANNUAL FINANCIAL REPORT FOR 2024

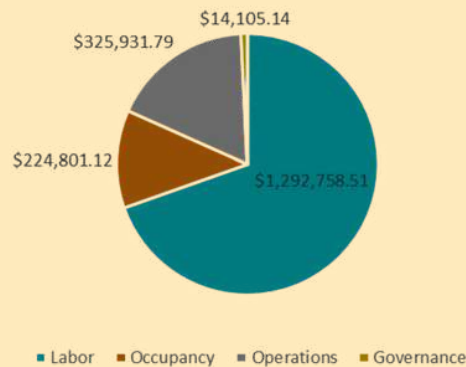
East Side (Portola):

Sales totaled \$1,559,151, marking an 11.4% increase over 2023. New shelving replaced outdated units, boosting inventory by 20% and grocery sales by 11% since September. The special order program saw dramatic growth—up 113%—driven by new business accounts.

Expenses - 3 Yr Comparison



Expenses 2024



FEATHER CO-OP
RIVER FOOD SINCE 1978

ANNUAL REPORT 2024

PREPARED BY
ROSS MACNEIL

LOOKING AHEAD 2025 & BEYOND

MARCIE WILDE GENERAL MANAGER

Exciting developments are underway for 2025. The co-op will revive the Quincy Farmers Market, which will kick off its season in June 2025. Visit Quincy-Farmers-Market.com for updates and information.

We project at least \$4.8 million in sales next year. In Quincy, the deli will expand with a new hot bar offering daily specials. In Portola, an electrical upgrade will support future expansion and generator installation.

We're also exploring a new special order platform called Provisions, already used by other co-ops. This system will allow customers to place bulk orders online.

In 2024, we began crafting a long-term strategic plan. Using input from a SWOT analysis, four key focus areas were identified. The full Strategic Plan will be shared with members in fall 2025.

FOUR LONG-RANGE GOALS:

Food Access: Expand access to high-quality food across the community.

Food System Development: Support and engage in building local food systems.

Leadership & Employment: Foster leadership and strong employment practices.

Infrastructure & Growth: Upgrade facilities, ensure disaster preparedness, and create a welcoming space for all.

MESSAGE FROM THE BOARD

IAN SCHRAMMEL BOARD PRESIDENT

Another year in the books. We just welcomed three new board members, bringing fresh perspectives to our leadership. At our fall retreat, we decided to evolve the traditional Board Retreat into a **Strategy & Planning Day**, focused on setting long-term goals for the Co-op.



STRATEGY & PLANNING MEETING AT SIERRA VALLEY YAK FARM



While there were so many great improvements and milestones this year, I want to make **a special thanks to our General Manager, Marcie Wilde, for her unwavering dedication** through challenges like power outages, staffing shortages, and grant efforts.

Looking ahead, I'm especially excited about the return of the **Quincy Farmers Market**, made possible with support from Lost Sierra Food Project, Plumas Arts, and Rich Bar. I hope to see you there this summer!

COMMITMENT TO COMMUNITY

ROSS MACNEIL OUTREACH COORDINATOR

Increased sales and financial stability allows us to reinvest in the communities that support us—something we're proud to continue as we grow together.

Between our two stores, we **gave back over \$20,000** through donations, sponsorships, and community support. Our Round Up at the Register program **raised \$15,050, for local schools, arts, environmental efforts, and more.** We also hosted a Community Supper for over 100 Quincy residents and partnered with Tahoe Food Hub to provide dozens of boxes of fresh produce to families in need.



QUINCY ELEMENTARY ACCEPTING THEIR ROUND UP CHECK

These efforts reflect our **deep commitment to supporting the people and places that make our community strong.** Thank you for supporting us and supporting our local economy, food network, and nonprofits!