

Meeting Objectives

Focus on the concerns raised by some owners on the change in product mix at Deep Roots Market.

Goals of meeting

- a. Correct misinformation and misunderstandings
- b. Financial state of Deep Roots
- c. Hear owners concerns

Board members in attendance:

Betsy Blake, Tia Cromartie, Stephen Johnson, Alexandria Jonas, Joel Landau, Yvonne Lee-Hawkins, Jonathan Maj, Dave Reed, Allen Sharpe

Board members absent:

1. 6:05 – Welcome

From Dave Reed

Board member introduction to attendees

Moment of silence (led by Betsy)

2. 6:20 – Presentation by Terry Bowling from National Coop Grocers

State of food co-ops in the US.

3. 6:50 – Current status of Deep Roots finances

Presentation from Joel about the move.

Presentation from Jonathan about the current state of Deep Roots finances and impact of move on our finances.

4. 7:15 – Board’s Response to these challenges

5. 7:25 – Owner discussion

Meeting closed 8:45pm



Community Meeting
6pm Tuesday July 19, 2016
Holy Trinity Episcopal Church
607 N. Greene Street, Greensboro, NC 27401

The 2015 Vision Statement

As many are aware, Deep Roots has recently made significant changes to its vision statement that effects what you see in the store. We did this in response to the significant economic challenges that face Deep Roots and demands from the community around the store.

These changes are designed to create and a more culturally, ethnically, and economically diverse customer and owner base.

We, the board are holding a forum to discuss these changes designed to strengthen Deep Roots in our community.

Community members will have ample opportunity to ask questions about the vision.

Whether owner, customer, or just an interested person, we strongly encourage you to come and participate in this discussion about the changes we have asked the staff to make.

Sincerely
The Deep Roots Board



2015 Vision Statement

Deep Roots Market is a member-owned co-operative dedicated to the principle that by working together and pooling our resources we can provide our community with an economically sustainable, locally owned and independent full-service grocer that meets the every day needs of its customers with a commitment to locally and regionally sourced goods and services at fair prices.

Our mission is to serve the immediate neighborhood and others within the region by:

- Providing our customers with a variety of every day grocery goods and services that meet their needs at fair prices.
- Creating an enjoyable customer experience through knowledgeable, friendly and supportive staff.
- Participating in our community as a responsible cooperative institution.
- Helping build a more just, equitable, economically viable, and vibrant local economy.

Because of Deep Roots Market:

- The surrounding neighborhoods will have access to a full-service retail grocer with fairly priced choices that meet their every day needs.
- Our customers will have access to food choices that are healthy and grown and/or processed locally and regionally to the fullest extent possible.
- There will be economic and social value returned to the community via outreach projects, charitable works, and other avenues.
- There will be a vibrant cooperative sector in the local economy.
- The cooperative will support local food infrastructure to help build a dynamic local agricultural community and that community will, in turn, have a reliable retail market for its products.
- The cooperative will help build a local economy through a commitment to purchasing our goods and services, from the products we provide to the services we use, from diverse local & regional sources.

Our Commitment to Customers

- We strive to ensure that new customers feel welcomed, and that long time customers feel at home within our walls.
- We know that for many people walking through the doors for the first time there will be many new tastes, new information, and new friends to be made. We're not food or health fundamentalists. We seek to help people make choices that are good for their health, their community, and their wallets ... and we know that looks different for everyone.



A Local Focus

Dear Community Member,

Over the last 40 years Deep Roots Market has gone through many changes. Like many food cooperatives we started as a buying club focused on pooling resources to buy food products and produce at fair prices. As our owners and customers became interested in natural and organic products, Deep Roots served their needs. Other retailers noticed. Now there are many more options for organic products. A trip to a Harris Teeter, Food Lion, Bestway, online, or a local convenience store, shows that they are selling more and more of the same items that cooperatives have specialized in over the last 20 years. Kroger/Harris Teeter is now the largest buyer of natural and organic products in the USA! It's great that all of us through Deep Roots Market were part of a successful change to how we in the USA shop for groceries.

This change has had an impact on our store – over the last year our sales have been flat. As a result we cannot keep thinking of ourselves as the regional provider for organic products – there are just too many other convenient options. We are not alone in this – it's a conundrum for most food cooperatives; nationally sales at organic food coops are down for the last 2 years.

Over the past year the Board of Directors has wrestled with this reality and asked, “What is the focus of Deep Roots?” As a Board we've looked at many ideas and realized that Deep Roots is well placed to be part of rebuilding a resilient, sustainable, local economy. For grocery cooperatives this means thinking local at many different levels.

The first important step is to think about our neighbors. When we moved downtown we highlighted how the store would provide an option not only for existing customers and owners but also for those who lived nearby – becoming their neighborhood full service grocer. We think being a neighborhood store is very important to our future. Neighborhood stores reduce the need for travel, are more supportive of their customer needs, and reflect consumer's growing desire for shorter “as needed” trips to local stores. We believe that expanding our selection of products to include more local and regionally sourced products, and a wide variety of more affordable options - in addition to our organic offerings - will make us a place that meets everyday grocery needs. We are not alone in this. Other cooperatives like the People's Food Cooperative (<http://www.pfc.coop>) and Renaissance Community Cooperative (<http://renaissancecoop.com>) are part of this, and some, like Hanover (<http://coopfoodstore.coop>), were always there.

The second part of this local focus is that Deep Roots will make all of our purchasing commitments with a “local first” lens. Not just in the products we sell to our customers but also the products and services we buy – from our distributors to our accountant. Deep Roots is making sure it is part of the movement to build local community wealth. We will prioritize returning our customers' and owners' dollars here in our community. This may mean that we replace some existing products from national or international providers with products from regional and local farmers, producers, or distributors.

We at the Board believe that *Responsibly Building Local* is the most important thing that we as a cooperative can be engaged in. The Board has created a new vision statement that articulates the story we are working to make Deep Roots a part of. We hope that you want to be a part of this story.

Sincerely
The Deep Roots Board



Board of Deep Roots Market Vision Statement

Deep Roots Market is a member-owned co-operative dedicated to the principle that by working together and pooling our resources we can provide our community with an economically sustainable, locally owned and independent full-service grocer that meets the every day needs of its customers with a commitment to locally and regionally sourced goods and services at fair prices.

Our mission is to serve the immediate neighborhood and others within the region by:

- Providing our customers with a variety of every day grocery goods and services that meet their needs at fair prices.
- Creating an enjoyable customer experience through knowledgeable, friendly and supportive staff.
- Participating in our community as a responsible cooperative institution.
- Helping build a more just, equitable, economically viable, and vibrant local economy.

Because of Deep Roots Market:

- The surrounding neighborhoods will have access to a full-service retail grocer with fairly priced choices that meet their every day needs.
- Our customers will have access to food choices that are healthy and grown and/or processed locally and regionally to the fullest extent possible.
- There will be economic and social value returned to the community via outreach projects, charitable works, and other avenues.
- There will be a vibrant cooperative sector in the local economy.
- The cooperative will support local food infrastructure to help build a dynamic local agricultural community and that community will, in turn, have a reliable retail market for its products.
- The cooperative will help build a local economy through a commitment to purchasing our goods and services, from the products we provide to the services we use, from diverse local & regional sources.

Our Commitment to Customers

- We strive to ensure that new customers feel welcomed, and that long time customers continue to feel at home.
- We know that for many people walking through the doors for the first time there will be many new tastes, new information, and new friends to be made. We're not food or health purists. We seek to help people make choices that are good for their health, their community, and their wallets ... and we know that looks different for everyone.