

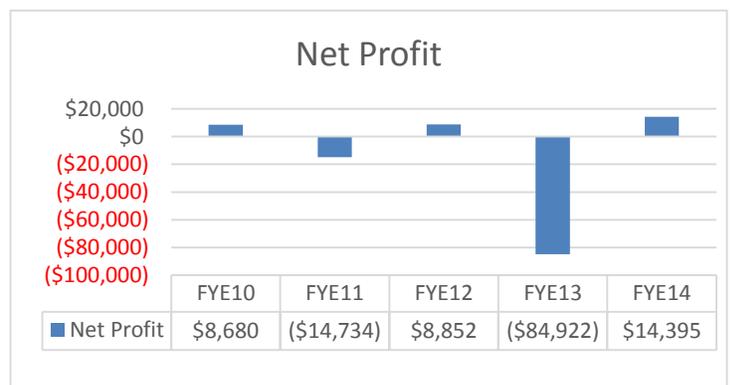
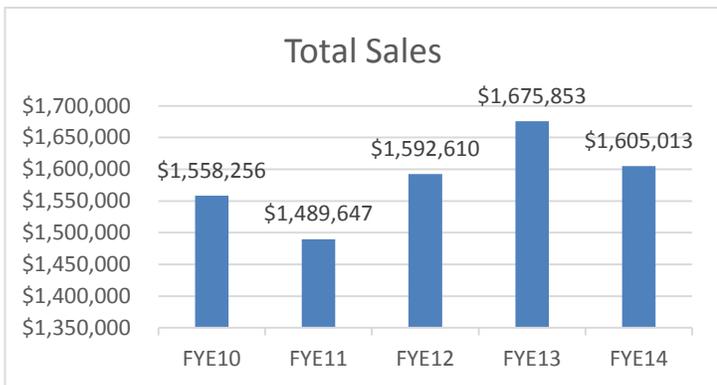
Syracuse REAL FOOD Co-op

Store Report

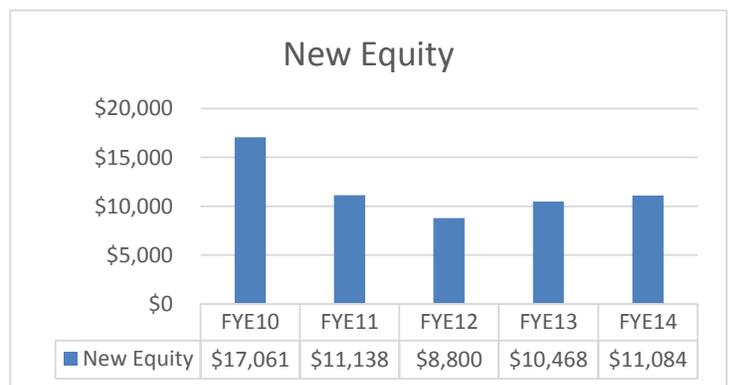
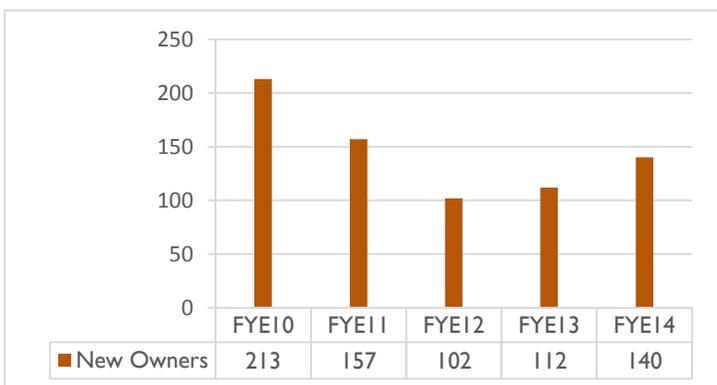
December 1, 2014

The Syracuse Real Food Co-op has had difficult year, but, despite the difficulties, our Co-op has emerged stronger for it. With two management transitions and the poor financial performance of FYE2013 lingering in recent memory, the staff have redoubled our efforts to be an excellent grocery store with a focus on our local community by bringing in a greater variety of local products, working with local organizations to promote shared growth, and build equity reserves and recruit new members.

For the FYE14 the Co-op's sales dipped from the previous year, but was still our second highest sales year to date. Despite reduced sales, the Co-op still posted the highest net profit in recent years. The trend of net profitability continues, and the Co-op has continued to achieve net profit in FYE2015.

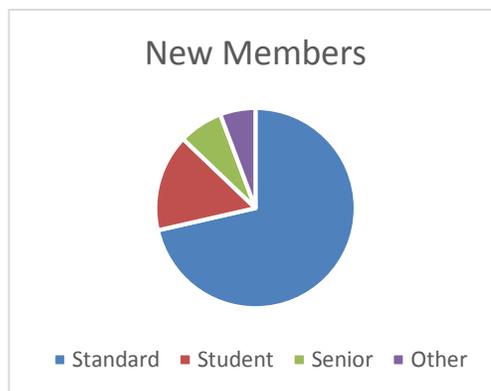


In addition to achieving net profit, the Co-op added 140 new members, and over \$11,000 of new equity.



In October 2013, the Co-op launched a student member rate, and in the FY2014 22 students joined the Co-op, contributing \$980 of new equity.

Since the start of our member drive at the Spring Member Meeting over 165 new members have joined, contributing \$10,435 of new equity to the Co-op.



We have also partnered with local and national organizations and businesses to promote cooperative and shared growth:

In October 2014, the Co-op worked with the Equal Exchange Grow Together Fund to send seed money to the APRAINORES Co-op. Equal Exchanged matched the Co-op's commitment of 2% of all Equal Exchange sales to celebrate Co-op Month. We sold \$6,936.69 of Equal Exchange chocolate, coffee and dried fruits and nuts and will contribute \$138.73 to the fund.

In October 2014, the Co-op launched a new program, 1% Wednesday. We have partnered with two groups to date: the Partnership for Onondaga Creek, and FACES of Nottingham High School. The Co-op has contributed \$380.63 to these groups and have applications open and online now. Please spread the word about this program, we're always looking for new groups.



In FYE14, the Co-op sold \$343,171 of 488 different local produce, dairy and grocery products.

The Co-op also features a local business in each issue of the New Leaf.

The Co-op is still trying to grow, and we're working to implement a number of new programs to continue community engagement and promote access to local and organic foods. In the coming year the Co-op staff will begin to offer the processing of EBT payments for CSA Shares, continue our focus on growing the local economy by offering locally produced products, and promote growth in membership and equity.