Founded in 1974

East Retail Floor - 9,500 sq. ft.

West Retail Floor - 9,800

Avg. Customers/day - 1700-2000

Off-Site Kitchen/Bakery opened April 2005

24,500 Owners
Mission

The Williamson Street Grocery Co-op is an economically and environmentally sustainable, cooperatively owned grocery business that serves the needs of its owners and employees. We are a cornerstone of a vibrant community in south-central Wisconsin that provides fairly priced goods and services while supporting local and organic suppliers.
International Cooperative Principles

#1 Open to All

#2 One Owner, One Vote

#3 Limited Return on Investment

#4 Distribution of profits based on patronage

#5 Education

#6 Cooperation with other Co-ops

#7 Concern for Community
Benefits of Ownership

- One Owner/One Vote
  - Board of Directors
  - Major expenditures
- Shelf Prices (no 5% surcharge)
- Pre-orders/Special Orders
- Reader
- Owner specials
- Reduced Class prices
- Home Delivery
- Farm Tour
- Nutrition Consultations
- Reciprocity
Owner Appreciation Events

- Farmer Demos
- Contests
- Community Org. Tabling
- Low, Low Prices on select items
- Festivities
Board of Directors
9 Elected Members
3-year terms
Transparency

• Board Committees
  • Finance
  • CRF
• Financials
• Board Minutes
• Annual Meeting
• Annual Report

• Board Forums
• Customer Comments
Growing Our Farmers

- Priority on Local
- Pre-planning w/Farmers
- Industry reputation
- Community Involvement
- Seasonality
- Farmer Loan programs
Facility

- Community Room
  - Gallery
  - Classes
  - Rentals (meetings, parties, etc.)

- Bike Parking
- Commons area
- Children’s area
- Rain Garden
- Cob Wall
- Solar & Solar Thermal
Eco Sustainability
Education/Communication

- Cooking Classes
- Nutritional lectures
- Customer Comments
- In-store materials & resources
- Reader
- Forums
- Board Committees
Donations (#7 Concern for Community)

- CHIP - Community Shares of WI (largest “single” donor)
- Donations to Local Organizations - Fundraisers
- Wil-Mar & Goodman Food Pantries
- Event Sponsorships
- Access Discounts (10% all products)
- Community Reinvestment Fund
- Outreach
- Store Tours
Local Economy

- Locally Owned, Locally Controlled
- Local Orgs.
  - Dane Buy Local
  - Greater Williamson Area Business Assoc.
  - Chamber of Commerce
  - Middleton Sustainability Committee
- P6
- National Cooperative Grocers Association
Community Reinvestment Fund

- Abandoned Equity
- Not-For-Profit Community Orgs.

Emphasis on:
- Developmental Programs
- Educational Programs
- Events
  - Food
  - Nutrition
  - Sustainable Agriculture
  - Cooperative Education
  - Social Change
Food & Other Products

• Appropriate Ingredients
• Reduced Packaging
• Local
• Accessible
• Seafood Center/Sushi
• ESP
• Special Diet needs
• Fair Trade
150 Mile Radius/Wisconsin
Bulk Foods
Catering

- Green Weddings
- Businesses
- Schools
- Homes

In-Store Live Food Demo’s

- Some with Farmers or Producers
Employees

• Living Wages
• Insurance
• Discount
• Participatory management
• Training
• Evaluation system
Thank you.