



**2023  
Owner Meeting**

# Welcome!

Thank you for being an important part of Utah's only natural foods cooperative.



Board  
Introductions:

Emily Stock  
Judy Savarese  
Jonny Jew  
Josie Kovash  
Jessica Dye  
Brook Indries  
Alison Anders  
Kendra Cupps

Thank you to Jess!

Welcome to new  
board members!



# The Year in Review

- Raised wages
- Bonuses
  - Twice a year
- Update to benefits and wellness package
- Increased employee store discount
- Open to opportunities for growth
  - Consistent staff is needed



# Strategic Planning Update

**Thank you for your owner survey submissions!**

We asked about shopping habits this year, this is what we heard:

- Buying standards for ingredients is important
- Better prices
  - Actual price comparisons to be published
  - Informing more owners about special orders
  - Plans for increasing the frequency of owner discount days
- Better indoor seating
- Register backup for busy times - plans for an extra express checkout
- No agave in deli items
- Better produce quality and consistency

# More Retreat Highlights

- How to support deli expansion
- Revamping our ingredients policy and product ethics
- Mobile express checkout
- Beer (etc.) cooler
- Ice machine
- More plastic reduction
- Supporting local farmers and producers
- Preparing our finances to be flexible to growth opportunities



# Strategic Planning

Strategic planning involves **ALL OF US**.

We are focusing on stabilizing what we have to be open to growth opportunities.

Owner engagement is critical to stay on top of ever-changing demands: Share your insights at a board meeting, and participate when we issue surveys.



# Next Steps: Moonflower Through Time

- Increasing our focus resiliency while thriving
  - Adaptability and smart business growth
  - Continued community support through owner sales and special discount days, extending Moonflower Basics, programs like 5% Days, Round up at the Register, and our Seeds to Start grant program
  - Adapting a ready-to-respond position financially and strategically in order to be ready for great opportunities for growth, and to support our long-term stability.





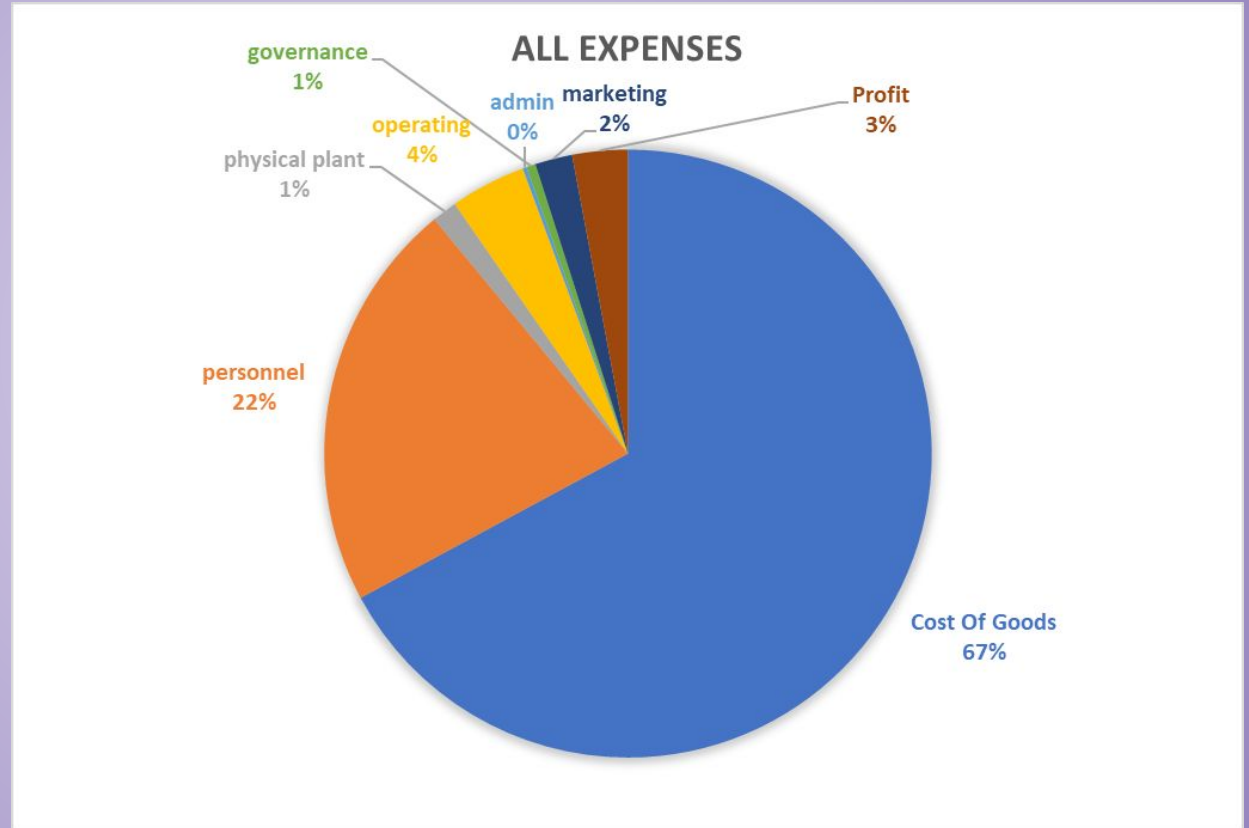
# Finance Report

- In the last 2 years we finished paying off both our Mortgage and our Remodel Loan!
- Focused on continued sustainability, but poised for expansion



# 2022 Expenses

- For 2022 we paid out 25% of profits into profit sharing with employees



# Community Giving and Wages

- Distributions to local nonprofits: \$18,894 + \$1,000 in grants in 2022
- Employee wages/benefits
  - Increased employee discount to 20%
  - Over \$88K in bonuses paid in 2022
  - Profit sharing bonus 2023 spring \$29K
  - Another \$300/employee or \$11K paid out in July
  - ~11% bump over payroll in bonuses

# Fulfilling Moonflower's Mission – Manager Update

- Staff and community
- Support local
- Outreach
- Looking ahead



# Staff and Community

- We are grateful for our owners, local vendors, the community as a whole, and all the supportive visitors that come to our store.
- Moonflower remains a steady year round employer for the community.

## Owners

- We continually strive to be responsive, attentive, and supportive to our owners and community.
- Owner support is critical to the financial health of the co-op.
- Ownership is the sustainable lifeblood of the co-op and our community.

## Current Owner Numbers

- 8 board members
- 17 employee members
- 1861 standard members (current on dues)



## Current Employee Numbers

- Currently 33 employees
- 11 full time (work 30+ hours a week)
- 22 part time

# Support Local

We support local artisans and producers whenever possible. Development of a fair trade local economy is a top priority for our buyers.

## Purchases and Contributions 2022

**\$4,122,357** total sales excluding bakery and deli

**\$543,647** sales of local and regional products

**34.9%** of local sales for supplements, and

**19.3%** for produce

**13.2%** sales are from local and regional products.

In addition, we spent **\$30,804** locally on advertising, supplies, and maintenance.



# Community Outreach

Seeds to Start Grant (started spring 2018)

## Month

- Fall 2022
- Spring 2023

## Organization

Moab Community Gardens  
Canyonlands Field Institute

## Project

Raised beds at new WabiSabi community garden  
Providing healthy food for Mental Health Hikes



# Community Outreach

Round Up at the Register (started May 2019)

<u>Month</u>	<u>Organization</u>	<u>Amount Raised</u>	<u>MF Donation</u>	<u>Total Donation</u>
November 2022	Rim to Rim Restoration	\$846.59	\$53.41	\$900
February 2023	Youth Garden Project	\$1218.93	\$281.07	\$1,500
May 2023	Arches Education Center	\$1189.97	\$10.03	\$1,200
August 2023	Community Rebuilds	\$ as of 8/		





# Community Contributions and Events

- ArtWalk
- Classes and workshops
- Donations:
  - 5% Days
  - In-kind donations
  - Quarterly gift cards
  - Sponsorships



# 2023 and Beyond

- Support our community and those in our regional area who are in need or who strive to develop health and community harmony. Thank you to Moab Valley Multicultural Center, Seekhaven, Moab Solutions, and Full Circle Intertribal Center! We are grateful to be able to distribute quarterly donations to our community.
- Continue to develop the local and regional economy by paying fair prices and assisting in the growth of small business through brand development and awareness
- Persist in our efforts to shape Moonflower as a stable and supportive employer in the community by focusing on competitive wages and profit sharing
- Identify opportunities to better serve our community through products, services and community programs
- 3 new parking spots, including ADA parking



# The Co-op Difference

Any business depends on its relationships with customers, employees, etc.

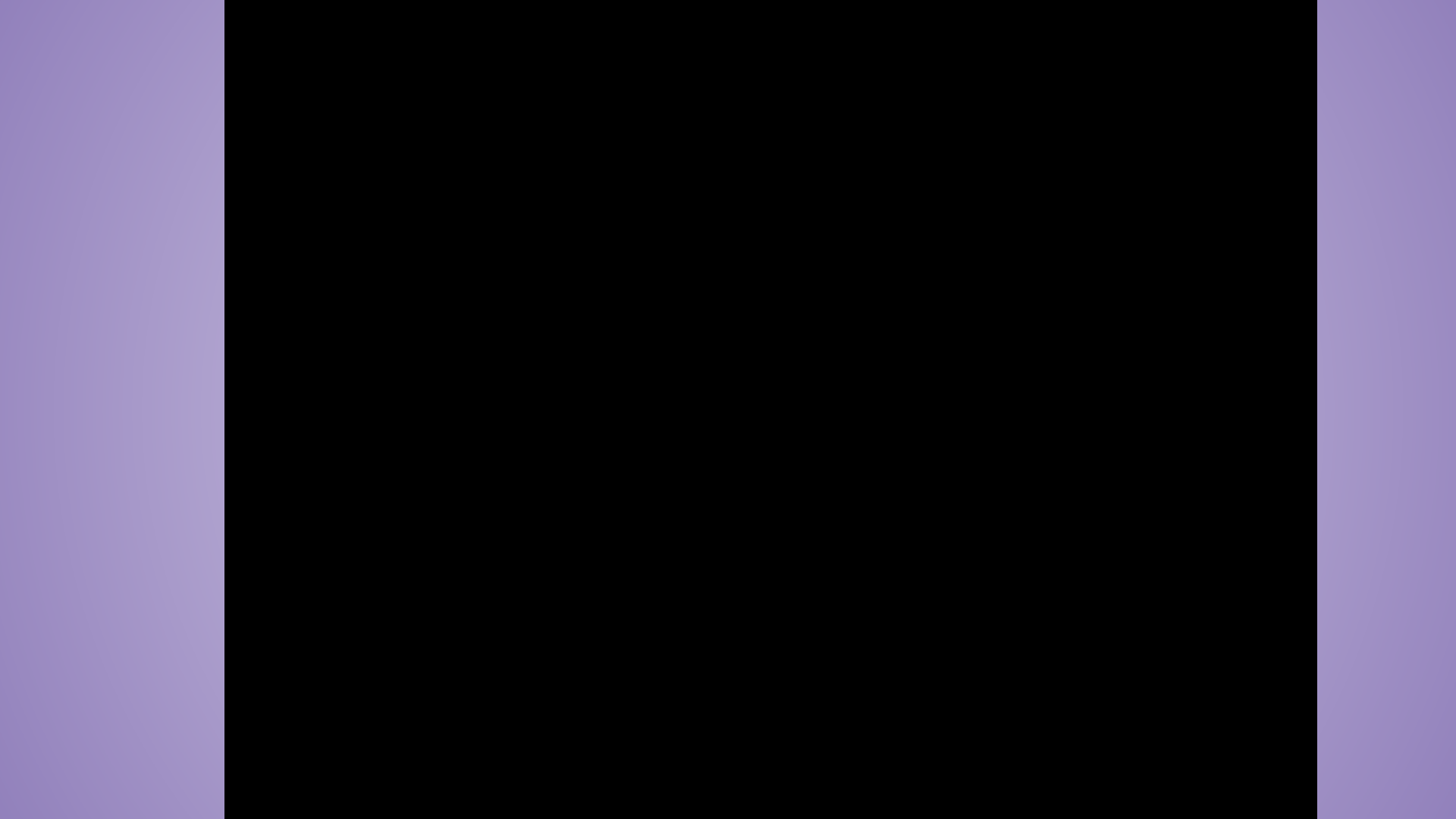
The difference in a co-op is the closeness and multidimensionality of the relationships with members:

You are **customers** as well as **owners**, part of the **governance** structure, as well as the **focus of the co-op's operations**.

A co-op is defined by and draws its strength from these relationships.

In other words: **YOU ARE THE CO-OP**





***THANK YOU  
EVERYONE!***

