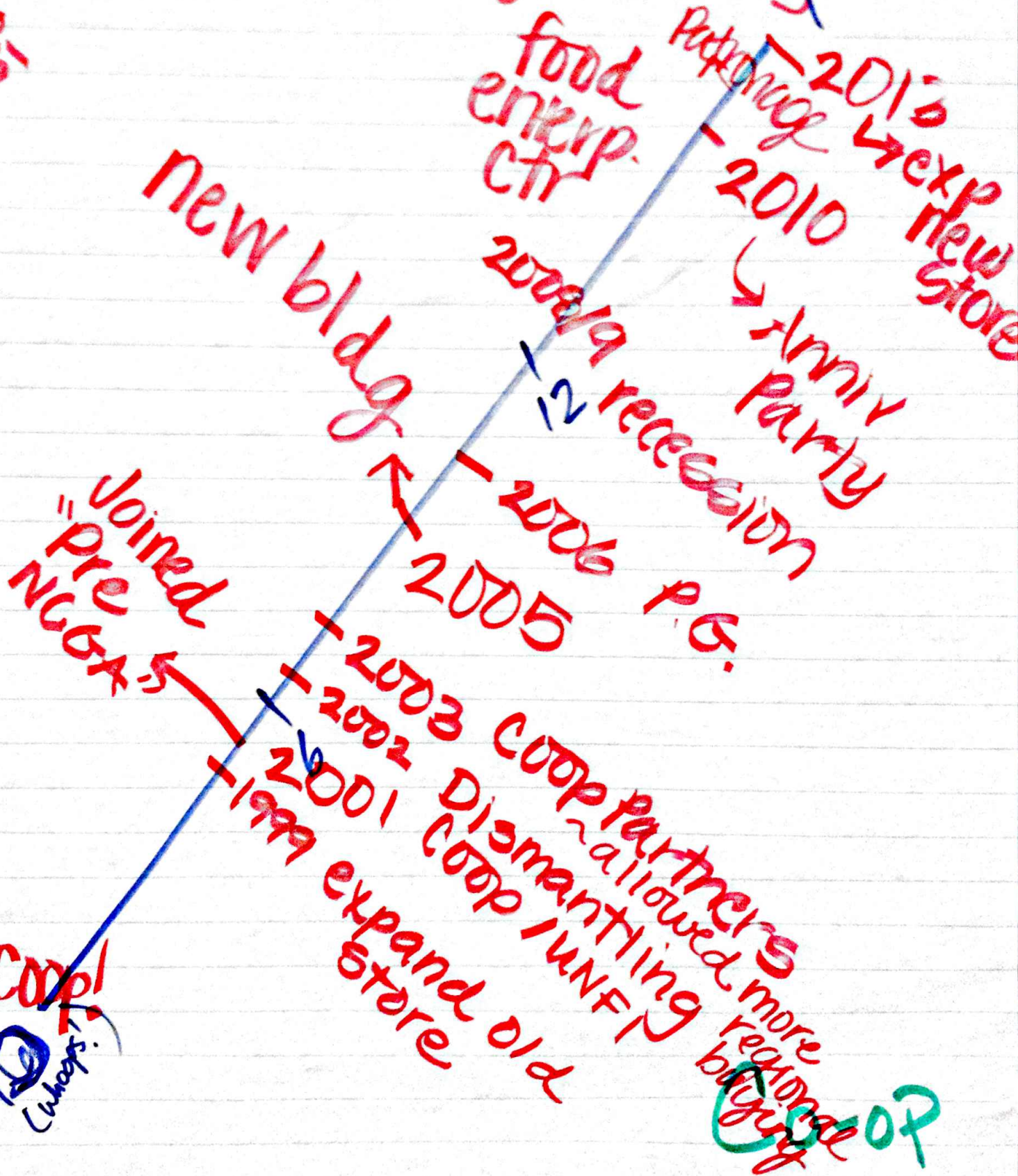


Community

• Geography
• Family-friendly today

Whitlock
'86
'81 coop; 1990 leaving club
99



Coop

Community

Today

- Buying club
- Desire for good food / voice of people
- Decision to stay in Viroqua
- Strong Leadership
- Community willing to invest time & \$
- Volunteers
- Likeminded Community / People
- Attention to Service
- Quality employees
- Work & School opportunities
- drawing in expertise
- Developed local PRIDE
- Coop's investment back to Community
 - ↳ Continual education
- Awesome 'green' building's location (store)
- local land fosters small farms vs large

1995
(40 years!)

Co-op

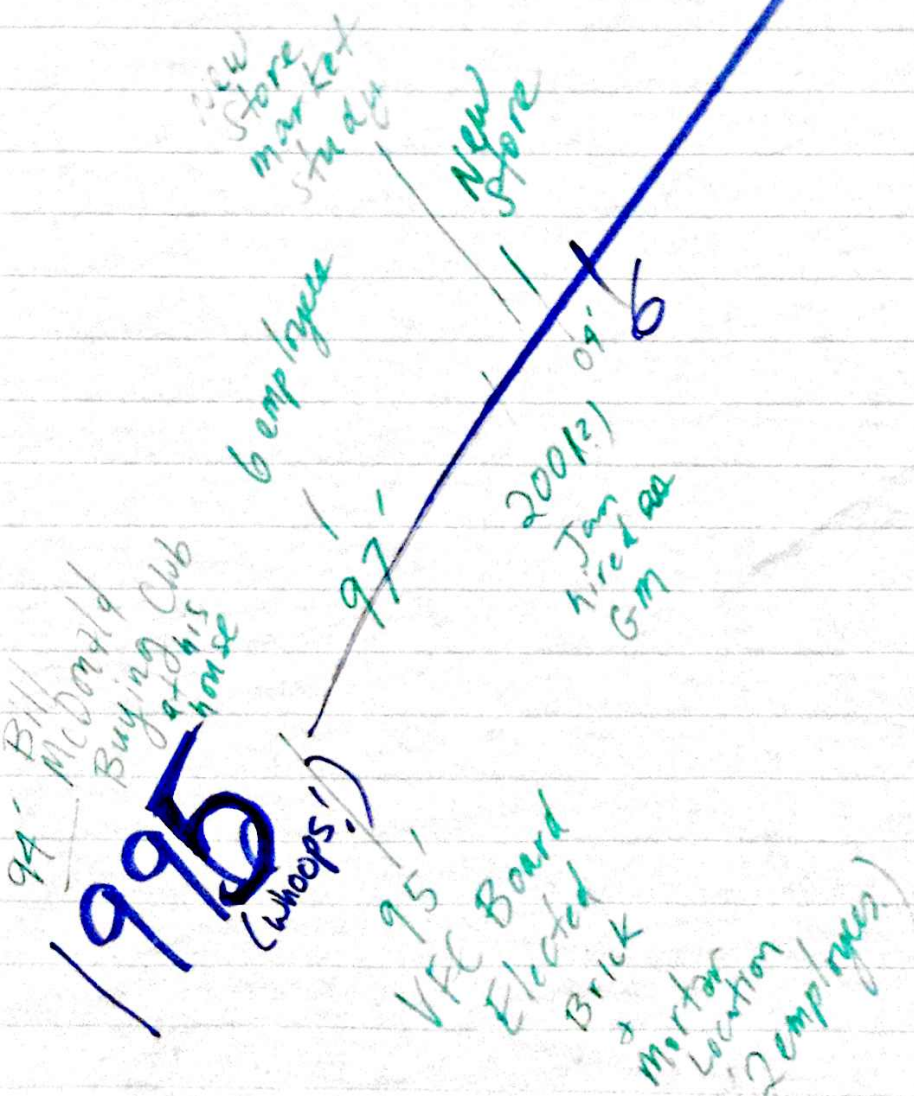
Community

- need for organic food
- need for brick + mortar access
- Waldorf School drove support
- Organic Valley drove support
- cooperation among cooperatives

Today

3000 members
62 employees

What can we learn?
- by expanding the coop the access to food drove growth of members



Co-op

Community

- need for organic food
- need for brick & mortar - access
- Waldorf School
Drove support
- Organic Valley
drove support
- cooperation
among cooperatives

New
Store
market
study

New
Store

Community

* LOCAL * ORGANIC *

* CREATIVE * OPEN
TO NEW CONCEPTS
AND HELP THEM
GET STARTED

Today

Community Identity -
VFC, OV, PRNS, but
before them, co-ops were
plentiful and strong

The co-op begins and serves
as a meeting place, a
place to find community

Physical growth changes the
co-op, yet it still fulfills
the same purposes.

VFC committed to
LOCAL, and it brings
people in.

Viroqua is a ^{great} place to
start a business.
VFC supports new
businesses

USA Kickapoo
Ridge and Honey
Wiscopop
and many
more

business
incubator

Here we have local
control - we see the
effects of our own
work, and direct
our choices in
the future

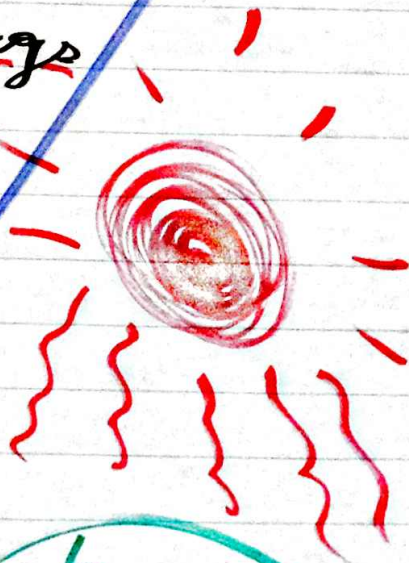
1996
(champs!)

Co-op

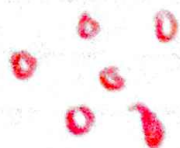
another
great
idea

unused
grapes
(a local
resource)

Grape
Wiscopop



HOWS



GOOD ORGANIC
COFFEE - COFFEE BAR

PRODUCER SUPPORT
START-UP LOCATION

EDUCATION
STORY - LOCAL, PERSON
PRODUCER / PRODUCT
CONNECTION

COMMUNITY - SOCIAL ASPECT
JOBS

REVENUE STREAMS

CONVERSATIONS / NETWORKING
EVENT PROMOTION

PRICE SUPPORT - LIVING WAGE

ALTERNATIVE BUSINESS MODEL
SETS THE BUSINESS BAR HIGHER

DESTINATION POINT - BRING CUSTOMERS IN
HEALTHY PREPARED FOOD CHOICES

So What?

LOCAL ECONOMY ↓
LOWER QUALITY OF
FOOD

→ FAIR TRADE BUSINESS
DECREASES

→ LOCAL BUSINESS PRODUCTION
DROPS

→ WAGES DROP

→ QUALITY OF THE JOB

→ LOWER BENEFITS

NO SOCIAL CENTER

LESS SMALL COMPANY
START-UP OPPORTUNITY
LESS EDUCATION

QUALITY OF LIFE

ECONOMIC
ACTIVITY

BRIDGE FOR
COMMUNITIES

LOCAL INCOME, CHARITY
DONATIONS

Hoves

- no building
- vendor sale opportunities
- one stop shop for local
- less \$ into local economy
- job loss / employer loss
- Meeting place
- loss of education/info.
- loss of financial support to other organizations
- loss of quality food
- loss of business cooperation & sharing
- other business opportunities
- loss of attractive place for people to move & be gainfully employed

So What?

- Contaminated lot
- loss of farm income ^{ability to survive}
- leaving town to find
- more miles to get goods
- not much to choose for work
- ^{average} important conversations would happen by chance
- less people know legible enough to protest C&D's
- Less healthy folk
- Weaker community organized
- lower influx of new people coming to the area
- regional; smaller coops in surrounding area would grow
- cafe / ~~restaurant~~ ^{restaurant} scene would be stronger

Holes

So What?

Jobs

Always Open

Good Healthy Food

Alternatives

Local Choice

People

Community

Farms would be last

Reputation!

Viroqua IS the Coop

Educational

Morning Organic Coffee!

Healthy Downtown

Influence on other Businesses

Organic

Refuge for kids etc.

Nouns:

Cowles

collaboration

friends

Kickapoo TIME

Job Security

Ridge

Food

Vibrancy

Family

Kickapoojawn

Medicines

Health care options

Bulk Foods

Local Economy

→ Local Option is gone
People who want local choice would leave

→ Coop loan program gone
Influence for good people
Draw new good people

→ Stability - safely

→ Symbiosis

Employees 64

Vendors \$6 million + gone

Patronage Dis

Health in general

HOLES

- ~ w/o VFC, w'd source our food...?
- ~ The Community HUB
- ~ 500 family incomes
- ~ employees' jobs (60)
- ~ where would the regulars go?
- ~ a gathering place for our conscience - who we are
- ~ a springboard for local startups
- ~ community support - giving back
- ~ local food

So What?

- ~ if we lost our co-op, w'd have to form a co-op
- ~ employment center for young people
- ~ lose the VFC, population goes down
- ~ VMH in ^{complementary} medicine partnership w/ VFC
- ~ attention to the resources we have - agricultural, human
- ~ fosters integrity - deep leadership - make our values real - education for all participants
- ~ empowerment, self-direction
- ~ intangible, ideals → tangible goods & services

NOUNS

* LOCAL FARMER * VFC * COMMUNITY * THE WHOLE * LOCAL COMMUNITY *
 * SPECIAL BRIDGE * CO-OP, * COLLABORATION * QUALITY *

Community

Co-op

Education - cooking
GMO, Political, Health
Prevention - Folk School
Journale - All Economics
Local - 4 Bottom Line

Open Book

- increase + Break
down more barriers
20% of folks shop

Now about 40% → 80%

All sectors of agriculture

& come together

Business, Governance

Health care

- Tours, openhouse to
those who might not
see our Coop

- Coupons to HS students
to get them exposed
early

- Go to other Businesses

- Go to other tours

18 Farms, Business

Free food - other chambers

work more closely w/ chamber

- Food trailer to the people

- Jobs for our Youth

- Renew Energy - Solar

- GHG Offset

- GMO Safe Store / Community

6 Restaurant

- Community meeting

- Brew Pub - new

Venue

- Bakery

- Spin off more Coops

- Small scale & community

17 go to other places

for new coop economics

- local coop education (many ideas)

- Sacred Economics

Charles Eisenstein

- ~~fast~~

- Convene a New Coop

Summit

for our area

- ~~Formal~~ Restaurant

Topics over meal

17 That breaks down barriers

around Food, Agriculture, &

Education, Economy, Politics

Schools, Business, Diversity

find agreements

Community ↔ Co-op

- Educating & recruiting New Farms/vendors
- more ^{sustainable} tourism involvement
- Supporting transitioning farmers
- Fostering/supporting new organic local businesses
- Focus on support & involvement with local organizations we are not already involved with
- Support development of organic Ag Center to be destination

12

- Brew Pub/Bar
- Cooperative cidery in community

- Fresh Meat center local
- Food cart for Events
- Parking (more dirt)
- Lager Retail / Community Space
- Additional Spaces (off site)
- National model for wages within cooperatives
- Anything that can be accessed locally is & publicize it

12

- Renewable energy to allow our store to be off grid

↔ Cooperative Restaurant / cafe
↳ in cooperation with existing businesses

↔ organic meat processing

18 Reduce Poverty level

20,000 Member owners on

18 Source for coop education for the Nation

Community

- More progressive politics & out of politics

6

- Hemp clothing co-op ~~back to store~~
- Brewpub
- More places to hang out evenings/weekends
- Local value-added products
- Live music/arts venue

12

- More food/beauty/HM products produced w/in 100 mi.
- Strong schools led opps.
 - Food/ag education (organic)
 - Arts ed
- School for complementary therapies
- Kids can/want to stay
 - Local + organic spirits

18

~~Hemp clothing co-op~~

Co-op

• keep some stores in vt
• grower & economics of scale
• local/sustain

- Produce diversity balanced w/ local sustain
- Financial accessibility
 - expand Basics program
- More organic fresh
- GMO awareness/education

6

- Regional satellite stores
- Cooking + nutrition + lifestyle/wellness classes
- Meeting/education space
- Sustainable farmer pay price

12

- Delivery service
- Restaurant/bar (open on Mondays!)
- Bring to Main Street
 - ~ physical space throughout area
 - ~ keep in town (not edge)
- Changing grocery system
- Leader in green technology in Vermont County / WI

18

Support other co-op biz.

- Earning potential and benefits for staff
- Distribution network for local producers

- ② ^{Ext + if} Oversight + council - clarify conversation
all non profits together to have a unified Ask
Community Foundation - **work together**
- **engage** in Community in diverse/different subjects - need a way to convene
 - **partner** w/ Cash for and Organic Valley
to create a Satellite Food Coop + Outlet store
 - **create a position Community Collaborative**
Organizational Collaborative
 - **partner w/ DCO to increase**
Cooperation, Food, Local
 - **create a Competitor for UNFI**
 - **Diversity**
 - **Democracy Training**
 - **Another Bus Venture**
 - **continue w/ Gainful + Hazzard job**
Creation

Community ↔ Co-op

* Literal & figurative expansion/leadership

Space - storage
Inventory
coolers etc.

6

Bringing new people into our community.

Community Education
cooking, produce lessons, health
organic farming wellness

12 Space

Larger Market for Local
producers
more cooperative models
around the country

Restaurant ~~Food Truck~~

Goodness!

18 Space -

EVERYBODY BENEFITS

more of the same !!

→ FEEDING PEOPLE

NEWSLETTER
- continued outreach
& information

6

Being diligent that all of the
products we offer are clean,
pure, healthy, NOT
HARMFUL
non-GMO

Revenue

12 INFLUENCE & leadership
MODELING

Continue expansion
of Local / Artisan
producers - food, fiber,
herbs, etc.
OFFSITE
SATELLITE LOCATIONS - offices etc.

Expansion into multiple
locations

STAY STRONG

- customer service /
INTEGRITY

18

Community Center
- meetings / events

Move here! Wow goals → action →

600 local vendors
Buying club
Rapid, sound growth
2-55 empl.

great ideas
We can make a difference
we matter!

Outgrown!
Reputation

High Standards are the norm!
Jan & Staff

Pearl!
NUcheated
NUC

3000 comm. away!
Destination

Look @ all the people
Journey & quality

Wonders

Space?

People?

Organic?

GMO?

Educate

Sat?

GOOO?

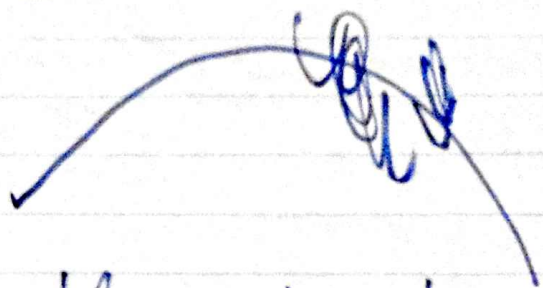
Madison?

Younger Generation?

Farmer?

Incubate?

Culture?



How to debate &

have democracy?

leading example?

Governance?

Organic
+ thinking?