

Medford Food Co-op
Annual Owner Meeting and Good Food Festival
May 5, 2019

3:00-4:00 pm Business Meeting

Anne Carter, general manager, opened the meeting by thanking everyone for attending. She introduced the Board members and staff members present.

Anne spoke on the Co-op's success and community impact. Outline follows:

- Medford Food Co-op is growing and changing and so is the city of Medford.
- We conducted a survey last August to help us better understand and serve our customers. We heard from 666 owners and 79 non-owner customers. The survey taught us some new things about our customers. Results of the survey: continue focus on fresh, local, organic food; continue to reach out to the community; improve product selection.
- Examples of how we're changing the community for the better:
 - Opening the Café allows us to offer food that's not common in Medford, is attracting new customers, is allowing us to expand educational outreach.
 - Bear Creek Stewardship day – more than picking up trash along the Greenway. It's a growing, coordinated effort to improve and protect one of Medford's most beautiful natural assets.
 - Rogue Valley Farm Tour – collaborate with Ashland Food Co-op to promote local farmers. Offers the general public a one-of-a-kind opportunity to visit farms and let the farmers tell their stories.
 - Rogue Valley Food System Network – mission aligns closely with ours, so it makes sense to work within this network. Highlights of RVFSN are: production of the Rogue Flavor Guide, leading working groups that focus on food system challenges, and facilitating networking among all participants in the food system.
- Summary of our Co-op's success:
 - Sales in 2018 were \$5,104,000, a 6% increase
 - We supported 115 local producers, sales of their products = \$523,000
 - Average number of customer transactions per day grew 28% to 510
 - 313 new owners joined in 2018
 - Staff grew to 34 employees.

Board of Directors President Kellie Hill summarized the Board's work during 2018:

- Hosted three meetings to discuss the idea of expansion with owners.
- Focused on assessing the feasibility of our Co-op's ability to expand and what needs to be done to prepare for an expansion.
- Continued to recruit owners to serve on the Board so that we can maintain a 7-member Board.

Kellie announced that Sarah Calhoun was elected to serve on the Board.* The results of voting on the recipients of Positive Change will be announced in the next newsletter.

Kellie and Anne answered several questions from owners. The meeting was closed at 3:50 pm.

21 owners signed up as attending the meeting. The Good Food Festival took place from 11:00 am to 6:00 pm and drew increased customers and sales to the store.

*In accordance with Bylaws Section 3.6 (Quorum and Voting) of the Medford Food Co-op – the quorum was satisfied, as all business transactions took place with a coinciding electronic ballot campaign. One hundred and seven five total owner votes resulted in the clear majority win of Sarah Calhoun to as an addition to the Medford Food Co-op Board of Directors.

Twelve organizations were voted in as the 2020 Positive Change recipients:

1. Rogue Valley Farm to School
 2. Sanctuary One
 3. Bee Girl Organization
 4. CASA of Jackson County
 5. Maslow Project
 6. Children's Advocacy Center
 7. Our Family Farms
 8. Southern Oregon Land Conservancy
 9. Food & Friends
 10. Rogue Farm Corps
 11. Southern Oregon Climate Action Now (SOCAN)
 12. Rogue Valley Food System Network (RVFSN)
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Respectfully Submitted,

Debi Boen

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