



Talking points go along with KCFC General Presentation Slides (Power Point presentation can be downloaded at www.kitsapfood.coop)

SLIDE 1:

This is the co-op's mission statement. Notice that community is prevalent in our name and mission statement. It is the cornerstone for why we exist. Co-op's exist to serve their communities and members; to provide them with quality local foods and products.

SLIDE 2: WHAT IS A FOOD CO-OP?

We're a full service grocery store: Get all your grocery goods and needs in one stop. Pick up produce, meats, dry goods (remember you're out of laundry detergent?! You can get that here too.) The co-op will also have a deli to provide on the go healthy food options! We will be open 7 days a week with extended business hours like any other grocery you may be familiar with.

It is a democratic business started, owned and run by it's member-owners: As member-owners, YOU help make decisions. You can invest money, time or both to help the processes that make the store happen. This includes a vote in vital decisions.

Keepin' it local: Support your farmers, butchers, and artisans. The store will also carry conventional products you may already be familiar with. Co-ops in general hold their products to a higher standard. You can feel good about the fact that you are shopping somewhere that is looking out for your family's health, putting quality products on the shelf.

Other co-ops: You're probably a member of other co-ops – REI is a perfect example.

SLIDE 3: WHY DO WE NEED A CO-OP IN KITSAP?

Where conventional grocers work with an average of 65 local farmers and food producers, food co-ops work with an average of **157**. Farmer's Markets allow producers to sell goods for part of the year, while the co-op will be a year round outlet. It is not in competition with the farmers market, it is a compliment to it.

Local economy: For every \$1,000 a shopper spends at their local food co-op, \$1,604 in economic activity is generated in their local economy.

Co-ops generate a community for health and nutrition education plus create local jobs that pay a living wage to their employees.

SLIDE 4: MEMBER BENEFITS

It's in your community & benefits your community – you could walk to it, or take a short drive; you shop for food anyways, why not support local?

Only member-owners share in the profits of the co-op through yearly patronage dividends (A dividend or distribution that a co-operative pays to its members. Patronage dividends are given based on a proportion of profit made by the business).

You know where that lettuce came from, that meat came from, where that apple came from. You are better able to connect with the producers that are putting food on your table.

Feel good about shopping at your local grocery store – you're getting healthy food, supporting the



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local economy.

Shop at other co-ops while you are waiting for ours to open – Tacoma, Olympia, Port Townsend and many others honor KCFC's member cards now!

SLIDE 5: HOW CAN YOU HELP US?

Attend the board meetings – learn what's going on with YOUR co-op

HUGE Help would be to bring on more members - Hold a soup swap or a dinner party to talk about the co-op. Ask a board member to come talk about the co-op to one of your groups/organizations. Our member-owners are our best marketing team!

Attend the co-op's monthly events! Socialize with co-op members, ask questions!

It's the holiday season – give the gift of a co-op membership.

SLIDE 6: WHAT THE BOARD IS DOING:

The board is looking at several sites in Bremerton. Board is preparing to enter into discussions with potential developers for sites that would be suitable for the store.

The biggest job is focusing on increasing membership and education about the co-op.

Working on business plan, which includes laying out who we are, what we want to do, how we want to do it and how are we going to pay for it... which leads into capital plan

Capital plan includes: bringing on more member-owners, asking for membership loans and using other investment tools, such as a bank loans and grants.

ADDITIONAL INFORMATION:

A co-op full share investment is \$200. Members can pay this in one lump sum or split it into payment plans. Our payment plans include:

- Annual Payment Plan - \$50 every year until the full \$200 share is reached (one time admin fee of \$10 is applied to the first payment making it \$60).

- Semi-Annual Payment Plan - - \$25 every 6 months until the full \$200 share is reached (one time admin fee of \$10 is applied to the first payment making it \$35).

Once a share is paid in full members do not receive any additional billings.

The co-op needs around 1,000 members to move to the next stages of development. This is for many reasons. First we need the member numbers and member equity to be able to show a bank we have community support/backing. Second, we need a large enough pool of members to go forward with our capital campaign and member loan pieces.