

2015 Annual Report



Top 5 Selling Items

1. **Organic Bananas:**
11,590 pounds
2. **Organic Avocados:** 6,751
3. **Local Eggs:** 5,412 dozen
4. **Equal Exchange Chocolate Minis:** 3741
5. **8oz Deli Soups:** 3069

Grilling provided a fun atmosphere with delicious food and enticed shoppers to see GreenTree as a “dinner destination,” and make greater use of our outdoor seating when it is available. Sales for the events were typically much higher than an average day, and the customer response was overwhelmingly positive. We’ll be continuing Friday night grilling in 2016—think bigger and better!

In 2015, we began weekly grilling events, featuring organic hamburgers and hot dogs, vegetarian and gluten-free alternatives, sides, and drinks provided by a local business, the Dreamer Coffee Shop. The library’s bicycle book mobile visited us too!





- Annual Owner Meeting
- 4th Annual Plant Swap
- Spirit Week and Birthday Celebration
- 3rd Annual Fantasy Food Off
- Annual November Tasting Day
- December Tasting Day
- Winter Escape Weekend
- 2nd Annual December Food Drive
- Beer and Wine Tastings

We also held two Owner Drives in 2015!

After 45 years in the food Co-op business, we are a source of not only food but also nutrition and Co-op information. In 2015 GreenTree sponsored the following events:



• **Start a wooden nickel program.** ✓

Each time a shopper brings in their own grocery bag they're given a wooden nickel that they can donate to one of three organizations. In ten months' time our shoppers have saved 4691 bags from going to landfills, and that's just the ones that we've counted. This year's Wooden Nickel recipients were HATS and Girls on the Run.

• **Get a fresh meat cooler.** ✓

We purchased a new cooler that allows us to carry a greater variety of meats—all fresh and ready to cook right now!

• **Reset fridge, freezer, grocery, and cheese.** ✓

We moved things around to organize them better, brought in new products, and eliminated slow sellers.

• **Start offering Co+op Basics.** ✓

Co+op Basics are everyday low prices on popular grocery and household items. From milk to beef to cereal, you'll find new low prices on some old favorites. Don't worry, we aren't paying our farmers or employees any less. We're simply committed to improving our selection so that everyone can find more value when shopping the Co-op.

• **Get a new website.** ✓

What's bright and new and has all sorts of information about the Co-op? Our website! Relunched in 2015, it's easy to find www.greentree.coop, and easy to navigate. Learn about our staff, products, what the board has been up to and leave comments or suggestions.



•**Create a new Customer Service training.** ✓

We take pride in our customer service skills, but much like sunny weather in March, we know better than to take them for granted. If you want to be good (or stay good) at something you have to work at it. So, this year we revamped our customer service training. All existing and new employees went through the training. Our overall Mystery Shop score for 2015: 95%!

•**Practice P6—Cooperation among Cooperatives.** ✓

GreenTree's Leadership Team took a field trip to the Marquette Food Co-op. We spent the day hearing their expansion story, lessons learned and best ideas.

•**Do Cooperative Board Leadership Development.** ✓

Our Board committed to their own professional development for 2015. The focus was on learning more about Owner investments in expansion projects. Some Board Members attended additional trainings, including the Cooperative Café in Ann Arbor and Cooperative Board Leadership 101 in Mt. Pleasant.



•**Expansion Readiness—Updating our Bylaws and Articles of Incorporation.** ✓

One of the important steps in our expansion process was making sure our Bylaws and Articles of Incorporation allowed us to expand and to finance the expansion. It took your votes and participation to make this happen, and though it's not an exciting step, it was a critical one!

2014/2015 Contributions, Donations, and Sponsorships

Walk for Warmth, Isabella County 4-H Awards, Sacred Heart Fundraiser, Mt. Pleasant Oilers Athletic Boosters, Mt. Pleasant Discovery Museum, St. Mary's of Michigan Foundation, Vowles Elementary School, Chippewa Watershed Conservancy, Nimke Women's Health Fair, Commission on Aging, Veteran's Memorial Library, WCMU Public Radio, my104.3 Kids Expo, Orchestral School Fundraiser, Winn School, Morey School, **Mt. Pleasant NEDA Walk**, Poker Paddle, CMU Veteran's Association, Max

& Emily's Concert Series, Run on

the Rez, Movies By Moonlight, Art Walk Central, National Day of Play, Ladies' Night Out, Mt. Pleasant Drillers Fundraiser, Mt. Pleasant Rotary Auction, my104.3 Boo Bash, and the **Isabella Community Soup Kitchen**.



Isabella Community Soup Kitchen



MT. Pleasant NEDA Walk

Total Owners: 1808

Total Equity Invested: \$172,340.25

Total Owner Discounts: \$28,562.81
(via basket discounts)

Net Profit: -\$26,942.57

**Percentage of Sales to
Co-op Owners:** 54%



Community Partners: GreenTree's Community Partner program is part of our efforts to encourage cooperative growth and strengthen community ties between local businesses. The businesses that choose to participate in the program provide special offers and incentives to GreenTree Owners. Our current Community Partners are:

Art Reach on Broadway, Barbara Heller-Burstein, DO, PLLC, Basketree, Buckley's Canoes, Canoe Reflection LLC— Canoe Camping for Women, The Coffee Room & Narrativity Coffee Roasters, Debra Kadabra's Campus Salon, Ginkgo Tree Inn, Herbs Etc, Lavana Shurtliff Jewelry, Massage Central, Mt. Pleasant Discovery Museum, The Painted Turtle Pottery Studio, Redbird Pet Emporium, Salon Blu, Small House, The Triangle Motel, Whitford Chiropractic

Fiscal Year 2015

Owner Transactions: 41,961
Non-Owner Transactions: 35,315

Income Statement

Total Income: \$1,662,081.63
Cost of Goods:
\$1,089,288.70
Gross Profit: \$572,792.93

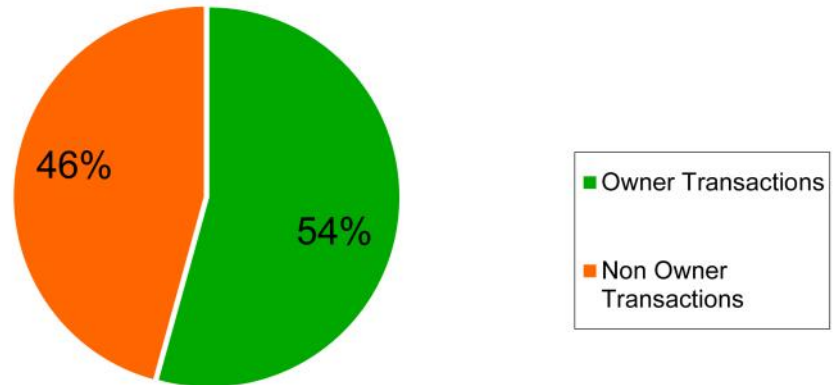
Expense

Personnel: \$423,942.99
Occupancy: \$48,033.11
Operating: \$53,205.35
Administrative:
\$23,155.10
Governance:
\$11,894.67
Discounts: \$33,232.75

Advertising: \$20,133.42
Other Expenses: \$5,434.13
Total Expenses: \$619,031.52

Other Income: \$19,296.02
Net Profit: -\$26,942.57

2015 Owner vs. Non Owner Transactions



Balance Sheet

Current Assets: \$136,556.41

Fixed Assets: \$196,264.71

Total Assets: \$332,821.12

Liabilities

Current Liabilities:

\$81,414.31

Long Term

Liabilities: \$0

Total Liabilities:

\$81,414.31

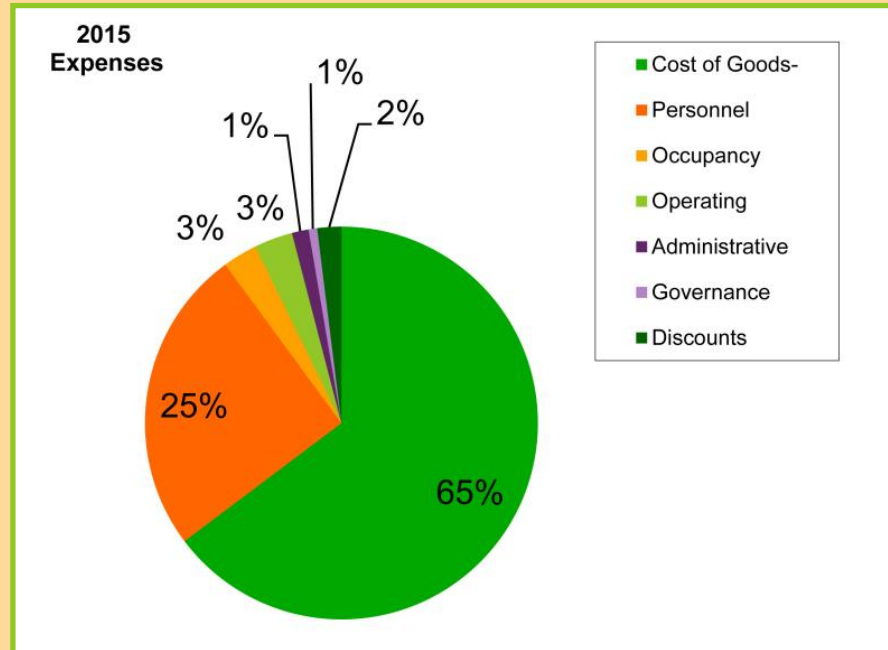
Equity

Owner Equity: \$364,980.00

Retained Earnings: \$39,114.41

Total Equity: \$404,094.41

Total Liabilities & Equity: \$457,906.15



Board Information 2015

Officers:

Robert Murray, Chair Term Ends: 2016

Aiman Shahpurwala, Vice Chair Term Ends: 2018

Liz Conway, Secretary Term Ends: 2017

Directors:

Gary Kramer Term Ends: 2018

Ray Davies Term Ends: 2018

Jay Fields (Resigned) Term Ended: 2017

Talat Halman (Resigned) Term Ended: 2016

Sam Jones (Resigned) Term Ended: 2017

Carolyn Kaya (Resigned) Term Ended: 2016

Justin Barnaby (Appointed) Term Ends: 2016

Damian Fisher (Appointed) Term Ends: 2016



**Robert Murray,
Board Chair**



**Aiman Shahpurwala,
Vice Chair**

Compensation for Officers/Directors:

Chairman, Vice Chairman, Secretary, Treasurer receive a monthly stipend of 30 dollars in-store credit.

Other directors receive a monthly stipend of 15 dollars in-store credit.



Liz Conway,
Secretary

Memberships:



Number of new Owner shares granted in 2015: 242

Total number of Owner shares: 1808 (32 Lifetime Owners)

Number of Owner Shares terminated in 2015: 6

Owner capital paid into GreenTree in 2015: \$28,562.81



2016 To-Do List

- Pay off our mortgage with PNC.
- Secure a new location.
- Get nutritional information listed on our Deli products.
- Begin offering beer at our summer grilling events.
- Encourage at least 200 new people to become Co-op Owners.

