



# 2017 Annual Report



## Top 5 Selling Items

5) Housemade Chocolate Chunk Cookies: 3,311    4) Equal Exchange Chocolate Minis: 3,715

3) Organic Lemons: 5,165.84    2) Organic Avocados: 5,555

1) Organic Bananas: 11,592 pounds

### Co-op Events

- Annual Owner Meeting
- 6th Annual Plant Swap
- Spirit Week and Birthday Celebration
- 5th Fantasy Food Off
- November Tasting Day
- December Tasting Day
- Beer and Wine Tastings

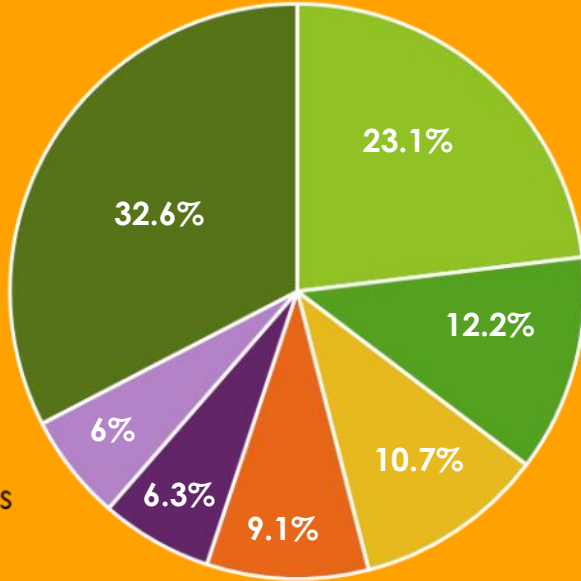
We also held two  
Owner Drives in 2017!



Spirit Week

# Percentage of Total Sales by Department

- Grocery
- Produce
- Deli
- Bulk
- Fridge
- Supplements
- Other



We won  
the CMURC  
Food Truck Friday  
Cupcake Battle!



# 215

customers per day

# Average Basket Size: \$21.55



• Fun Facts •

## How many bags have we saved?

2016: 5,678

2017: 8,216

2018: 7,508 (So far!)

**Wooden Nickels**—In 2016 we made our first donations as part of our Wooden Nickel program. Each time a shopper utilizes a reusable bag, we give them a wooden nickel, which can be donated to one of three different organizations. The three organizations are chosen by our Owners at our Annual Meeting. Who will it be this year?

**Double Up Food Bucks**—One of our Ends is to create access to foods that are healthy, organic, non-GMO, locally produced and responsibly sourced. To meet this end in 2017 we applied, and were approved, to continue our participation in the Fair Food Network's Double Up Food Bucks Program. The goal of the program is threefold: to get people eating more fresh fruits and vegetables, to support Michigan farmers, and to support the local economy.

**Co-op Basics**—We have continued to expand our Co-op Basics items to give shoppers more affordable prices every day on staple items throughout the store.



Presenting the Wooden Nickel Donation



## 2017—Our Best Year Yet

Grocery ain't easy. Retail ain't easy. Downtown ain't easy. Add democracy, an emphasis on fair wages and high value products, and you have an uphill-both-ways kind of battle. In the last few years, we've seen organic products arrive in nearly every store in town, meal-kit services proliferate, and a merger between Amazon and Whole Foods which has the potential to change grocery as we know it. Online shopping, next-day delivery, free shipping—soon I'll be able to order a scone and a drone will drop it on my bedside table before I can say "GreenTree Cooperative Grocery." But people also want to maintain real-world connections. People say they like to see and touch food before they buy it, that GreenTree feels like a gathering space, a safe place, where they run into neighbors and farmers and get a dose of That Co-op Smell™, plus the chance to see our fabulous staff. Despite all of the challenges, GreenTree's staff stepped up to the plate and made 2017 a home run year.

We're planning for a great 2018, too. We've already made a few changes, like giving Owners 10% off 100+ local items every day, and we're planning more. We hope that you enjoy them and reach out to let us know if you do or don't. We also hope that you continue to support the Co-op and other locally owned businesses. This is a place where what you say about real-world connections, local economics, and alternative business models can be *put into action*. Don't just like the Keepin it Local facebook page, like it in real life where it matters, where your dollars make a difference, where they pay a mortgage or piano lessons or send a kid to college.

Maybe it's just a matter of time before we're living like the Jetsons and food comes from a tube at the press of a button, but I'm going to hold on just a little bit longer to really local, to authenticity, and to in-person connections, and I'm willing to bet you are too.

# • Contributions & Ends •

Ends policies are a set of statements explaining why an organization exists, and what its goals are. They help to determine the choices we make and the causes we support. These are GreenTree's Ends.

GreenTree Cooperative Grocery exists so that there is a healthy community exemplifying Cooperative Principles & Values.

1. People have access to food and products that meet their health needs, including organic, non-GMO, locally -produced, and responsibly-sourced.
2. Our Owners have the opportunity to participate in a democratic process.
3. Our community benefits from GreenTree being an exemplary employer.
4. We have a strong local economy.

Now that's nice.



5. Our community is educated.
6. Our environment is positively impacted.

Contributions, Donations, and Sponsorships to

# 29

local groups and events

And

# 41

Educational Facebook videos.

**Total Owners:** 2,221 (32 lifetime)

**Total Equity Invested:** \$22,215

**Total Discounts:** \$20,264.04  
*(via basket discounts)*

**Net Profit:** \$39,949.67

**Percentage of Sales to  
Co-op Owners:** 65%



**Community Partners:** Art Reach on Broadway, Barbara Heller-Burstein, DO, PLLC, Buckley's Canoes, Canoe Reflection LLC— Canoe Camping for Women, The Coffee Room & Narrativity Coffee Roasters, Debra Kadabra's Campus Salon, Herbs Etc, Mt. Pleasant Discovery Museum, Redbird Pet Emporium, Salon Blu, Whitford Chiropractic

**Memberships and collaborations:** National Cooperative Grocers (NCG) *(Through our participation in NCG, we are members of the Organic Consumers Association (OCA)),* Cooperative Grocers Network (CGN), National Cooperative Business Association, Common Cooperative Financial Statements, 10 Subscriptions to *Cooperative Grocer Magazine*, North Country Cooperative Development Fund, Frontier Natural Products Co-op, Mt. Pleasant Area Chamber of Commerce, City of Mt. Pleasant – Downtown Development Board

# Fiscal Year 2017

Owner Transactions: 44,489  
Non-Owner Transactions: 34,187

## Income Statement

Total Income: \$1,695,081.97  
Cost of Goods: \$1,080,348.15  
Gross Profit: \$614,733.82

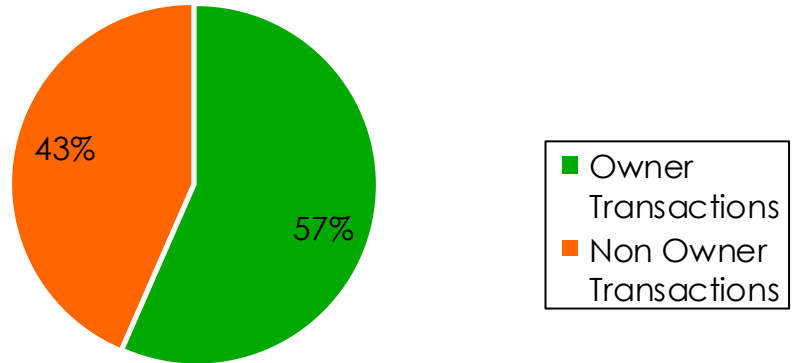
## Expense

Personnel: \$402,263.77  
Occupancy: \$51,062.33  
Operating: \$54,465.13  
Administrative:  
\$22,366.33  
Governance:  
\$12,684.8  
Discounts: \$20,264.04

Advertising: \$29,494.33  
Other Expenses: \$1,856.22  
**Total Expenses: \$594,456.95**

Other Income: \$19,672.8  
**Net Profit: \$39,949.67**

2017 Owner vs. Non Owner Transactions





# Balance Sheet

Current Assets: \$222,695.88

Fixed Assets: \$94,701.66

Other Assets: \$37,966.70

Total Assets: \$355,364.24

## Liabilities

Current Liabilities:

\$93,262.68

Long Term

Liabilities: \$0

Total Liabilities:

\$93,262.68

## Equity

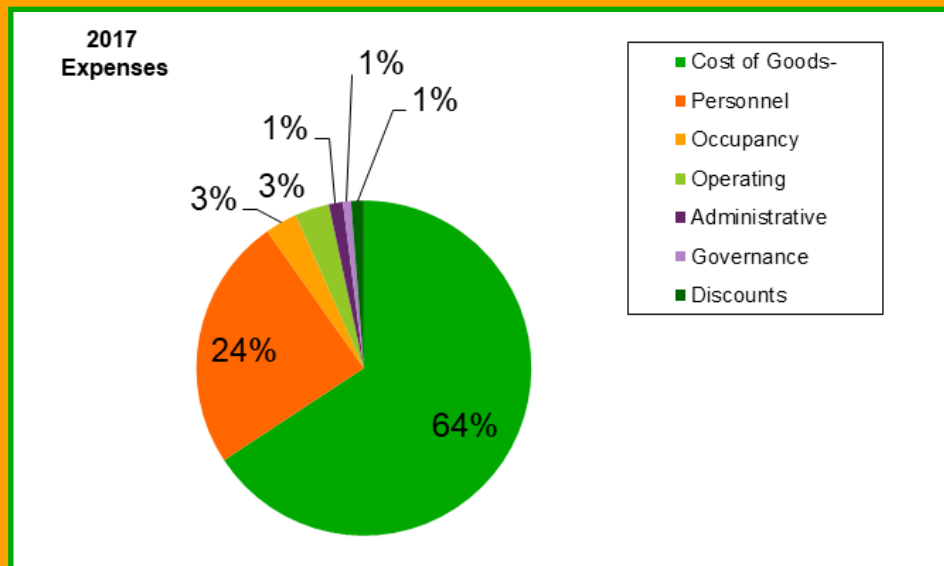
Owner Equity: \$239,992

Retained Earnings: -\$17,610.11

Total Equity: \$262,101.56

## Total Liabilities & Equity:

\$355,364.24



# Board Information 2017

## Officers:

Robert Murray, Chair Term Ends: 2019

Ray Davies, Vice Chair Term Ends: 2018

Justin Barnaby, Treasurer Term Ends: 2019

Michael (MJ) Conway, Secretary Term Ends: 2020

## Directors:

Amy Derry Term Ends: 2020

Gary Kramer Term Ends: 2018

Michael Lents Term Ends: 2018

Daniel Patterson Term Ends: 2020

Jean Bailey (Appointed/Resigned)

Anneliese Fox (Resigned) Term Ends: 2019



**Robert Murray,  
Board Chair**



**Ray Davies,  
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.

## **Memberships:**

**Number of new Owner shares granted in 2017:** 213

**Total number of Owner shares:** 2,221 (32 Lifetime Owners)



**Number of Owner Shares terminated in 2017:** 4

**Owner capital paid into GreenTree in 2017:**  
\$22,215



**MJ Conway,  
Secretary**



**Justin Barnaby,  
Treasurer**



## 2017 Fun Facts

- **We donated over 350 lunches to Connections That Count!**
- **We won the Mid-Michigan Buyers Guide Best Health Food Store Award.**
- **We were able to expand our Fresh Meat selection to a new, larger, cooler and add a new Michigan vendor.**
- **We increased our reach to 5,048 Facebook followers.**
- **Sales of Local products reached 9.1% of store sales, that's \$157,031!**
- **Our produce department continued to grow, increasing 8.13% over 2016 sales.**
- **Our GreenSprouts program made shopping easier for families by providing approximately 21 free pieces of fruit to shoppers 12 and under every week.**