

Strategic Plan

Guiding Principles

Financial:

- Manage the business aspect of the co-op in a way that maintains a sustainable, commercial viability--generating reasonable profit, and avoiding debt.
- Build cash reserve to provide support in emergencies and down markets, and to invest in the future by allowing us to fund new initiatives and to be responsive to growth opportunities. Reserve should be a minimum of one month of revenue with a target of three months.

Employees:

- Provide an environment and culture that promotes staff loyalty and commitment including:
 - Living wage, benefits, profit sharing
 - Possibilities for advancement and growth
 - Respect for work/life balance
 - Support for a diverse workplace

Member/Owners:

- Treat all member/owners with respect
- Increase the number of member/owners who are philosophical and financially committed to the Co-op
- Provide an annual patronage dividend
- Elicit member/owner input on growth and direction
- Reflect and represent our community
- Publicize the Co-op's impact on the local economy and health of our food systems.

Community:

- Serve as an anchor business in downtown Mount Vernon
- Support "compatible" community organizations
- Provide direct support, as possible, to other co-ops and local farmers
- Provide information to the greater community related to the benefits of healthy food
- Support local and state initiatives related to healthy food, farming and food production
- Participate in community relations and city planning

Environmental:

- Consider environmental impact in all decision making
- Provide community leadership in environmentally sustainable projects--i.e., solar power, water resource protection, rooftop gardens, hydroponics, electric vehicles, etc.
- Advocate for environmentally sustainable transportation options