



🍌 HIGH 🥛 MILK FALLS 🌿 FOOD 🍲 CO-OP 🐝

faces of the co-op

AN ANNUAL REPORT



What was New in '22?



rose anderson
aditi goswami

co-presidents




**CO-OP
COUNTS**

Funds raised
for local
organizations
through our
Roundup
program
\$3,360.94

2022 has been quite the year for HFFC. This past fall saw us make one of the largest changes in our history—a shift to a member equity and patronage refund model. We are grateful to the hundreds of members who have come along with us for this shift, as the equity model is one important step to building a stronger foundation for our beloved HFFC. If you haven't yet renewed your membership, it's not too late. Now is an excellent time to renew!

Aside from these important behind-the-scenes changes, we hope you have noticed that there have been visible changes in the store, as well. The HFFC team, under General Manager Lucy Georgeff's steadfast leadership, works incredibly hard every day to bring all of us products and a shopping experience that meet our needs as a community. The entryway has been revamped, the new produce case has our organic and local fruits and vegetables looking fresher than ever, and the end-cap displays are a seasonal delight. And, we hope that you have also noticed the lower prices on many products and member sales that have resulted from our relationship with National Co+op Grocers (NCG). If you haven't been in the store in a while, please come in! And bring your friends.

Looking to the future, we know that there is even more we want from our HFFC, which is why we have recently issued a Customer Satisfaction Survey. Once the results are in and analyzed, the Board and Lucy will embark on a strategic planning process in May, where we aim to create a solid multi-year plan for the future of our HFFC. We will share the results when they are ready. For now—we hope to see you in the store, and if you are interested in learning more about (or even joining!) the HFFC Board, we warmly invite you to our monthly Board meetings to see what we do. Meetings are the first Monday of every month at 5PM and we currently meet over Zoom. 



I joined the board in order to feel more connected to the community in the area. As a parent with a young kiddo, I felt that this would be a great opportunity to feel more rooted, and I've been involved in co-ops for most of my life. My favorite thing about the co-op is the people! The members, the staff, the board are all really wonderful and make it so much more than a great place to get good food (though it's good for that too!).

rose anderson
BOARD CO-PRESIDENT

Member Engagement

ginny redgate ✨ jan melchior, co-chairs

The purpose of the Member Engagement Committee is to help the Board communicate with the community. Open to all member-owners and staff, this committee's duties include: Supporting the Board in conducting the annual membership meeting, planning and conducting educational and social events, designing, creating and analyzing membership surveys, creating a member engagement calendar to keep events on track, working to recruit new members to the co-op

This past year was particularly active for the Member Engagement Committee. The process of planning for the transition from annual memberships with register discounts to equity shares with owner refunds required a great deal of learning, teaching, training, and communicating. The HFFC Board, the general manager, and staff members joined forces with the member engagement committee to support this effort. Informational materials were developed and shared on the website and within the store. A number of information sessions were offered on zoom. A presentation with our general manager and board secretary at last year's annual meeting was made available on the website, and the website was redesigned around a sincere effort to communicate.

Two initiatives were created to help foster economic solidarity in our community. *The Solidarity Fund*, financed by members who can pay a little extra, allowing for memberships to be obtained by folks who need to pay a little less, was launched. The Co-op also introduced *Food for All*, a discount program for members who need help in times of financial stress.

Another of Member Engagement's job is to conduct surveys with members and shoppers. Last year we discussed and planned, this year we launched a survey. We were able to engage a professional firm with a generous loan from a board member. Many of you took the survey, and as we prepare for this year's annual meeting and annual report, the results of the survey are being compiled. We can't wait to know more about what we all think.

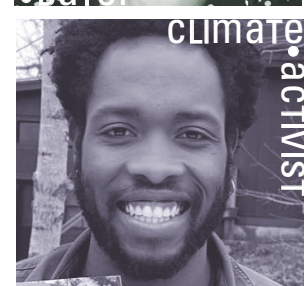
Our mission to communicate the value of patronage dividends continues. Following a successful launch of our member equity and patronage refunds structure this fall, we continued to spread the word about the importance of the transition and how to renew.

The Co-op ultimately is a grocery store. We have unique strengths and opportunities as a cooperative, but we also have all the challenges that are experienced by every grocery store. The thing that sets us apart is the fact that we are committed, through the store, not just to making a profit, but also to supporting sustainable production methods, healthy and delicious foods, and the growth of our local economy. The job of the member engagement committee is to keep that story and conversation going and growing. ✨

CO-OP COUNTS

Contributions made by members to the Solidarity Fund.

\$2,282.85



governance committee

donna perry 🌱 chair

The Governance Committee assists the Board in evaluating compliance with current bylaws, updating as needed and guiding Board perpetuation.

Since the last annual meeting in April 2022, the Governance Committee, working with the Food Justice Committee, drafted a Boycott Policy for HFFC which was approved by the Board of Directors. This policy allows member-owners to request that a boycott education action be taken. Products will not be removed from the shelves; this is an education action. Boycotts for just causes have a strong tradition in the country, from the grape boycotts of the 1960s to anti-apartheid actions against South Africa. In order for a boycott education action to be taken into consideration, all of the following criteria must be met:

- 1 The boycott in question must be part of a current organized (regional, national, international) effort with clear goals and specific, achievable results.
- 2 There are signatures representing at least 2% of active member-owners supporting a boycott education action by HFFC.
- 3 Educational material provided by the organized effort about the boycott would need to make a meaningful statement to the community at large about the relevant issues and be in line with HFFC's agreed-upon Ends Policy.

The member-owner must submit a request form, with supporting signatures and materials, to the General Manager, who will make a decision about the action within thirty days. If the boycott action is approved, information will be published in the next HFFC newsletter, the information will be prominently displayed in the store, and the affected products will be tagged with a 'boycott in progress' sign. The boycott action will be reviewed and evaluated by the GM every thirty days and rescinded when deemed appropriate.

The Governance Committee also drafted a short explanation of Policy Governance for the HFFC homepage, updated the Recruitment Pool for potential Board of Director candidates, and reviewed Board recruitment practices at other co-ops. The Chair wrote an article for the newsletter encouraging member-owners to consider joining the Board. 🌱

I joined the Board because I love the store and wanted to help ensure its future in these challenging times. The onus: I've worked with and learned from an amazing team—of past and present board members—many of whom have become friends. And we have made a difference. That feels great.
Donna Perry
 GOVERNANCE CHAIR



VIEW THE BOYCOTT POLICY ON OUR WEBSITE: WWW.HIGHFALLSFOODCOOP.COM/BOYCOTT-POLICY



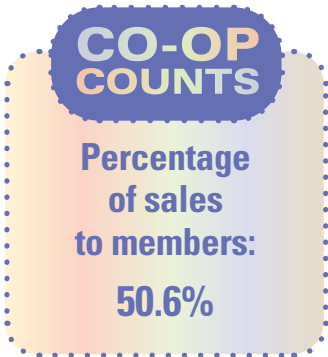
Food Justice

rose anderson ✨ aditi goswami ✨ co-chairs

The Food Justice Committee is charged with: providing regular Board education on food justice issues, reviewing new policies and policy revisions to ensure they support food justice, addressing possible barriers to joining or participating in the Co-op proposing changes to Board recruitment that incorporate a food justice perspective.

As one of the tasks of the committee is to ensure that a food justice perspective is incorporated in all of the Board's work, a recent project of the committee was to research and work on initial drafting of a boycott policy for the HFFC. The policy outlines how HFFC will approach requests from members that we not carry products that are involved in organized boycotts, and is an approach

focused on education. Both the Food Justice and Governance Committees worked together in the drafting of this policy before it was put before the HFFC board and adopted in 2022.



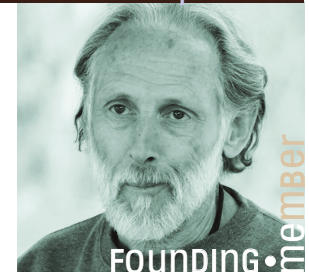
In the months ahead, we will be looking into possible barriers to participation in the Board by our membership and possible events and discussions that can

help further the educational mission of our committee. ✨



My favorite thing about the co-op is the community I found by participating. It's exactly what I was looking to find, and I've learned so much by being a working member and being on the board. I've gotten to know more about myself, how the world works and what it truly means to be a part of a community.

jerrie gullick
BOARD SECRETARY



While on the board I worked with many wonderful people and I learned a lot about my community. I look back at my time on the board with high regard. I love the co-op!

ben basile
FORMER BOARD CO-CHAIR



Rebuilding

lucy georgeff 🌿 general manager

2022 was High Falls Food Co-op's year of rebuilding. As Covid risks and restrictions eased, we were happy to welcome more shoppers back. We were thrilled to offer lower prices and sales through our participation with National Co-op Grocers. We shared your concerns about inflation and responded with new systems to carefully manage any necessary price changes. With the help of an Economic Injury Disaster Loan, we were able to invest in some key facility upgrades, including renovating both parking lots and a walk-in storage cooler, replacing a few refrigeration and HVAC units with energy-efficient models, and upgrading our produce case.

The beautiful newly paved parking lot allowed us to enjoy a few community events together again. A collaboration with longtime partners at the Holistic Health Community, our Wellness Fair offered local practitioners and natural medicine makers a chance to connect. We had a few fun summer grill days—one with an Arrowood beer tasting, along with our annual pumpkin painting

day in October. We saw old faces and new at the Rosendale Street Festival, and hosted a mushroom walk & talk by local mycologist Luke Sarrantonio. We drank eggnog and sang silly carols at our holiday open house in December.

We are grateful to all member-owners for your part in one of our biggest accomplishments in 2022: moving the co-op to a member equity & patronage refund structure. After several months of board meetings and member forums and newsletter articles—we celebrated with a Member Appreciation Day on October 1st. Thank you for your patience as we transitioned our systems to accommodate this new structure. With an ownership structure that aligns our business with our cooperative principles, it's a great time to be a member-owner!

In 2023, we're looking forward to engaging even more with the community. We can't wait to dig into the shopper survey and learn how we can serve you better—thanks to all who participated! 🌿



board • treasurer



co-op • shopper

We have more exciting sales and new member benefits coming down the pike. We can't wait to see you at some of our events and in the store.

SHOP CO-OP!

P.S. Please make sure we have your current email addresses so we can keep you updated on all the co-op news and sales.

Send updates to **contact@highfallsfoodcoop.com**, update on our website at **highfallsfoodcoop.com**, or let a cashier know next time you shop.

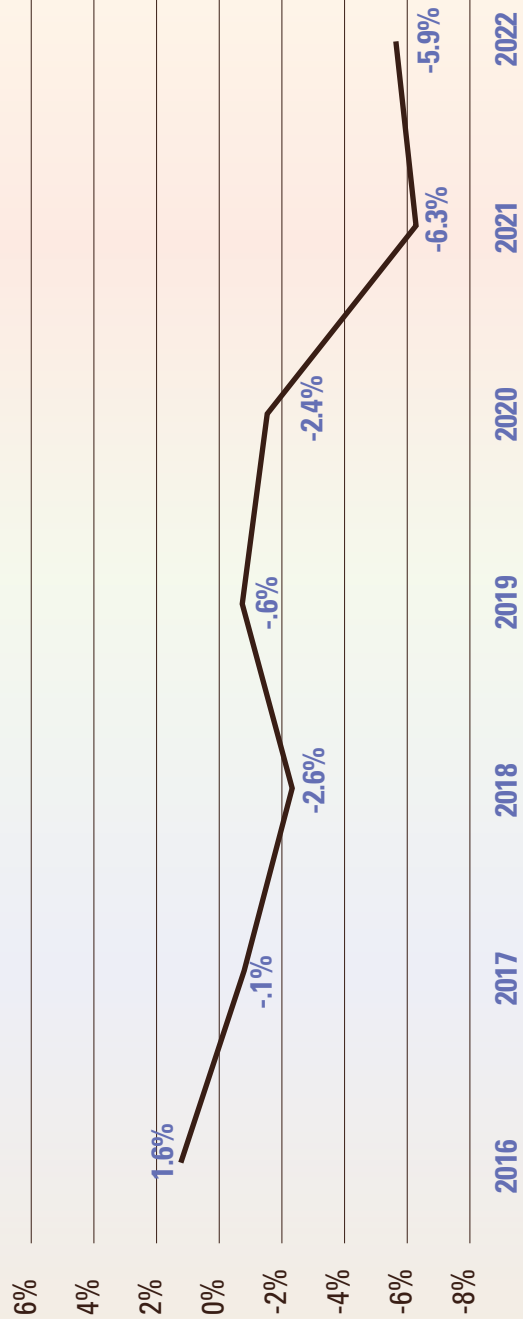
CO-OP COUNTS

Wages to co-op employees: **\$491,430.42**

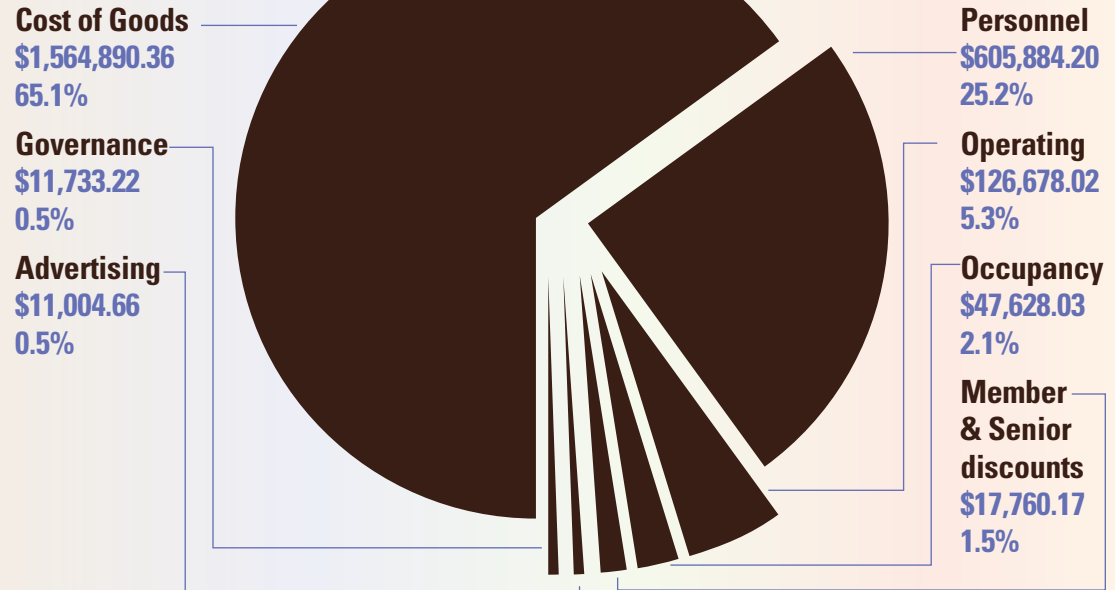


member • owner

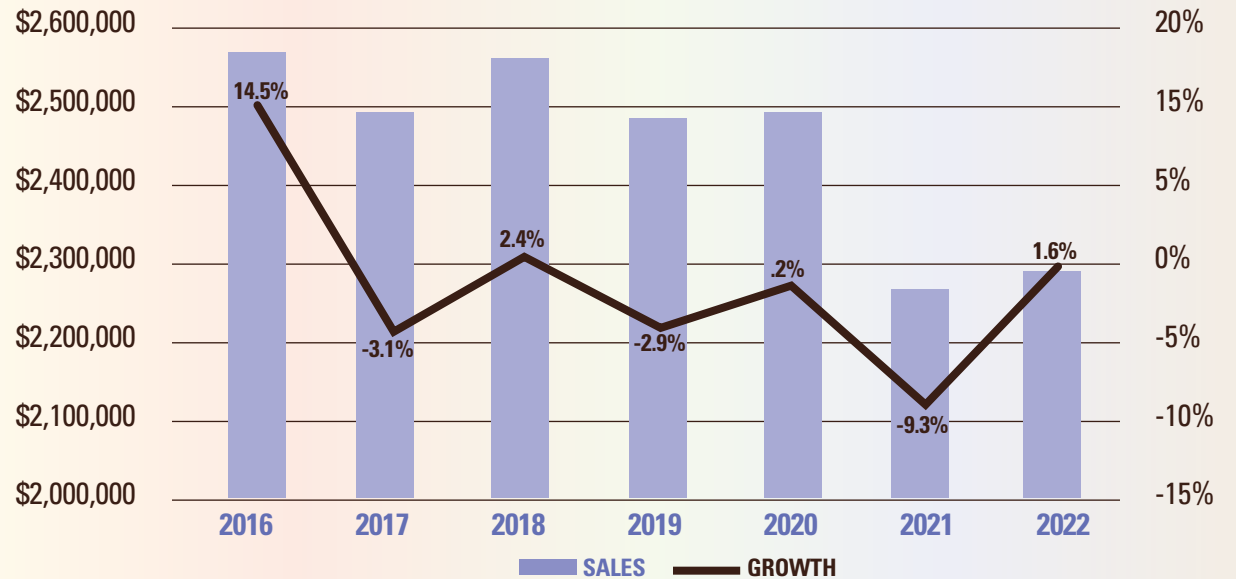
NET INCOME 2016 - 2022



EXPENSES 2021



SALES & GROWTH 2016-2022



Warmest thanks to the members of the 2022 Co-op Board

Rose Anderson
Ben Basile
Zack Brown

Aditi Goswami
Jerrie Gullick
Kerry Malak
Jan Melchior

Emmet Moeller
Donna Perry
Ginny Redgate

the seven cooperative principles

Voluntary and Open Membership—Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.

Democratic Member Control—Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. The elected representatives are accountable to the membership. In primary cooperatives, members have equal voting rights (one member, one vote) and cooperatives at other levels are organized in a democratic manner.

Members' Economic Participation—Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing the cooperative, possibly by setting up reserves, part of which at least would be indivisible; benefitting members in proportion to their transactions with the cooperative; and supporting other activities approved by the membership.

Autonomy and Independence—Cooperatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their cooperative autonomy.

Education, Training, and Information—Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperatives. They inform the general public, particularly young people and opinion leaders, about the nature and benefits of cooperation.

Cooperation Among Cooperatives—Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

Concern for Community—While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.

● HIGH  FALLS  FOOD  CO-OP 

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the Ends

High Falls Food Co-op will center, participate in, and uplift local movements for food sovereignty and justice.

To this end, the Co-op will be:



A source of local, conscientiously-sourced, affordable, nourishing food



A community of engaged and educated member-owners who embody the Cooperative Principles



An equitable, safe and sustainable work environment for employees



Accessible and welcoming to those who interact with the Co-op



A contributor to a thriving local economy



In active conversation with the community about the Co-op's role in serving community needs