

The co-op is the center of an
INCLUSIVE VIBRANT COMMUNITY

74 EVENTS OFFERED VS 32 IN 2016

\$56,951 **ROUNDED UP**
 THE 6TH STRAIGHT YEAR OF ROUND UP GROWTH

54 IN-STORE EFFORTS TO MAKE CGFC MORE INCLUSIVE, LIKE THE **11** NEW ETHNIC CUISINE CLASSES

10% OFF all produce FOR PARTICIPANTS IN 2017

121 PARTICIPANTS
53 EQUITY GRANTS

100% OF THE 147 NCG-AFFILIATED CO-OPS HAVE A CO-OP BASICS PROGRAM, WHICH BEGAN AT COMMON GROUND.

FOOD FOR ALL






COMMON GROUND IMPACTS REPORT

2017

Community Cooperation

32 PARTNERSHIPS WITH LOCAL SCHOOLS & STUDENT GROUPS including **8** COLLABORATIONS WITH UNIVERSITY STUDENTS

27 SUSTAINABILITY INITIATIVES LIKE OUR WORK WITH

DIBBS (KATHLEEN PICTURED RIGHT) & THE CO-OP HAVE WORKED TOGETHER SINCE 2017 TO DIVERT FOOD WASTE FROM LANDFILLS TO THOSE IN NEED.



6 NEW PROFESSIONAL AFFILIATIONS WITH OUTSIDE ORGANIZATIONS

41 ORGS RECEIVED CG DONATIONS (that's up 78%) totaling **\$12,239** & WE GAVE **\$2,947** IN PROMOTIONAL SPONSORSHIPS



THE CO-OP AS MEASURED BY OUR FOUR ENDS

The co-op is the center of an **INCLUSIVE VIBRANT COMMUNITY**



The co-op is an **EDUCATIONAL RESOURCE** ON FOOD ISSUES



The **COOPERATIVE MOVEMENT** IS STRENGTHENED



Our local food movement is **EQUITABLE ROBUST & ENVIRONMENTALLY SOUND**



Our local food movement is
**EQUITABLE
ROBUST**
& ENVIRONMENTALLY
SOUND

11%
OF STAFF EARNED A
LIVING WAGE



\$849,117 *local* *vendors*
invested with **79**

95%
INCREASE
IN NEWSLETTER
opens & a

17.6% OF SALES
from
LOCAL ITEMS

37 EVENTS WITH
LOCAL PRODUCERS

The co-op is an
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RESOURCE**
ON FOOD ISSUES



48%

INCREASE IN EMAIL COMMUNICATIONS
THANKS TO OUR WEEKLY SALES EMAILS

667 *unique local*
ITEMS SOLD (OUR MOST EVER) (NO BIG DEAL)

REDUCED TRANSACTION
COSTS *every month*
IN THE 4TH QUARTER THROUGH
"CASH IS COOPERATIVE"
campaign

45

CLASSES ON
food issues

464
class
PARTICIPANTS



96% *class*
SUCCESS RATE
we put on 73/76
SCHEDULED CLASSES

71.3
%
OF SALES FROM OWNERS



2 more THAN IN 2016

24 *class*
INSTRUCTORS

The
**COOPERATIVE
MOVEMENT**
IS STRENGTHENED



456
NEW OWNERS
THAT'S 10,500
& COUNTING!

HIRED INTERIM GM
TIM SULLIVAN (LEFT)
THROUGH CDS
CONSULTING CO-OP,
THEN BROUGHT NEW
GM GARY TAYLOR
INTO THE CO-OP WORLD



PURCHASED
\$142,533
OF PRODUCT FROM
8 DIFFERENT COOPERATIVES