

Fiscal Year July 1st, 2019 - June 30th, 2020

# MESSAGE FROM THE BOARD

It goes without saying that 2020 has been a challenging year. Families are struggling, many people are unemployed, businesses continue to struggle and some have even shuttered their doors. With all of the difficulties, FRFC has managed to continue to not only survive but grow and make significant forward movement in 2020. We are honored to work on your behalf and we appreciate your continued support and patience. Opening a food co-op is a complicated and very involved process that must be handled with purpose and caution to ensure the long-term success of the venture. We do all of this with your investment in mind.

We are also in need of more support. A cooperative is only as strong as its engaged owners and eight people on a board cannot efficiently do the work of getting a store opened. WE NEED YOU! We need people with experience in many areas of business, policy and formal writing to join as owner volunteers to help us get to the end goal of a grocery store that meets the needs of our owners and community.

# MEET YOUR BOARD

You have a very committed and hard-working board. A lot has been accomplished and we are very excited for what the next year may hold for FRFC! Pictured left to right are: Jessie Clemens, Lois Bendix, Brandon Otway, Tom Connolly, Rayleen Worcester, Casey Dabrowski, Shara Dabrowski, Laine Yandell, and Garrett Holl,





🗙 freerangefoodcoop@gmail.com

Engage with FRFC on social media! @freerangefoodcoop



Here's to more cooperation in 2021!

development of our store. With your participation and support, Free Range Food Co-op WILL be a physical space.

### MISSION STATEMENT:

"Free Range Food Co-op is a cooperatively-owned grocery store committed to community well-being through access to local, wholesome, organic foods and goods."

# **VISION STATEMENTS:**

In 2020, we underwent a mission and visioning process to update both documents to reflect the growth that has happened within our organization. The new vision of FRFC states that:

Because of us...

1. We have a thriving, cooperatively-owned grocery store which welcomes everyone and cultivates relationships with people in Itasca County and beyond.

2. We have engaged and involved owners who actively work to strengthen the co-op through cooperative ownership and collaboration.

3. We have a growing, resilient, regional food system through direct support to local growers and producers.

4. Our community has a leader that models and promotes sustainable business practices and environmental stewardship.

5. We have a welcoming space where people come together to share ideas, learn, and empower each other through education and cooperation.

# ANNUAL HIGHLIGHTS

Thank you for your work to pursue this important project. Coops are so important!

-Quote from 2020 community grocery survey

Thanks to the generous contributions and success of our mini capital campaign last year, we were able to hire and work with our first employee, Jessy Goble. Her title was Outreach and Volunteer Coordinator and she brought a wealth of experience and knowledge to our co-op. Through her tireless efforts on many fronts, the co-op grew and many tasks were completed.

Many of the board members did a lot of policy work to ensure the longterm success of both the store and the board of directors by drafting policies, procedures, expectations, and compiling an all-encompassing board manual. This work will continue into the future as the need arises.

We have settled on hiring a consultant to create our pro forma which will guide our financial decision making and forecast our income and potential profit as decisions are made over the coming months.

The board voted to give up our space at Old Central School in an attempt to make better and more responsible use of our owners' dollars. The space was underutilized and was costing us valuable funds that are being reallocated for site selection costs.

Earlier this year our outreach coordinator and two board members attended Up & Coming, a food co-op conference. They returned with knowledge and connections to help us continue development of the co-op.

Becky LaPlant, a fellow owner and workshop facilitator phenom, helped us work through a mission and visioning process that allowed us to rebrand and update our statements. Next, we will work on drafting an inclusion policy.

### **POLICY WORK**

This year, a lot of time was spent creating policies and manuals that will drive and guide the work of the co-op and board of directors. The next two pages show the table of contents of our Policy Register and Board Member Manual, so you can see the highlights of what was created. Owners can request a copy of any formal documents by emailing the co-op.

Free Range Food Co-op

Policy Register

POLICY	ADOPTION/REVISION HISTORY
Introduction to Policy Governance	6/19/18, 4/27/20
Policy Governance Principles	6/19/18
A. Ends Policy	
B. Executive Limitations	
B – Global Executive Restraint	4/27/20
B1 – Financial Condition	4/27/20
B2 – Planning and Budgeting	4/27/20
B3 – Asset Protection	4/27/20
B4 – Ownership	4/27/20
B5 – Treatment of Customers	4/27/20
B6 - Staff Treatment & Compensation	4/27/20
B7 – Communication to Board	4/27/20
B8 – Board Logistical report	4/27/20
C. Board Process	
C – Global Governance Commitment	6/19/18
C1 – Governing Style	6/19/18
C2 – The Board's Job	6/19/18
C3 – Agenda Planning	6/19/18
C4 – Board Meetings	6/19/18, 4/27/20
C5 – Director's Code of Conduct	6/19/18
C6 – Officer's Roles	6/19/18, 4/27/20
C7 – Board Team Principles	6/19/18, 4/27/20
C8 – Cost of Governance	6/19/18
C9 – Board Relationship to Owners	6/19/18
C10 – Endorsements	4/27/20
D. Board Management Relationship	
D – Global Board-Management Communication	4/27/20
D1 – Unity of Control	4/27/20
D2 – Accountability to the General Manager	4/27/20
D3 – Delegation to the General Manager	4/27/20
D4 – Monitoring General Manager Performance	4/27/20

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- · Articles and Bylaws
- Annual Reports

# DEVELOPMENT TIMELINE

As we work through the process towards opening our store, Free Range Food Co-op is following a timeline that includes three main stages of development, with the second and third stages each divided into sub-stages.

This timeline is driven by task completion as well as owner and support - both are closely evaluated at each development stage. We will work carefully within this timeline, and address the critical tasks and ownership goals before moving on to the next stage.



I'm really looking forward to a great co-op in our area with good selection. I'm tired of driving elsewhere to get the products I need. I would love to be able to support more local companies and farms by shopping at Free Range when it opens.

-Quote from 2020 community grocery survey

### **STRATEGIC PLAN**

The work we did this year has set up the next steps in the journey to opening our grocery store! In 2021, the board will work toward accomplishing the following goals in order to move us from development stage 2B: *Planning* into stage 3A: *Pre-construction & Capital Campaign*.

- 1. Complete Business Plan.
- 2. Raise additional revenue for site selection costs through new owner drive.
- 3. Owner Volunteer base is large enough to meet demand by March 31, 2021.
- 4. Evaluate alternatives to costly Basecamp project management system.
- 5. An Equity and Inclusion Policy is written, adopted, and implemented.
- 6. The Site Selection team continues work on site selection.
- 7. Capital Campaign is planned and ready to implement when needed.



# YEAR OVER YEAR FINANCIALS

Our board works hard to be responsible with the funds owners have invested in FRFC. Below are this fiscal year's financial statements with last year's for comparison.

BALANCE Sheet FY 2020				
July 01, 2019 – June 30, 2020				
Assets				
Affinity Plus FCU	22,860.78			
Affinity Plus FCU Savings	1,412.35			
PayPal Merchant	530.12			
Accounts Receivable				
Accounts Receivable	2,546.50			
Allowance for Doubtful Accounts	-546.50			
TOTAL ASSETS	\$26,803.25			
LIABILITIES AND EQUITY				
Liabilities				
Liabilities	4.48			
Equity				
Class A Equity	7,425.00			
Class B Equity	22,150.00			
Class C Equity	25,775.00			
Opening Balance Equity	43,343.00			
Unrestricted Net Assets	-43,121.01			
Net Income	-28,773.22			
TOTAL LIABILITIES AND EQUITY	\$26,803.25			
INCOME STATEMEN	JT FY2020			
July 1, 2019 - June	30, 2020			
INCOME				
grants, other public support & interest	t 1,000.00			
PROGRAM INCOME				
Miscellaneous revenue	437.81			
sales of promotional Products	305.06			
TOTAL INCOME	\$1,742.87			
OPERATING EXPENSES				
2019 Annual Meeting	510.80			
Capital Campaign	1,034.49			
Community Education Wages	6,493.50			
Community Events	155.00			
Accounting fees	750.00			
Rent	4,316.70			
Operations (advertising, subscriptions, posta	ge) 2,687.61			
Website	606.30			
Insurance	502.00			
Outreach	11,508.66			
Travel, Training, & Conferences	1,324.67			
PayPal Fees	591.13			
Board Development	35.23			
TOTAL EXPENSES	\$30,516.09			
NET INCOME	\$-28,773.22			
	y Loji / DiLL			

BALANCE Shee	t FY 2019
July 01, 2018 – Ju	ne 30. 2019
Assets	
Affinity Plus FCU	17,462.66
Affinity Plus FCU Savings	1,410.92
PayPal Merchant	403.83
Accounts Receivable	
Accounts Receivable	2,625.00
TOTAL ASSETS	\$21,902.41
LIABILITIES AND EQUITY	
Liabilities	
Liabilities	1.92
Equity	
Class A Equity	4,425.00
Class B Equity	16,150.00
Opening Balance Equity	43,443.00
Unrestricted Net Assets	-28,313.95
Net Income	-14,803.56
TOTAL LIABILITIES AND EQUITY	\$21,902.41

### INCOME STATEMENT FY2019 July 1, 2018 - June 30, 2019

grants, other public support & interest2,109.45PROGRAM INCOMEMiscellaneous revenue540.84sales of promotional Products1,232.72TOTAL INCOME\$3,883.01OPERATING EXPENSES2018 Annual Meeting1,097.35Registration and event fees35.00Charitable contribution100.00Accounting fees150.00Grow-Op2,232.42Financial Feasibility Study1,500.00Legal Fees1,750.00Rent3,905.66Operations (advertising, subscriptions, postage)1,849.23Website554.00Insurance502.00Outreach809.90Travel, Training & Conferences3,654.51Bad Debts546.50TOTAL EXPENSES\$18,686.57NET INCOME\$-14,803.56	INCOME	65
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Bad Debts         546.50           TOTAL EXPENSES         \$18,686.57	Outreach	809.90
TOTAL EXPENSES \$18,686.57	Travel, Training & Conferences	3,654.51
	Bad Debts	546.50
	TOTAL EXPENSES	\$18,686.57
	NET INCOME	

# THE OWNERS OF FREE RANGE FOOD CO-OP

Sarah Verke Corinn Tiwari Jen Toewe Deanna McIntyre Marv Augustvn **Rebecca Gramdorf** Anna Eastman Katelvn Dokken **Calleigh Kruse Carrie Barsness** Jessica Odden Shirley Loegering Melanie Jacobson Melissa Nelson **Tammie Wise** Sylvianne Stoltzman Kacie Stanek Daniel Jelle Annaliesa McCartney **Teresa Larson** Deb Smith Traci Lessman Nathan Tiwari Sandra Turner Randy Cain Steve Swentkofske Jane Jewett John Connelly Susan Hanson Rossi Gangl Andrea Heldt Kari Hedlund Traci Gangl Ashley Brubaker Amy Marrier Allissa Reynolds Jaci David Kayla Rondeau Aaron Verke Mary Magnuson Michelle Anderson Lori Bondhus Sandra Radovich **Christine Storrs Terri Radovich** Kathy Ross Lynette Schmidt **Beth Prewett** John Schroeder Katie Aho Amber Kaczor Sarah McBroom

**Keith Wick Rachel Holker** Heather Brown Nancy Schlader Rebekah Svadlenka Dan Kuntz Sara Swanson Kagen Waage Wendy Nyberg Lorrie Yeschick Mitchell Slater Patty Jo Erven Bruce Robinson Craig Turnboom Maren Hagen **Diane Pittenger** Julie Tracv David Lick Molly Miskovich Samuel Friesen Lisa Bolton Mark Hawkinson Bonnie McLynn Jessica Volkmann Brandon Otway Adam LeSarge John Davis Vera Mahon Gene Baker **Douglas Heiken** Shaina Ruder Mary Roy Becky LaPlant Vicki Sinha Dennis Moon **Consuelo Barnes** Lindsy Mattson Jess Wilson Merry Moody **Eric Patterson** Gary O'Brien **Betsy Minerich** Luann Rowell Gayle Guthrie **Kayla Shorma** Kari Ritter **Darin Skaudis** Lynne Bliss **Nicole Johnson** Jeffrey Allen Sara Alzen Jessica Nelson

Julie Halvorson Asia Hustad Amanda Grubbs Jennifer Barr Dan Richter **Brian Miller** Katie Tiernev **Kathleen** Cone Lisa Whelan Renae Rasmusson Sam Evans Ron Gustafson Jessica Colter Kelly Kabotoff Lauren Beckfeld Katie Lick Jennifer Stefan Max Peters Erikka Demuth Nancy Arnhold Liz Bonner Tia Miskovich Paul Robertson Amy Dolan Kendra Mitchell Kari Schultz Meade Davis Anna Johnson Cody Presley Steve Sovada Laura Bischoff Heidi Lonson Carrie Thorvig Katie Marshall Heather Erickson Debra Nyquist Alicia Hawkinson **Rebecca Philips Renee Cole Trinity Hemmila Teresa Matetich** Philip Imholte **Tiffany Gesme** Cynthia Sage Jack Muhar Susan Hutchins Karen Novce Tricia Sterle Dan Root **Rebekah Coffield Troy Gunderson** Alina Beer

**Cindy Bengtson** Renee Nash Brad Nelson Joyce Peraaho Kathy Dodge Cara Prokop Kathleen Blake Renee Weedman Anna Oliver Becky Stocker Kristi Matteson Shawn Matteson Lou Hendrickson Tanya Hebrink **Emma Figgins Kim Brown** Lisa Kellin Maybeth Olson Mary Kosak John Zasada Jacque Christenson Kathleen Schroeder **Colleen Hackley Brad Anderson** Michelle LaPlant Simon Wilson Michelle Girtz Garrett Holl Mark Bookey Jessie Clemens Patricia Browne Heidi Clairmont Kathryn Cargill Laurie Lightfoot James Perunovich Pam Hamilton Mary Spoden Tony Pierce **Diane Oman** Angela Smith Brede DeSchepper Amy Smith Teresa Brunetta Neil Grunke Matt Alstad Ross Williams Ann Koetz Joseph Chandler **Renee Bymark** Brenda Ruesink Anne Olson-Reiners Robert Gibbs

**Brynden Lenius** Chris Bergquist Judy Grewe Jo Manbeck Nathan Waech Jim Azure Lois Bendix **Cam Childs** Alida Zimmerman Marv Witte Sherri DeYoung Lisa Carsrud Margaret Matteson Meadow Kouffeld Michael Tiwari Jane Turnboom Kathy LaDoux Janna Salmela **Betty Fremont Taylor Swann** Joni Namvst Cathy Jo Niewind Kathryn Scharpf Carol Gielen **Rosemary Brenden** Brittani Casper **Courtney Kerns** Naomi Fillbrandt Don Johnsrud Suzanne Rian Renae Ross Paula Ross Terry Matteson Kristi Nelson Chris Fulton Vern Simula **Carolin Humpal** Athena Moody Keith Friesen John Hays **Taneen Pacini** Steven Zeier Jansie Lenius **Diana Daigle** Michelle Matteson Sandra South **Cindy Feyder** David Marty Emil Slack Jr. Timothy Newstrom Jennifer Edwards **Kelly Tucci** 

Tike Sutherland Jessica Newbauer Nichole Arbour Tasha Klockow Robin Washburn **Bill Schnell** David Alban Jamie Starren Bernice Kane Deb Page **Tanis Henderson** Kari James Dale Maunu **Meghann Lewis Beverly Coon** Hallie Blenkush Kristin Wochnick Jamie LeMahieu Lisa Owens Teresa Hinkkanen Troy Beaty Gayle Fuller Ilene Anderson Christine Rostvold Scotty Puglisi Cassandra Bauman **Corrine Mann** Patti Farrell Susan Mattson Angie Baratto Laurie Troumbly Ken Larson Casey Dabrowski Shara Dabrowski Lili Allen **Emily Bujold** Patricia Muir Lael Storlie **Brian Minerich** Chelsi Drobnick Sara Hammann Amanda Wirta Lucy Cline Dan Carlson Patricia Carlin-Janssen Kevin Gildner Nancy Grossman Katherine Burns-Christenson Patty Ous **Raelyn Warner** Amanda Hilligoss

Margaret Marshall **Christy Hoskins** Jack Carlisle Warren Alto William Glesener Kasie VanQuekelberg Susan Wass Gaea Crozier Judy Hunt Cathy Burley Aleva Champlin Patrick Griffiths Adrienn Griffiths Carol Tiwari Janice Steiskal Gary Burt Tara Johnson Kerstie Johnson Christa Berg Amanda Doran leen Ruff Sandie Hurlburt Andrew Tri Ellen Ardery Alana Hughes **Evelyn Pelleymounter** Noreen Hautala **Keith Poliachik** Lea Friesen Lisa Buchanan **Michelle Brauner** Jovce Watson Carolyn King Ashok Sinha Diane Gross Elyse Huseby Natalie Anderson Kathryn Christenson Josh McCartney Susan Loeffler Holli Goodman **Elizabeth Johnson Tom Williams** Jason Reed **Terry Pearson Regina Hawkinson** Steven Larson Lana Bjorgum Megan Brekke Susan Hawkinson **Becky Semmler** Molly MacGregor

David Decker Craig Pierce Jerry Flint Deborah Baker Alex Zimmerman Kathleen Ropponen Matthew Moon Sandra DeOtis Zacharv Kruse Jane Ahlf Amber Marek William Prusi Judy Christenson Sean Martinson Char Grell Gigi Haugen Bobbi Wallor Simon Lick Toni Huber Judy Sherman Jack Radovich Laura Dahline Teresa Heikkila Amanda Tabaka Harold Baham Kathleen Theis Dianna Kachinske Wayne Speedling Gina Huiu Kathleen Safe **Doran Newton** Alice Niewind Hannah Chesness David Owen Hayes Katie Petermeier Loretta Kemp Sherry Thompson Molly Tulek Megan Kellin Darvl Arola Mimi Barzen Catherine Mulcahey Holly Downing Nancy Mike-Johnson Rebecca Colby **Deb Filipiak** Stacy Holl **Connie Vincent** Vicki Champlin Sarah Koski Scott Koski Edward Wall

#### Nancy Hasbargen Sonja Olfelt Clavton Quirk Doug Todd Barbara Bunte Claudia LeMahieu Sandra Thoennes Teresa Savich Donna Roth Michael Young Melinda Wourms-Jensen Jeffrev Mast **Kim Thompson** Mary Anderson Jayson Newman Kristin Bloch Tao Howard Norma McCartney **Betsy Whirley** Ann Smith Kavla Schubert-Aubid Karen Durfee Willow Lonev **Dion Holcomb-Card** Christi Powers Veronica Hull Lynn Mizner Merrild Sonja Nancy Reed Elise Widen Heidi Bentow Gloria Arlich Jessica Setness **Brenda Johnson** Patricia Lenoch Alan Norgard Laura Marshall Lynnette Mackey Gina Hale Gina Vidmar Julie Roy-Dahline Tom Pagel Keyna Childs Madeline Melton **Colleen Smith** Tom Connolly John Michels David Kuschel Allison Herr Veronica Rohloff Maisie Blaine Erik Scott

OCTOBER 2020

Bill Martinetto Su Martinetto **Tiffany Neuman** Stacey Hess Jack Jones **Bob Cahill** Joan McCallum Trevor Tabaka Hank Roy Coby Bunna **Emily Anderson** Beth Graupmann Jenna Marek Heidi Holtan Sue Nelson Michael McEvoy Barb Veit **Deanna Ensley** Katy Hafar Barb Popkin **Yvette Schultenover** Vicki Andrews Sally Hagman Jeni Pellersels Kristin Hanks Matt Mlinar Adam Greniger Karen Oothoudt Michelle Davies Gretchen Waite **Tony Dahline** Cori McCumsey Sarah Mell Vicki Glenn **Denise Ozanich** Mandy Foss Melissa Dirkes **Missy Eiden** Lisa Solberg Lindsev Hallam **Carrie Schlicht** Tammy Mattonen John Risberg Brandy Maki Sandra LeBlanc-Boland Debbie Lokken Chuck Hildebrandt Jennifer Wilson Joan Gunderman Linda Flanagan Leanna McBride David W. Cress

**Reenie Reuter** Mary Woodlock Matti Adam Angie Tanner Roger Kocemba Laura Glorvigen Gari Smith John Nalan **Brian Anderson Cindy Edwards** Carol Barsness Sami Yang Holly Christenson Lori Flohaug Joan Bibeau Amanda Perendy Dianne M Johnson **Diane Meyer** Marie Matheson Denise Lindquist Joanna Frisby **Daisy Mundt** Pamela Peterson Angela Bromstad Roberta Fahlman **Bill Boutang** Randy Washburn **Renata Bjordal D** Janice Angers Amanda Jensen Leta Brev **Todd Heinle Cindy Bailey Michael Edman** Sandy Schildt Shari Aultman Samantha Drawz **Bob Conzemius** Dana Larson Will Richter **Robyn Heinle** Sandy Marsh Susan Kaiser Sharon Haiskanen

Bill Grimm Ashley Goodman Naesa Myers Molly Kantola Teresa Alto Anne Johnson Janna Wolter Anne Backes Kimberly J Nelson Sharon Kleinendorst Kathy Lee Chris Bjerke Donna Hart-Kirt Javme Rahier Clarissa Spicer Erik Heimark Brenna Holmstrom **Kristy Glines** Dana Rachuy Kathy Vilendrer Jenny Nielsen **Clare Croteau** Patty Thielen Jennifer Dreher Gretchen Columbus Todd Dickson Alice Moren Trisha Zimmerman Kristina Gaalaas Thomas Dosen-Windorski Anna Hines Larissa True Kim Oja Malissa Bahr **Eric Northard** Jeanne Walthour Kari Hutchins **Candice Miller** Lee Ellies Dawn Sherman **Cindy Tuominen** Anna Acheson Mary Jane Knapp Chris Knapp

Mary Jo Westlake Jan Sandberg **Tina Jorgenson** Chris Vinson Shannon Gustafson Krista Gayhart Daniel Lemm Lori Lagergren Mary Gephart Kelsev Hunt Jane Souder Eileen Hoffman **Darla Clemens** Mike Peraaho Marianne Worcester **Ravleen Worcester** Martha Childs Kelly Olson Sherry Jokinen Joseph Schneider Jamie Mayer Steven Downing Jill Acheson Sam Augustin Philip Valdez **Douglas Hawkinson Greg Hawkinson Kristina Semler** Carol Ann Clancy Robert Mattei Leith McAulev **Renee Gibbons** Shirley Godwin Annie Erickson Kate Longley Melissa Weidendorf Angela Ogilvie Dajana Condos **Christine Friedlieb** Laurie Benge Tasha Connelly **Derek Fox** Mary Blickenderfer Maggie Rothstein

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Amanda Boggs **Elizabeth Brenden Bobbi Sampson** Malcolm Wallaker Judy Benham Gail Orhn Cvnthia Mallon Nickalas Adams Heather Schienken Jake Olson James Talonen **Kirsten Forsgaard Rachyne Mitchell** Ann Hauser Jason Ritter **Angela Jenkins** Julie Skallman **Deborah Smith** Ruth Ann Connolly Marissa Miller Jessy Goble **Gayle Chesness** Shauna Dall Lucy Traxinger Linda Benge Tia Starks Susan Estee **Becca Longtin** David Duxbury Amy Schulz Mona Petersen **Eileen Menefee** Jane Latimer Laine Yandell Cary Cole-Anthony **Richard Lupu** Jason Jorgenson Lyn Rajala Leah Saarela Linda Bauer Linda Stram Tom Nelson Susan Ryan **Christian McShane** 

### OCTOBER 2020

Kathleen Spencer Danielle Perron Tammi Miller Tad Howard Sandy Bromenschenkel Stephanie Lipscy Samantha Emerson **Connie Daigle** Anne Tofte Greg Taylor Michael Wilkus Wes Tessman **Carl Nordgren** Sonne Jackson Jane Hopeman Jennifer LaFlamme **Kristen Anderson** Carol Anderson Sandra Shaughnessy Robyn Wahlin Tami Krtinich **Bert Kortekaas** Adam Bloch Christy Lasky Dianne Anderson **Tina Murphy** Jim Rack Mike Olson Terri Friesen Mavis Johnson Roger Quern Jessica Beaty Lisa Dabrowski Maiya Salmela Lucy Schneeman **Kristin Norberg** Sherry Shadley Krista Matison Kathleen Nelson Leigh Rusin

Thank you!