



2022 Impact Report

Community
Co-op Market



Our Mission

Community Co-op Market (CCM) exists to improve the health and wellness of the communities it serves through its retail food stores. CCM operates as a cooperative owned by its members and is dedicated to improving the quality of life for its staff, customers, suppliers and neighbors.

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A Letter From The CEO

Troy Bond



Last year, the interim CEO's annual report exclaimed that 2021 was a "wild ride!" Covid dominated our lives and disrupted our buying habits. Supply chain breakdowns were overwhelming. On top of that, CCM started 2022 with a leadership vacuum that ended when I was hired as CEO on May 30th.

Given CCM's precarious launch and the upheavals that followed, my priority was to stabilize the business, reach out to the community, increase the number of relationships with local farmers and producers, and develop a proactive and engaged co-op staff.

Membership + Community are CCM's Foundation

Between May 2022 and April 2023, our membership has grown a whopping 166%. In that time CCM went from 1,400 to nearly 2,400 members... and we continue to grow.

One of the many benefits of membership is that members who are SNAP recipients are automatically signed up for Fresh Access Bucks, a new program that is exclusively available in Leon County only at CCM. Fresh Access Bucks (FAB) allows SNAP recipients up to \$10 of free fruits and vegetables simply by using their SNAP card. Since we rolled out the program last September, we've made a positive impact on food access for dozens of shoppers. In just six months our SNAP transactions increased 22%, while 68% Fresh Access Bucks were issued, and a whopping 85% of FAB was redeemed.

Local Farmers + Producers

Local food does so much good for our health, for sustainability and for our local growers. I pledged that at a minimum 10% of the products we carry are local. (Local is defined as within a 400 mile radius which includes much of Florida, and parts of Georgia and Alabama.) In fact, we

surpassed our goal with a total of 16% local product. The Made-in-Florida product count alone increased by 7.35%, among them are:

- **Martin's Harvest, Marianna, FL:**
Founded by Walter and Tonya Martin in 2020 with a love for growing sustainable, eco-friendly and local produce.
- **TC Bakery, Crawfordville, FL:** Jennifer Young's bakery went from home to storefront in 2019, and now her women-owned, minority-owned business is expanding its offering of deliciously simple southern-style baked goods.
- **Rocky Soil Family Farm, Monticello, FL:**
Kiona and Chris provide seasonal veggies, herbs, and artisan breads made from Old World recipes.

Co-op Staff + Customer Experience

Inevitably after any leadership change, there is turnover. But our new faces bring renewed enthusiasm and excitement to our departments. Our Deli has never had so much variety and quality, the Grocery and Produce departments are constantly sourcing more local products while our Wellness department continues to be the leading resource for natural remedies in Tallahassee.

I can tell by the interactions at weekly manager meetings how the leadership team at CCM collaborates and solves problems together. We share information, we help each other out when scheduling issues occur, and we collaborate on merchandising and marketing initiatives. Our Friendsgiving Feast, for instance, was wildly popular among those who attended, but especially for the staff. We enjoyed putting on one big party for our customers. It gave us a chance to show how much we care about the co-op and guests while serving a sumptuous holiday meal.

The key to CCM's continued success is our dedicated staff. Before we open the store every day, I hold a 'morning huddle' and I end with these words: "Let's make this the friendliest store and the cleanest store in town, and make it a great day," in the hopes that we can create a neighborhood space that is welcoming and inclusive.

Thank you for your continued support of your food co-op in Tallahassee.

In cooperation,
Troy



Highlights

Established in 2019, Community Co-op Market (CCM) is a retail food co-op serving Tallahassee, FL. We're on a mission to ensure that everyone has access to healthy, delicious food and build strong local communities while doing good for the world.



5.4M

Annual sales \$5,441,759



1.7k

1,754 Total members.



72%

Shopper satisfaction – 72% of shoppers surveyed were satisfied or extremely satisfied with their visit.



Members

Benefits

- CCM Members earn **1% cash back** with Member Reward points.
- **Bag discount bonus** – members get 20¢ back for every reusable bag used at check-out
- **Bulk Blowout Bonus** – members get 20% off featured bulk categories on Wednesdays
- **Healthy Food Access** – members currently enrolled in a financial assistance program are eligible to sign-up for our HFA program.
- **Fresh Access Bucks (FAB)** – members are automatically eligible for FAB benefits
- **Case Discounts** – Save 10% on unbroken cases



1754

1754 new members joined



35%

Sales from members 35%.



80%

80% of all members are fully invested.



\$18k

\$18,360 earned by members



Staff

Benefits

- Employees receive a **15% discount**
- **2%** match on 401k
- Short-term + long-term disability insurance available
- Life insurance offered
- Paid Time Off
- Holiday Pay
- Employee Assistance Program



82%

82% of our staff was Full Time and eligible for Health Benefits



\$1.3M

\$1.3 M invested in staff through wages, benefits + staff discounts, etc.



100%

100% all employees receive free co-op membership for duration of employment

 \$18k

\$18,662 saved with employee discount.

 25%

25% Health benefits cost covered

 75+

Over **75 hours** dedicated to staff development



Improving Food Access

Healthy Food Access Membership

We believe healthy, delicious food should be accessible and affordable for everyone. Our Healthy Food Access Program (HFA) creates equitable opportunities allowing all of our neighbors to enjoy local and sustainable foods.

Benefits

- Participants receive a **10% discount** on purchases at CCM
- **Benefits start with \$25** investment, good for the first year

Value Brands Available Everyday

Essential Everyday, Field Day, CCM



\$2k

\$2,171 saved annually with HFA



\$105K

SNAP/EBT sales **\$105,703**



\$1.4k

\$1413. issued annually in Fresh Access Bucks



\$1.1k

\$1,163 accepted in WIC



Supporting Local



 90

90 local vendors + producers

 57k

Sales from local brands came to **\$57,000**.

 16%

16% of items sold at CCM came from local vendors + producers



100% SPECIALTY ARABICA COFFEE

REDEYE

ETHIOPIA
SIDAMO DURATO BOMBE

LIGHT DARK

NATURAL TASTING NOTES
Caramel, Red Berries, Honey

Net wt. 12 oz. (340g) | 1 lb. (454g)

100% SPECIALTY ARABICA COFFEE

REDEYE

HONDURAS COMSA
MANOS DE MUJER

LIGHT DARK

NATURAL TASTING NOTES
Spiced Apples, Candied Citrus, Chocolate

FAIR TRADE, ORGANIC, SHG

Net wt. 12 oz. (340g) | 1 lb. (454g)

100% SPECIALTY ARABICA COFFEE

REDEYE

EQUINOX
ESPRESSO

LIGHT DARK

NATURAL TASTING NOTES
Berry Jam, Molasses, Stone Fruits

Net wt. 12 oz. (340g) | 1 lb. (454g)

REDEYE

COLD BREW

Ingredients: Coffee, Water, Linné.
Ethically Traded & Sustainably Sourced.
16 fl. oz. | Brewed with ♡ in TLH.
RedEyeCoffee.com

REDEYE

Hazelnut Cold Brew

Ingredients: Coffee, Water, Caramel, Hazelnut, Ethically Traded, Sustainably Sourced.
16 fl. oz. | Brewed with ♡ in TLH.
RedEyeCoffee.com

REDEYE

Pumpkin Spice Cold Brew

Ingredients: Coffee, Water, Sugar, Pumpkin Spice, Ethically Traded, Sustainably Sourced.
16 fl. oz. | Brewed with ♡ in TLH.
RedEyeCoffee.com

REDEYE

Blackberry Royale

Ingredients: Hibiscus blossoms, mixed berries, raspberries, peaches and passion cubes.
Recommended: 5 minutes at 205°
Love: Blackberry Royale takes iced tea to a new level with lightly sweetened with muddled fresh blackberries.
Caffeine Free

NET WT. 2oz | 100% LOOSE LEAF | 10 SACHETS

DISTRIBUTED BY TERELLA TEA COMPANY | PACKAGED IN TALLAHASSEE, FL

REDEYE

GOLDEN Sunrise

Ingredients: Rooibos, cinnamon, rose petals, and natural vanilla.
Recommended: 5 minutes at 205°
Love: Golden Sunrise with 1 tsp of chamomile to make the perfect gentle night tea with sweet dreams.
Caffeine Free

NET WT. 2oz | 100% LOOSE LEAF | 10 SACHETS

DISTRIBUTED BY ROYAL NY TEA | PACKAGED IN TALLAHASSEE, FL

REDEYE

Carrot Cake

Ingredients: Carrot, cinnamon, candied ginger, white chocolate chips, nutmeg.
Recommended: 5 minutes at 205°
Love: Carrot Cake freshly brewed with a touch of cream. A hug in a mug!
Caffeine Free

NET WT. 2oz | 100% LOOSE LEAF | 10 SACHETS

DISTRIBUTED BY TERELLA TEA COMPANY | PACKAGED IN TALLAHASSEE, FL

REDEYE

Blackberry Sage Iced Tea

Brewed with ♡ in TLH | Shake Well.
Ingredients: Water, Blackberry, Sage, Lemon, Ethically Traded, Sustainably Sourced.
16 fl. oz. | Brewed with ♡ in TLH.
RedEyeCoffee.com

REDEYE

Iced Tea Peach Thyme

Brewed with ♡ in TLH | Shake Well.
Ingredients: Water, Jasmine Green Tea, Peach, Thyme, Citrus Acid, Sugar, and Natural Flavors.
Caffeine Free | Lightly Sweetened | 16 fl. oz. | Brewed with ♡ in TLH.
RedEyeCoffee.com

REDEYE

Hibiscus Blueberry Iced Tea

Brewed with ♡ in TLH | Shake Well.
Ingredients: Water, Hibiscus, Blueberry, Lemon, Ethically Traded, Sustainably Sourced.
16 fl. oz. | Brewed with ♡ in TLH.
RedEyeCoffee.com



4k

4,821 products listed in our online marketplace.



16mi

16mi delivery radius



\$14K

\$14,207 sold in online orders



\$277k

\$277,840 sold in the bulk department



\$727k

\$727,580 sold in produce



25k

25, 324 gal of bulk water sales. That's means we saved 162,073 20oz bottles. from the landfill.



Community Advocacy + Donations

As a cooperative, one of our core principles is Concern for Community. Because of this, Community Co-op Market is dedicated to enriching the lives of the people in our area, through supporting other local businesses and non-profit organizations.



\$16k

The co-op donated **\$16,000** to local organizations.



\$15k

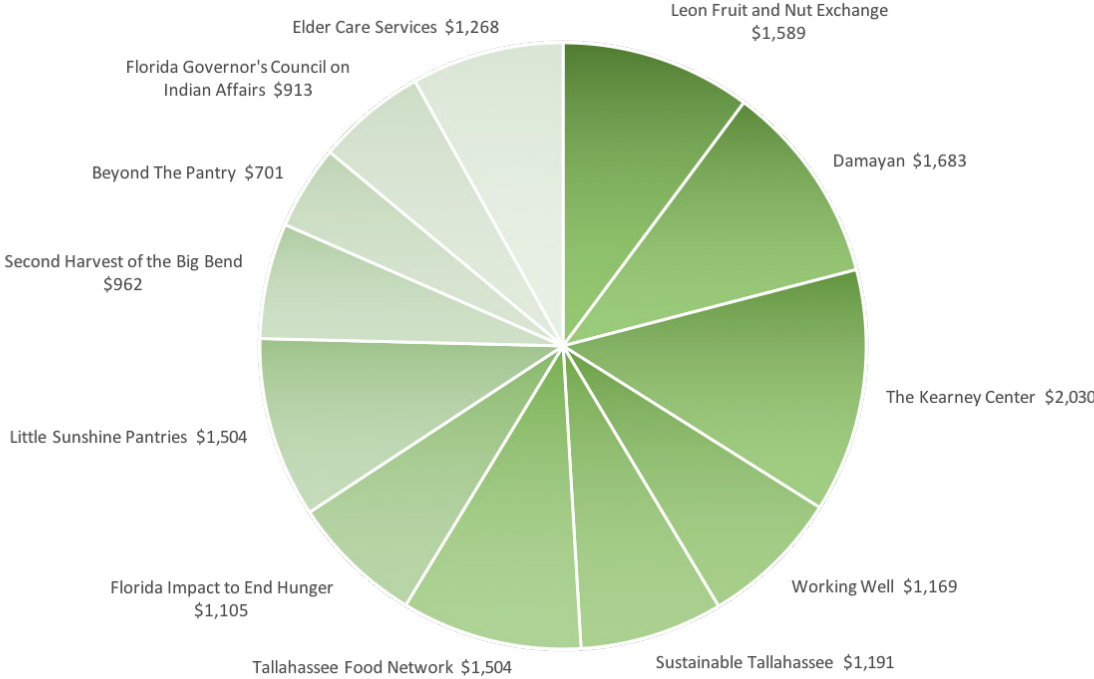
\$15,619 collected for local organizations




12

Awarded **Change** for the **Community** donations to **12** non-profit organizations

Change for the Community 2022 Donations





CCM customers went above and beyond for the Elder Elf gift drive!

Community Impact

In 2022 CCM launched multiple programs aimed at creating a stronger sense of community at the co-op, and supporting more local residents.

- **Community Art Series**

Four artists were featured in our deli, adding a conversation starter and highlighting local artisans.

- **Produce Chop Donations**

Culled produce and trimmings were regularly donated to North Florida Wildlife Center and Compost Community to reduce our food waste.

- **Elder Elf Partnership**

We hosted a community drive for Elder Care Services, collecting commonly requested gifts for their clients.

Thanks to CCM Customers we collected:

6 Microwaves	13 Space Heaters
11 Bed Linen Sets	19 Blankets
19 Wash Cloth Sets	31 Bath Towels
\$515 in gas cards	

Original artwork
by Nikki Ackerman



Bumi the Anteater and friends enjoy scraps from our produce department at North Florida Wildlife Center

Featured Artists in 2022



Nikki
Ackerman
August



Carly
Berry
September



Amanda
Boekhout
October



Netchem
Hairston
November-
December





Education

In 2022 CCM introduced classes and seminars at the co-op. Our most successful series is Kids Can Cook!

These courses, targeting children 4-10, consist of story time and a food craft. Parents are invited to shop during the class, or are welcome to join in the fun!





Marketing

Enews	
Subscribers	800

Website Traffic	
Jan-Dec communitycoopmarket.coop	15k page views
Jul-Dec CCMgrocery.coop	22k page views (^293%)

Social Media		
Reach	Instagram 43k	Facebook 108k
Follows	Instagram 1.7k	Facebook 2.2k
Likes	Instagram 2.6k	Facebook 1.4k
Demographics	Female 80.1%	Male 18.7%

Online Ratings	
Facebook	5.0 ★★★★★
Yelp	4.5 ★★★★★
Google	4.6 ★★★★★

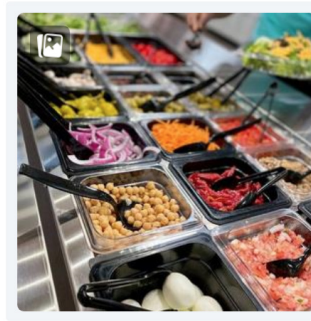
Some Top Performing Social Media Posts



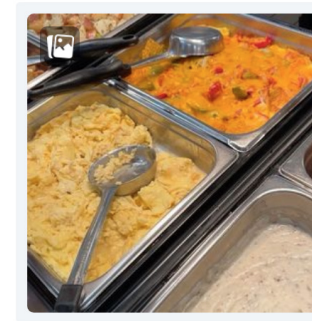
19.4k Accounts Reached



15.3k Accounts Reached



12.5k Accounts Reached



11.7k Accounts Reached



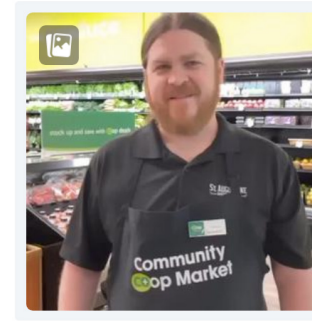
11.2k Accounts Reached



7.9k Accounts Reached



7k Accounts Reached



4.8k Accounts Reached

About this Content

This content is based on co-op impact metrics and other data collected by Community Co-op Market (CCM). As part of an ongoing commitment to demonstrate the value of the cooperative business model to our local community, CCM measures the social, environmental and economic impacts of our food co-op.

