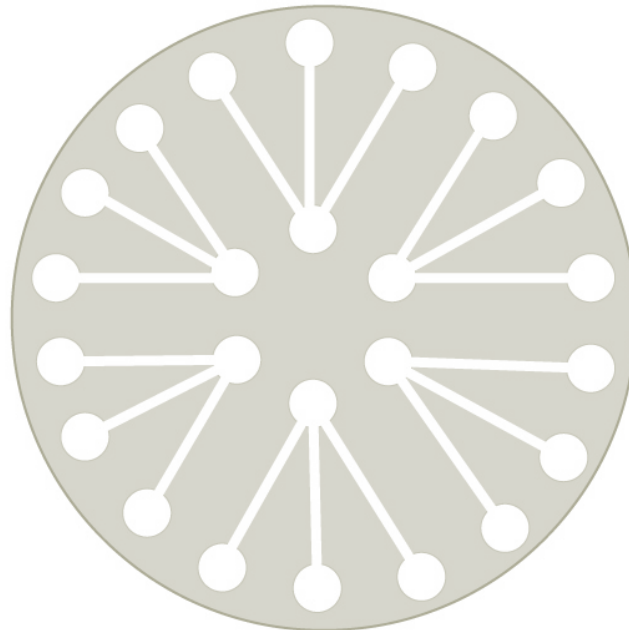


# THE MAYNARD FOOD COOPERATIVE

Help make the vision a reality...

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# WELCOME

- What is a Co-op?
  - Why in Maynard?
  - How does it work?
  - How can you help?
-

# What is a Co-op?

A co-operative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

*International Co-operative Alliance • [www.ica.coop](http://www.ica.coop)*

# Principles of a Co-op

1. **Voluntary & Open Membership**
  - Co-ops do not limit who can join
2. **Democratic Member Control**
  - All co-op members have equal voting and decision-making power in the governance of their business
3. **Member Economic Participation**
  - Basic idea: Co-ops and their money are owned and controlled by their members
4. **Autonomy & Independence**
  - Co-ops limit the influence of outside agencies or business partners to ensure their independence
5. **Education, Training & Information**
  - Co-ops have an obligation to educate members about cooperative business
6. **Cooperation Among Cooperatives**
  - Co-ops help each other to strengthen their economic positions and to contribute to the co-op movement
7. **Concern for Community**
  - Cooperatives work for the sustainable development of their communities

# Co-operative Enterprises...

- ...put people before profit
- ...are community owned
- ...are accountable to members
- ...are successful businesses
- ...strengthen local economies
- ...are resilient
- ...build a better world

# The Basic Idea

A Co-op is a business that is equitably owned and democratically controlled by its members for their common good, the good of the community and to accomplish a shared goal or purpose.

Any surplus (profit) is distributed among members in proportion to their use of the business, or is reinvested in the business.

WHY IN MAYNARD?

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# Having a food co-op in Maynard means...

- *Grocery convenience and affordability*
  - *Local dollars stay local*
    - *Job creation*
- *A welcoming and accessible gathering place*
  - *An outlet for local growers*



# Rochdale Equitable Pioneers

- **Founded 1844**
- **Weavers, Unionists, Activists**
- **Member-Owned Store**
- **Principles for a Movement**



# Rochdale Principles

1. Democratic control, with each member entitled to only one vote regardless of the number of his or her total shares
2. Membership open to all irrespective of race, creed, class, occupation or political affiliation
3. Payment of limited interest on invested capital
4. Distribution of net profits usually called savings or earnings to cooperative members in proportion to the amount of their patronage

# Now and Then....

## 1900's

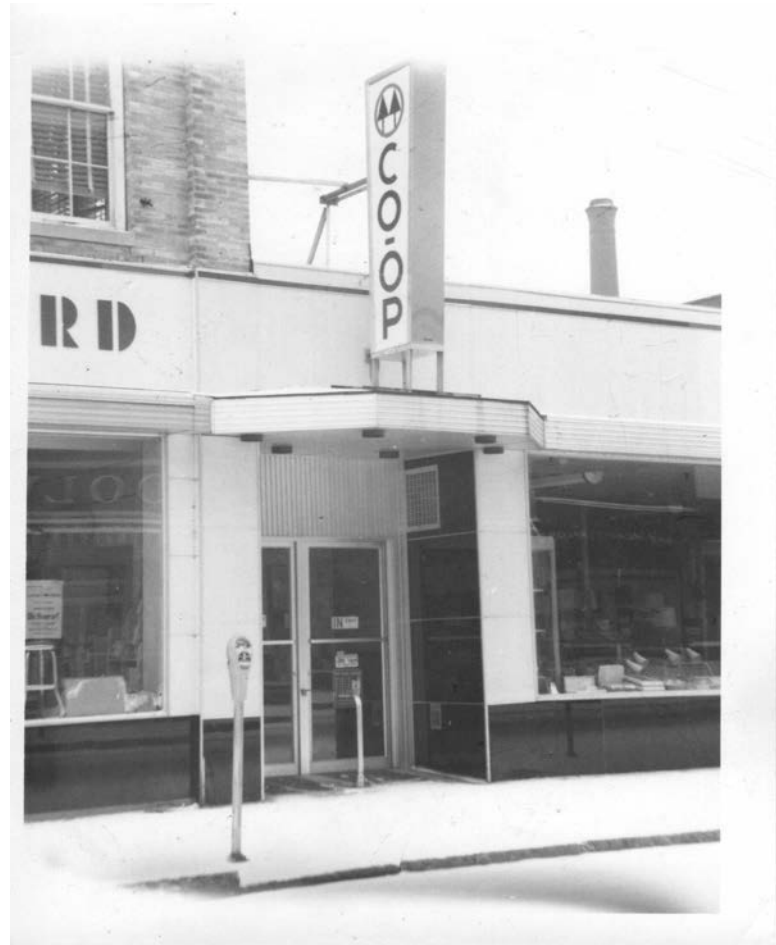
- Dislocation of Local Economies
- Dramatic Shifts in Wealth
- Concentration of Control
- Limited Democracy
- Globalization

## Today



# Maynard Co-op 1906 – 1970's

The United Cooperative  
Society (originally the Kevala  
Co-operative Association)  
Was started here in Maynard  
by the Finnish immigrants.



# Pine Tree Symbol



The pine tree stands for life and growth. It is known as everlasting, so are co-operatives. The original emblem has a background of gold, the color of the sun's rays, which shine on co-operatives.





# “It’s Easy to Shop the Co-op”...



*Thank you Maynard Historical Society!*

# United Nations International Year of the Cooperatives 2012



International Year of  
**COOPERATIVES 2012**

# 2012 International Year of Co-ops

Co-ops “in their various forms, promote the fullest possible participation in the economic and social development of all people, including women, youth, older persons, persons with disabilities and indigenous peoples, are becoming a major factor of economic and social development and contribute to the eradication of poverty.”

*United Nations Resolution 64/136*



# The Vision for The Maynard Food Co-op

- We are building a store that will be owned and democratically governed by its members.
- We believe that a cooperative enterprise can practice economic and environmental sustainability, and can thrive.
- We plan to sell healthy and nourishing food at an affordable price, and in doing so promote healthful living.
- We want to serve as a gathering place, one that is accessible and welcoming.
- We want to engage the community through outreach and education.
- We will empower our members to support the local economy and our local food producers.

# Three Generations of Cooperation



SO LETS BUILD A CO-OP

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# Local Motive

MAYNARD  
CO - OP



LOCAL  
MOTIVE

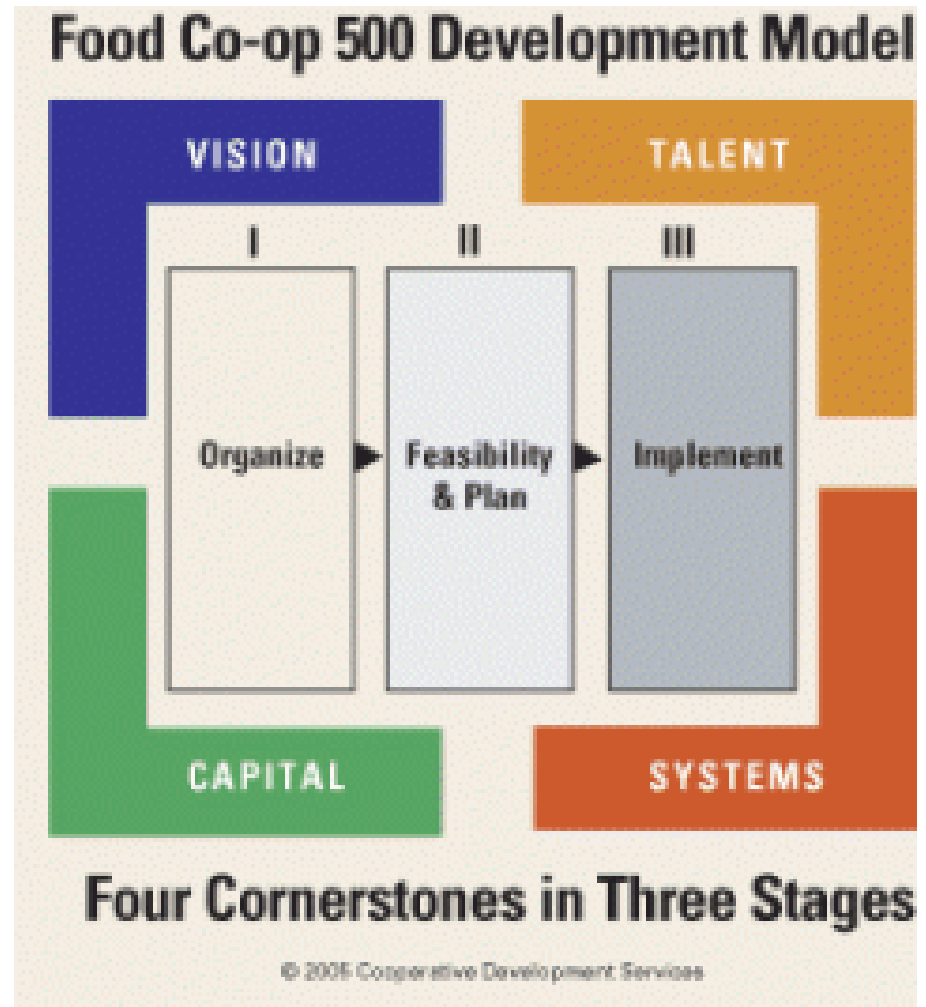
# Four Cornerstones in Three Stages

The model is based upon the four cornerstones of:

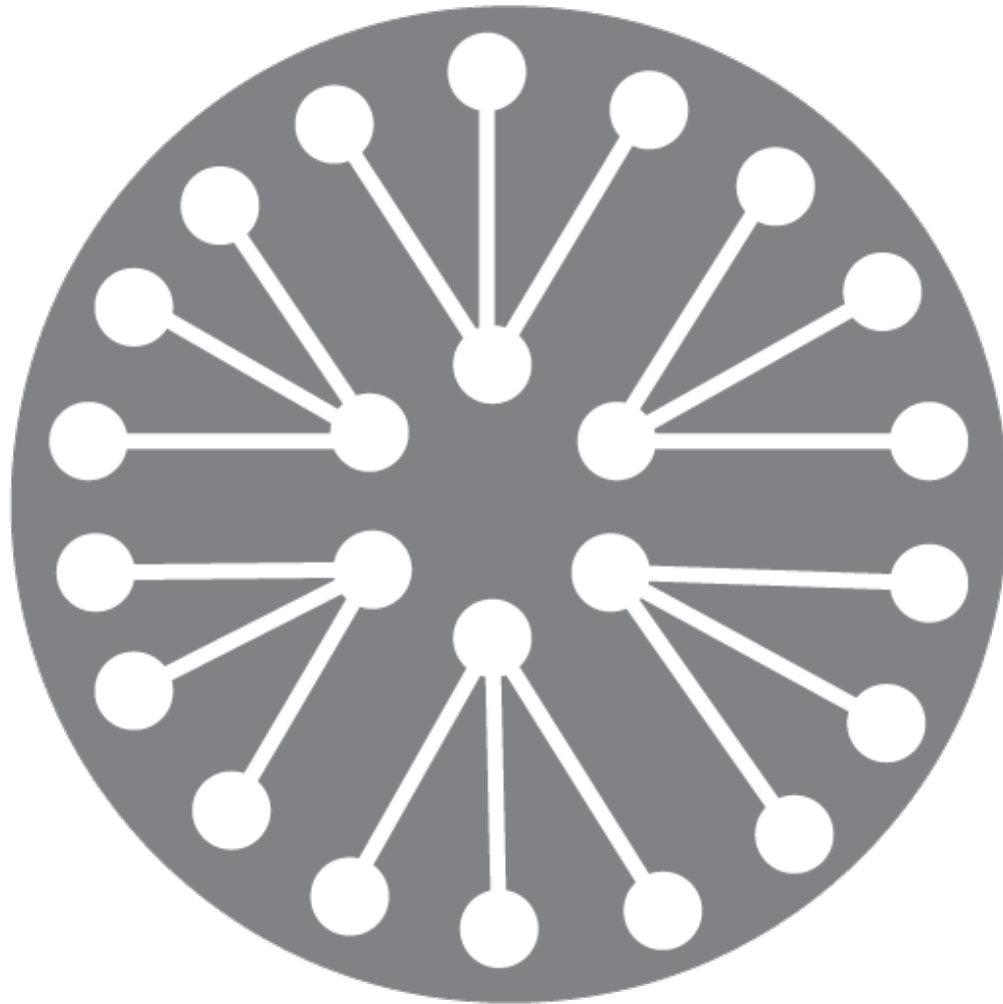
- Vision
- Talent
- Capital
- Systems

Each are within three stages of food co-op development: organizing, feasibility and planning, and implementation.

The four cornerstones comprise the attributes of a successful start-up within the three stages.



# The Core Group



HOW YOU CAN HELP

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# Co-op Resources



**The National Cooperative Grocers Association** NCGA is a business services cooperative for natural food co-ops located throughout the United States. NCGA helps unify natural food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and ultimately offer more value to natural food co-op owners and shoppers everywhere.



**The National Cooperative Business Association** NCBA is the nation's oldest and largest national membership association, representing cooperatives of all types and in all industries. They are

democratically organized and operate according to internationally recognized cooperative principles. Their comprehensive programs helps co-ops strengthen their businesses so they can better serve their members and transform the global economy. The programs include education, co-op development, communications, public policy, member services and international development. NCBA also provides a strong, unified voice on Capitol Hill, and diligently works with lawmakers to enact cooperative-friendly legislation.



**The Neighboring Food Co-op Association** NFCA is a network of over twenty food co-ops in Vermont, New Hampshire, Massachusetts and Connecticut, owned and democratically governed by our more than 80,000

members. Their vision is of a thriving regional economy, rooted in a healthy, just and sustainable food system and supported by collaboration among co-ops. Member co-ops offer a broad range of groceries, with an emphasis on natural, organic, local and fairly traded items.

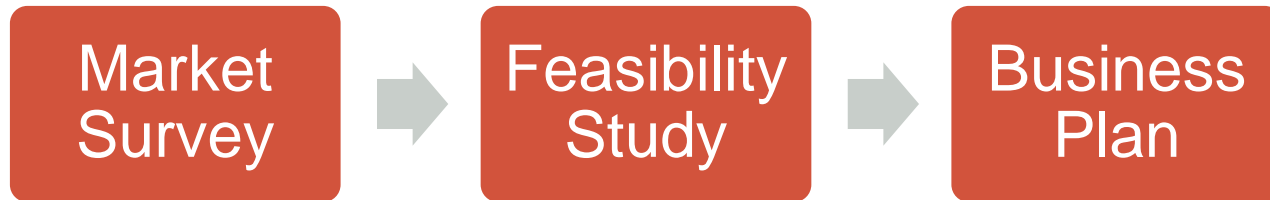


**The Cooperative Grocers Information Network** CGIN is a membership organization founded to support the growth and development of food co-ops. Given the increasingly competitive climate in which all food co-ops operate, CGIN aims to help co-ops maximize their collective resources and keep them, as independent groups, from being put at a

competitive disadvantage. Their purpose is "to strengthen all retail food cooperatives by creating community and facilitating the sharing and development of resources among members."

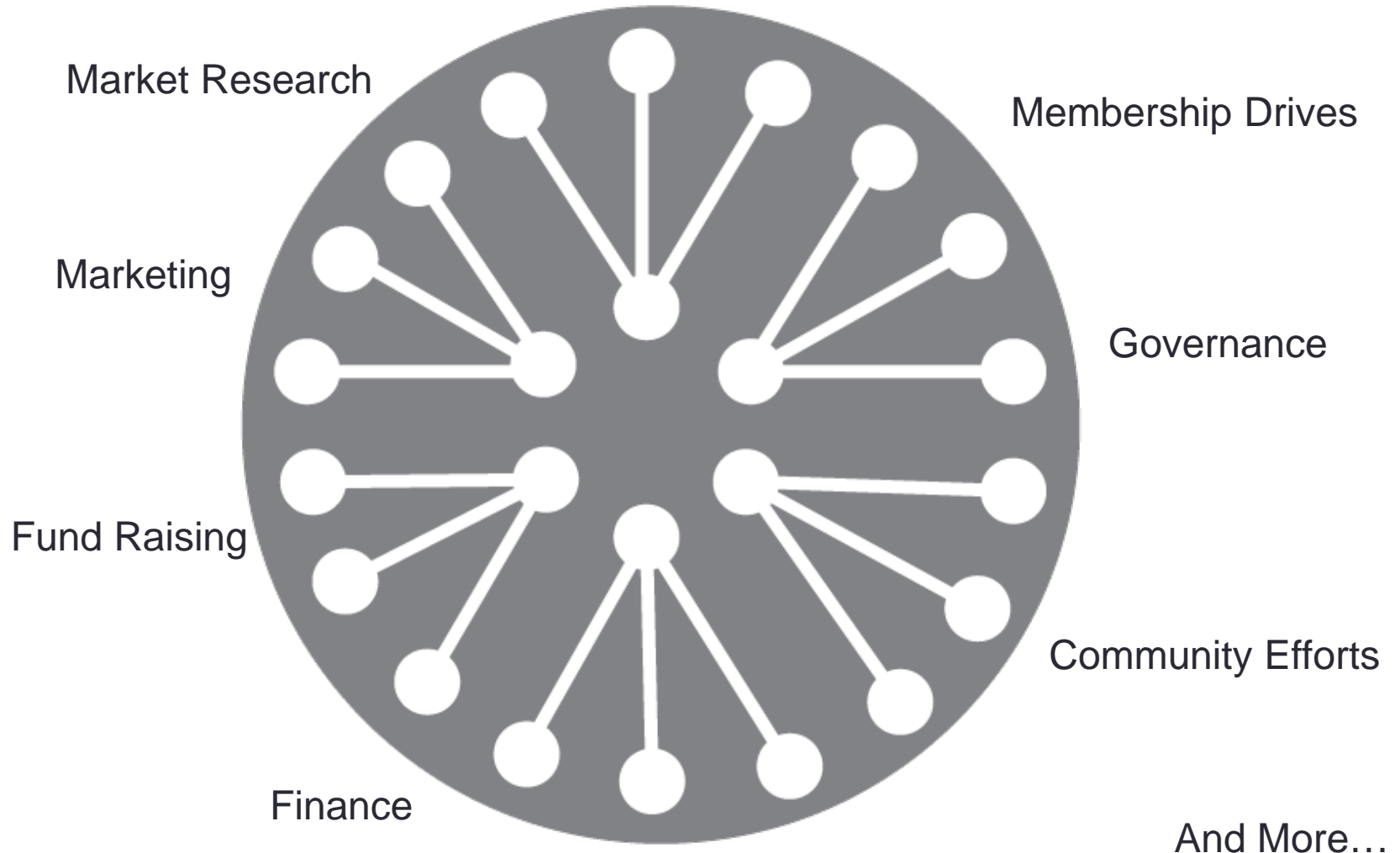


# Next Steps



# How can we build this together?

## Help us fill in the dots...



# Are you able to...

- Write a business plan
- Write loan and grant applications
  - Write board by-laws
  - Write a mission statement
- Run or participate in membership drives
  - Advertise online and offline
  - Connect with local farmers?

**Next step is creating a working a  
core group to start the co-op.**

Come to our next meeting June 14<sup>th</sup>,  
Prudential Real Estate Building, 2<sup>nd</sup> floor 7:00pm

**If you have time & energy the Co-op needs you!**

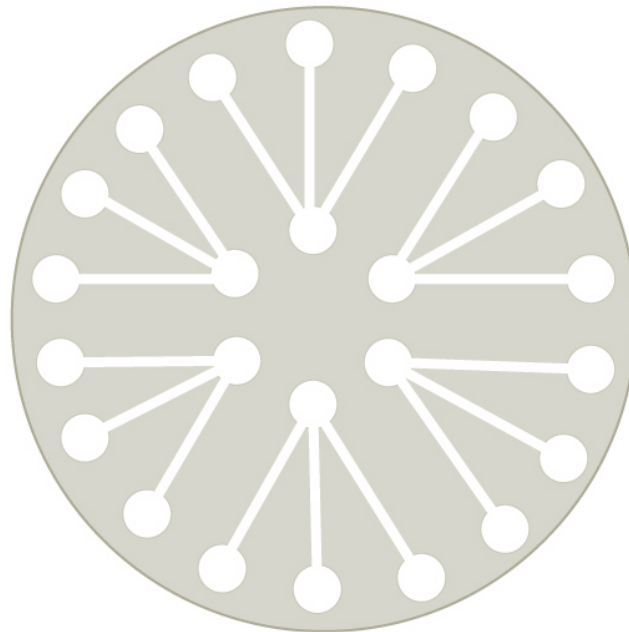
# Open up the floor...

- Questions?
- Your visions and ideas?

Thank you for your time!

Contact Us:

**[maynardfoodcoop@gmail.com](mailto:maynardfoodcoop@gmail.com)**



# More Co-op Resources

## Organizations to Contact

### **CDS Consulting Co-op**

<http://www.cdsconsulting.coop>

CDS Consulting Co-op is a network of independent consulting professionals. Consultants specialize in helping food co-ops achieve growth, increase profitability, improve board leadership, strengthen management, and more fully serve members and their communities.

### **Cooperation Works!**

<http://www.cooperationworks.coop>

A cross-sector cooperative development network. Click on "members" on the website to get a list of regional co-op development agencies.

### **Cooperative Grocers' Information Network (CGIN)**

<http://www.cgin.coop>

CGIN is a nonprofit association of North American food co-ops. Its website offers general information, resources, and links for food co-ops, as well as a library of materials accessible only to CGIN members. CGIN also operates a listserve open to anyone interested in food co-ops.

### **Cooperative Grocer magazine**

<http://www.cooperativegrocer.coop>

*Cooperative Grocer* is published every other month. Readers will find articles on operating co-ops, relocation and expansion projects, and other topics of interest to food co-ops. The website offers an index of back issues and articles, many of which are available online.

### **Food Co-op Initiative**

<http://www.foodcoopinitiative.coop>

Food Co-op Initiative is a nonprofit foundation created to provide resources and support for communities that want to start food co-ops.

### **International Co-operative Alliance**

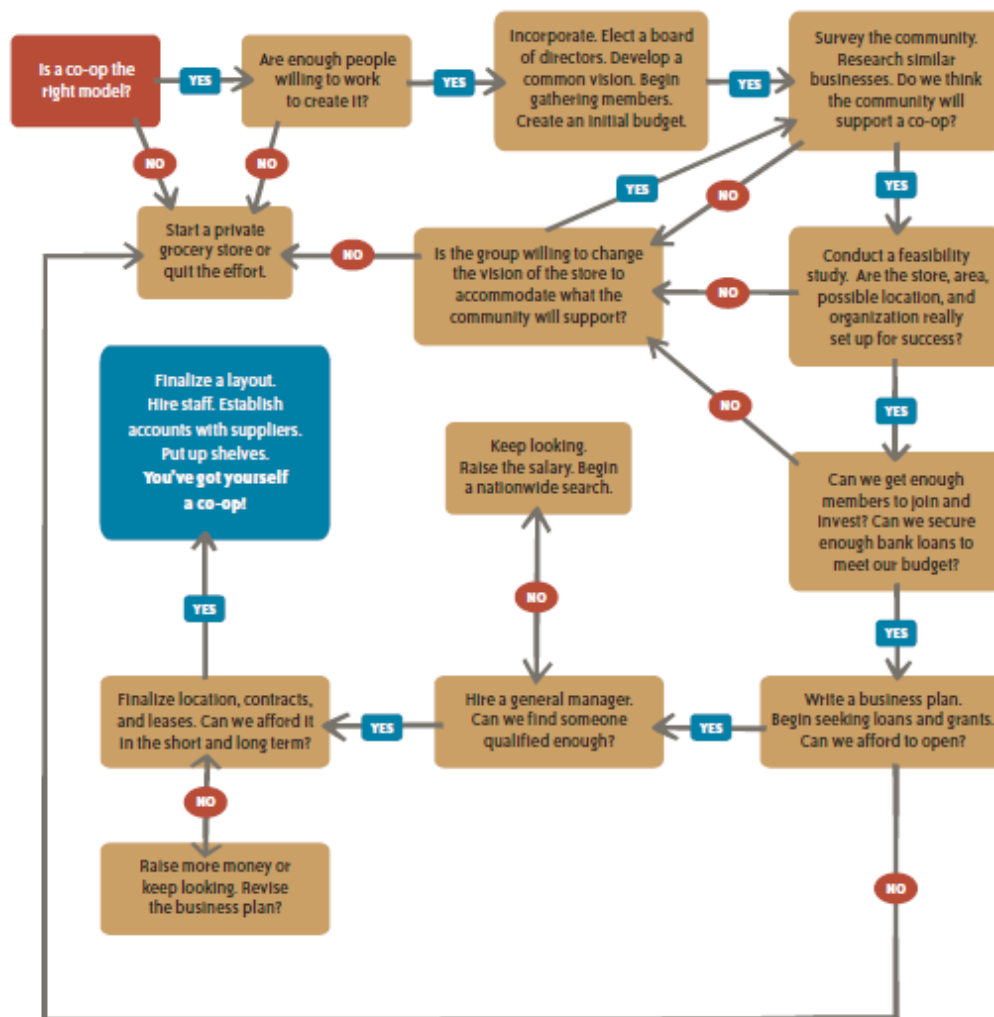
<http://www.ica.coop>

The International Co-operative Alliance brings together cooperatives from more than 100 countries. The website provides general information about cooperatives around the world.



## How to Start a Food Co-op

*adapted from Kitsap Community Food Co-op, Kitsap, Washington*



## Dixon Cooperative Market at a glance

Year Incorporated	2003
Year Opened	2005
Number of members at opening	100
Number of members in 2010	400
Member equity investment	\$200 or \$25 per year
Total cost of project	Appx. \$35,000
Member loans	None
New member equity	Appx. \$10,000
Financing	\$32,000 USDA grant
Number of staff at opening	3
Number of staff in 2010	5
Retail Sq. Feet	1,000
First-year sales	\$126,000
2010 sales	\$500,000



## Friendly City Food Co-op at a glance

Year Incorporated	2007
Projected Opening	2011 (opened June 6, 2011)
Projected # of members at opening	1,200 (actual)
Number of members in 2010	1,035
Member equity investment	\$200
Total cost of project	\$1.8 million
Member loans	\$700,000 (goal of \$950,000 by 2011)
New member equity	\$200,000 (goal of \$240,000 by 2011)
Financing	\$500,000
Retail Sq. Feet	4,200
Projected first-year sales	\$2.5 million