

## A Note from the Chair

**W**HEN I was an obnoxiously precocious kid, I asked my Dad what philosophy was. He replied it was the effort to answer the questions “What is the good life?” and “How do we achieve it?” My own effort to answer those questions has led me to the Riverside Food Cooperative and motivated me to become the Chair. I suspect that like me, all of you have joined RFC because what we do satisfies your desire to live a good life.

It’s not just the food. Farmers markets sell produce and other items that are delicious and healthy, and I shop at them as well as subscribing to our crop box. RFC takes the whole concept of “good” food and kicks it up a notch:

1. The principles of co-operative business require RFC to operate in an ethical way.
2. See #1. We look out for our neighbors. For RFC, that means providing a local market for farmers, promoting local food sources for consumers and providing jobs along the way.
3. See #1. RFC encourages farmers to care for the land and water that will feed future Riversiders.
4. We cherish democratic principles and try to forge connections among people in a society where many of us are on our own (not always in a good way).

**W**E have reached a critical point in RFC’s progress from a brainstorm growing out of the Occupy Movement to an enterprise with grant contracts, budgets and the potential to operate a store.

By now, everyone should have received an email asking for a vote on changing our member equity structure in order to promote membership. Increased membership will be the key to achieving more of our goals as a business and agent for social change, one bite at a time.



Sala Ponnoch, Chair of Riverside Food Cooperative, Inc.

# RIVERSIDE FOOD COOP INC. ANNUAL MEMBERS REPORT 2015 2016

JULY 17, 2016

## RFC Earns Business Credibility

*Almost \$15,000 in local farm dealings.*

*Employees hired.*

Steady “industry and independence” was our theme this year. Here is a recap of some of our 2015-2016 activities that point the way to future growth and real effectiveness as a cooperative business.



### Profit and Loss (May 2015 to April 2016)

Description	Total
<b>Income</b>	
Crop Box	\$15,495.50
Crop Box - Unspent Funds	20.00
Al Centro HEAL Zone (HZ)	38,178.89
EBT Sales of Product Income—HZ	1,768.28
Refunds-Allowances	41.61
Reimbursement	19.00
Sales	0.00
Sales of Product Income—HZ	7,329.13
Shipping, Delivery Income	256.50
Unapplied Cash Payment Income	0.00
<b>Total Income</b>	<b>\$63,108.91</b>
<b>Cost of Goods Sold</b>	
Cost of Goods Sold	6,278.71
Freight & delivery - COS	628.24
Purchases - COS	520.00
Supplies & Materials - COGS	370.75
<b>Total Cost of Goods Sold</b>	<b>\$7,797.70</b>
<b>Gross Profit</b>	<b>\$55,311.21</b>
<b>Expenses</b>	
Advertising	1,274.55
Advertising—HZ	3,370.82
Bank Charge	260.40
Bank Charges	497.22
Charitable Contributions	93.17
Dues and Subscriptions	190.90
Freight and Delivery	115.20
Bank Fees—HZ	405.89
Cost of Labor—HZ	13,616.99
Payroll Taxes—HZ	3,335.00
Supplies and Materials—HZ	2,005.82



“Micro-local”  
 farm sources.



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**May 1, 2015**  
 CCCD Co-op Conference 2015. Nick and Jeremy attend in Sacramento.



**May 4, 2015**  
 GrowRIVERSIDE Photo Shoot with Sue, Nick and Scott.



**May 16, 2015**  
 Dinner at the Grove at Fox Farm.



**Jun 11, 2015**  
 GrowRIVERSIDE

**Jun 12, 2015**  
 Food For Change screening at First Congregational Church

**Jun 26, 2015**  
 Meeting with Long Beach Fresh at Fox Farm.

## Local Investment, Local Growth

“Healthful local food for a stronger Riverside.” Our 2015-2016 financial statement shows our commitment to local business and healthy Riverside communities. We expanded the scope of our enterprise while stabilizing the RFC’s core independent operation. Our challenge is to invest in ways that mutually strengthen our programs, our supply chain, and our support network. We grow the roots to grow the fruits.

### Profit and Loss (May 2015 to April 2016)

Description	Total
Insurance - Liability	154.80
Legal and Professional Fees	622.28
Office Expense	409.54
Other General and Admin Expenses	1,469.56
Promotional	541.89
Purchases - COS—HZ	14,477.59
Refund Crop Box	621.00
Shipping and Delivery Expense	373.14
Stationery and Printing	162.42
Taxes and Licenses	5,243.49
Uncategorized Expense	116.21
<b>Total Expenses</b>	<b>\$49,362.88</b>
Net Operating Income	\$5,948.33
Other Income	
Other Ordinary Income	35.00
<b>Total Other Income</b>	<b>\$35.00</b>
Other Expenses	
Miscellaneous	(-12.00)
Refund Member Share	1,340.00
<b>Total Other Expenses</b>	<b>\$1,328.00</b>
<b>Net Other Income</b>	<b>(-1,293.00)</b>
<b>Net Income</b>	<b>\$4,655.33</b>



**When dollars remain, dollars return.**



**Jul 8, 2015**

LULAC Meeting with Sue.

**Aug 8, 2015**

National Night Out at Lincoln Park.

**Aug 12, 2015**

WE ACCEPT EBT.

**Aug 25, 2015**

The Uncommon Good Slow Money attended by Scott and Sue.

**Aug 26, 2015**

EMPLOYEE #1

**Aug 31, 2015**

Al Centro mini-Produce Stand Grand Opening!

**Sep 10, 2015**

HEAL Zone Community Forum at Longfellow Elementary School.

## Owning Our Community, Beyond Participating In It

Our work as the Riverside Food Co-op always reflects the 7 Principles of Cooperatives, which direct all co-ops to translate *cooperation* into *action*. Your basic Member-Owner right to help make vital decisions is the soul of **Democratic Member Control**. 2015-2016 was a year further packed with productive, principled activity.

**HEAL Zone. Concern for Community.** Our major project this year was HEAL Zone (Healthy Eating, Active Living), ending April 30, 2016. We provided 28 Al Centro local produce markets at Bobby Bonds Park. We hired 8 employees, including a graduate of the Eastside Leadership Academy. We accept EBT.



We provided a low-cost weekly bag of produce to 100 subscribers who attended health and nutrition workshops by RFC, County nutritionists, Master Preservers and Master Gardeners.

We attended meetings, focus groups, community forums, health fairs, and made presentations to grant funder Kaiser Permanente. We have been granted the project for three more years.

**Crop Box. Member Economic Participation.** Our longstanding crop box program funds operations, including the website, softwares, advertising, licenses and permits. The program is steady at 42-50 boxes a month. RFC donates unclaimed boxes to Project SafeHouse.

**Riverside Food Systems Alliance. Autonomy and Independence.** RFSA is an outcome of the annual GrowRIVERSIDE conference as a nonprofit food policy council bringing together various stakeholders to improve farming and food access. The RFC stands behind the RFSA goal of a strong, independent Riverside with its rich farming assets. Nick and Scott are on the Advisory Board, Sue is on the Executive Committee. RFC is also connected to food policy councils in Orange County and Long Beach.



**GrowRIVERSIDE. Continuous Education and Outreach.** Planning for 2016 was a joint project of RFSA and the city with 2,500+ volunteer hours donated to community events leading to the March conference. This year the conference earned a profit, and has City Council approval for next year. RFC had a prominent table, and Sue moderated the finance speakers. Scott provided a tour of Fox Farm.



**Community Gatherings.** RFC helped organize gatherings, with Fox Farm donations.



Weekly Harvest launches for the Eastside HEAL Zone.



Sep 27, 2015

2nd ANNUAL MEMBERS MEETING. A Santa Ana group starts a growers co-op.



Oct 17, 2015

Kiva Zip Loan for Fox Farm funded.

Oct 20, 2015

Big Brothers Big Sisters Bowl-a-thon attended by Nick and Maune.

Nov 3, 2015

Sustainable Agriculture Innovation Conference attended by Scott

Nov 21, 2015

Black Health Expo at UC Riverside. Sala attended.

Dec 8, 2015

Slow Money Inland Empire Mixer at Health's Kitchen.



May 16, 2015. Dinner at the Grove at Fox Farm. Rodney Taylor of RUSD (speaking) was a close ally of RFC and our local food movement.

Health’s Kitchen hosted a local food artisan showcase and a Slow Money event. Citrus Heritage Park hosted a Farmer’s Forum. Dinners in the Grove at Fox Farm, the RUSD kitchen, and the Davidson Grove featured local chefs using fresh produce, as fundraisers for GrowRIVERSIDE.



**M**embership in Groups. Cooperation With Cooperatives. RFC is a member of the California Center for Cooperative Development (CCCD).

Nick and Jeremy Murphy attended the CCCD Conference in Sacramento in 2015. Sue and Sala attended in 2016, where Sue volunteered with programming and event coordination. We are also a member of Victoria Avenue Forever. Nick is on the organizing committee of the Garden Council and board of Wood Streets Green Team and RFSA. Scott is on the board of RFC and RFSA and the Farmer’s Guild. Sue is on the board of RFC and RFSA. Sala is on the board of LULAC.

**O**utreach Events. Open and Voluntary Membership. RFC tabled at Pick and Pledge, Green Fest, Black Business Expo, National Night Out, Eastside Health Fair, and the first Victoria Avenue Day. We donated to Big Brothers Big Sisters, RFSA, and the CCCD conference. We screened the co-op film *Food for Change*. Seedstock’s newsletter published articles about Riverside Food Coop and Fox Farm.

**kiva KIVA ZIP LENDING GROUP.** Sue and Scott attended regular events for Slow Money with its innovative social approaches to raising small business capital. Scott’s cooler project at Fox Farm was funded through a Kiva Zip loan. RFC now has a Kiva Lending Group to create a bloc of individual micro-loans. In this way we can deploy social power to help build small businesses as potential RFC vendors. We grow together.



Dec 9, 2015  
HEAL Zone Site Visit.

Jan 12, 2016  
CCCD Co-op Conference 2016 Planning with programming by Sue.

Jan 25, 2016  
“Small farmers at the forefront of Riverside’s urban agriculture” Seedstock article by Laura Hurst

Pick and Pledge Sala attended.

Jan 27, 2016  
GrowRIVERSIDE Community Gathering at Health’s Kitchen.

Feb 2, 2016  
Kaiser Permanente Community Forum



Feb 24, 2016  
GrowRIVERSIDE Community Gathering at Health’s Kitchen.



Mar 4, 2016  
GrowRIVERSIDE Growers Forum

## The Year 2016-2017

*Is a cooperative grocery store stocked with healthy food, grown locally, and supporting Riverside's economy a part of our future?*

### WHO ARE WE?

*We are office workers, librarians, school teachers, programmers, farmers, mechanics, military personnel, sales representatives, social workers, community organizers, dispatchers, house cleaners, Master Gardeners, freelancers, paralegals, promoters, photographers, yoga instructors, cashiers, administrators, dentists, stay-at-home parents, mediators, probation officers, executive directors, archivists, construction workers, realtors, lawyers, ministers, biologists, shopkeepers, Peace Corps volunteers, investors, students, artists, Master Preservers, PR executives, cooks, accountants, police officers, college professors, landscape designers, city and county employees, soccer coaches, bakers, authors, retirees, restaurant managers, small business owners, musicians, health care workers, your family, your friends, your neighbors.*

WE ARE RIVERSIDE.



### Riverside Food Cooperative, Inc.

#### Mailing Address

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 riversidefoodcoop@gmail.com  
 riversidefoodcoop.com | (951) 290-7327

#### Board of Directors

- Sala Ponneck, *Chair*
- Eric Soule
- Jim Stewart
- Rigo Barragán
- Scott Berndt
- Sue Struthers, *Treasurer*

#### CORE Team

- Becky Barragán, *Secretary*
- Alicia Doktor, Alicia Tripp, Analicia Gomez, Bev Eskew, Diana Myers Hyatt, Elizabeth Ayala, Jenessa Stemke, Jeremy Murphy, Jorge Fierros, Maune Vaca, Nick Melquiades, Will Cobb

We are now at just over 100 Members. If Riverside wants a cooperative grocery store, this must be the year of more dynamic membership growth. We must climb from about 100 Members to 300 and beyond. With at least 300 Members we can begin a more intensive level of planning for our vision.

Your membership numbers will show the Board of Directors that this vision is viable in our town. We want a co-op grocery store, and we can make it a reality. But only if you, your neighbors and your friends sign up, to loudly proclaim:

- ① Riverside wants a source for healthy food grown locally.
- ② Riverside cares about the economic benefit of spending our dollars on food grown by local farmers, and put on the shelves by local workers paid a livable wage.
- ③ Riverside wants to build its community around health and vitality with a gathering space to share ideas and knowledge.
- ④ Riverside wants to support entrepreneurial small food producers by purchasing their products in our store.

A cooperative store will not happen without more Members. And each Member must help in this drive by recruiting other Members. All things are possible with your cooperation. Nothing is possible without it.



**Mar 12, 2016**  
 Eastside Health Fair with Al Centro present at Bobby Bonds Park.



**Mar 21, 2016**  
 GrowRIVERSIDE 2016

**Mar 22, 2016**  
 GrowRIVERSIDE Farm Tour

**Apr 9, 2016**  
 Victoria Avenue Day at Poly High School



**Apr 13, 2016**  
 Eastside Resident Leadership Academy Graduation



**Apr 23, 2016**  
 Green Festival and Summit

**Apr 30, 2016**  
 CCCD Co-op Conference 2016. Sue and Sala attend in Sacramento.