

KINGSTON FOOD CO-OP



2020 YEAR IN REVIEW



@kingstonfoodcoop

kingstonfoodcoop.com

A note from our council



What a year 2020 was! Despite the many challenges that came along with COVID-19, we were able to keep the Co-op on track, maintaining deadlines and exceeding membership goals. We are working hard to make sure each of our members knows what the leadership team has been up to, what our cooperative grocery store is all about, and what this development process entails (spoiler alert: it's a lot!). We have heard from hundreds of you this year via working groups and member meetings, phone calls, emails, and social media about what you want to see in this co-op - and we are committed to making this co-op the best it can be for our members and for Kingston.

With over 1,000 members, including more than 160 solidarity members, we are becoming more representative of our Kingston community - and better aligned with our core values. We are so grateful to each of you for getting involved to bring this cooperative to life! Now that we have built a strong community foundation, we are embarking on the hard work of opening a values-driven grocery store owned by our community. Each of you has a role to play in our success, and we appreciate you!

Yours in solidarity,

The Kingston Food Co-op Council

Keyvious Avery, Veronica Martinez-Cruz,
Joe Greenberg, Katy Kondrat, Lyndsay von Miller

Accomplishments & successes ✓

2020 has brought many exciting developments and changes for our co-op. Together, we're celebrating:

- **Equity & access**

- Announcing \$0 solidarity memberships
- Reaching 15% solidarity membership
- Our members establishing the co-op's core values
- Collaborating with community fridges, Kingston Mutual Aid and Kingston Emergency Food Collaborative to support our neighbors facing food insecurity

- **Member engagement**

- Holding our first annual meeting
- Electing our co-op's first council members
- Calling several hundred members in our July member call campaign
- Holding monthly working group meetings and Member Meet & Greet in February

- **Business and financial planning**

- Market study complete, pro forma and business plan in process
- Accepting Hudson Valley Currents, integrating local currency into long-term planning

- **Membership growth**

- Successful summer and winter membership drives reaching over 1,000 members
- Welcoming 6 volunteer member ambassadors

- **Building development**

- Regular meetings of Building Development Committee to plan the build-out
- Beginning the demo/clean up of our co-op building at 1708 Broadway

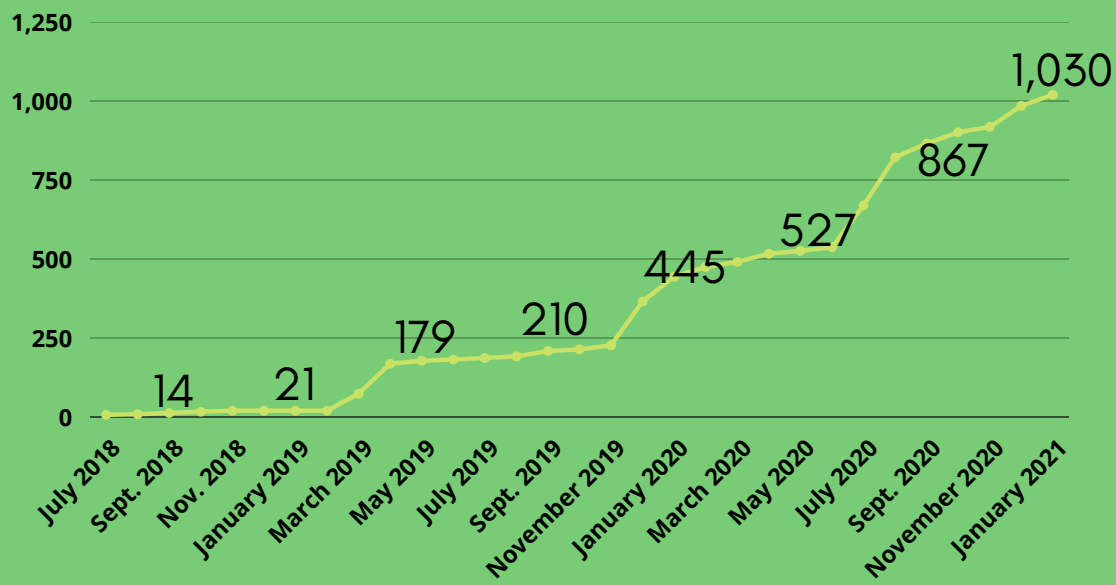
- **Professional development**

- Hiring our Outreach Coordinator, Siobhan DuPont
- Participating in monthly peer calls with co-op development organizations Food Co-op Initiative (FCI) & Neighboring Food Co-op Association (NFCA)
- Attending the national Up & Coming Co-op conference for start-up food co-ops in Madison, WI





Our membership has more than doubled since January 2020!



So what's next in 2021?!

We have a lot to do!

Our priorities this year are to:

- Hire a design team and design the interior and exterior of the building
- Finalize our business plan and financial projections for store operation
- Continue building and diversifying our membership so we have a solid and representative customer base when we open
- Strengthen our governance processes so we are ready to bring a General Manager on staff
- Begin the process of hiring a General Manager



Gather with us

(virtually) at our

2nd Annual Meeting

Saturday, April 11th at 12 pm

This co-op depends on **YOU!**

Our food co-op is not just a grocery store - we are a community of over 1,000 people who want to build a more equitable food system in Kingston, the Hudson Valley and beyond. Our leadership team continues to center this vision as we charge ahead, and we need your voices, ideas, and energy to fuel this work.

Ways to share your voice

Join a regularly scheduled working group that interests you:

- Sustainability
- Food & Social Justice
- Member Engagement
- Building Development Committee

Join us for events

- community walks
- council check-ins
- special events
- volunteer for member calls, etc.

Run for a seat on the Council

Find out more and apply at
kingstonfoodcoop.com/nominations



Our Core Values

Openness & Equity

Social Responsibility

*Transformation of our
Food System*

Accountability

