



Shop Local. Eat Fresh. Have a Say.

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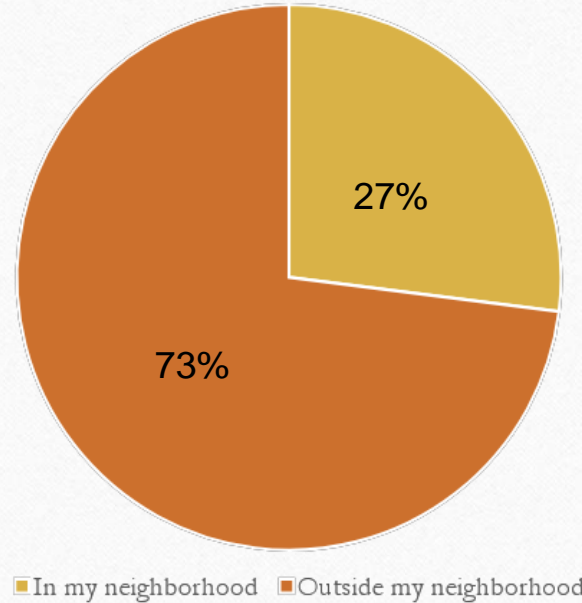
Food dollars are leaving I.B. & residents are driving out of town to shop!

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Market data (Esri) show that in a 6 month period:

- 1,500 I.B. residents shopped at Whole Foods
- 2,500 shopped at Trader Joe's

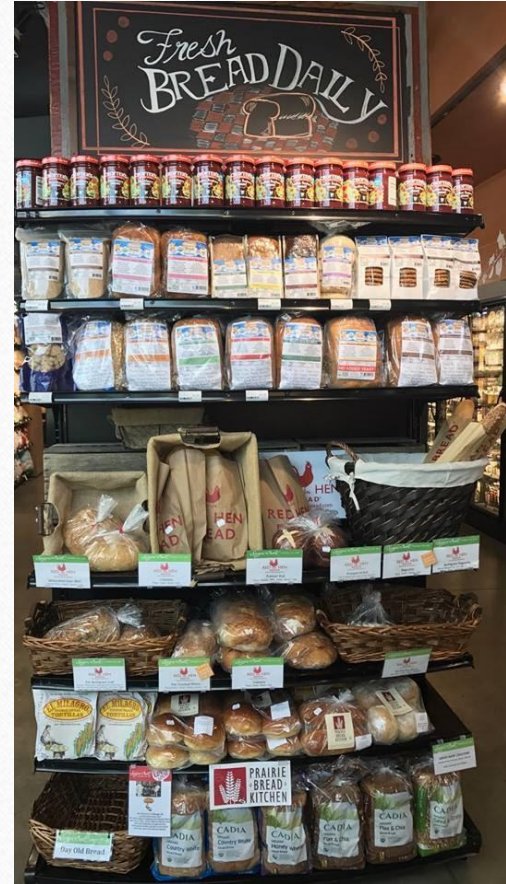
2016 Community Survey:  
“Where does your family buy most of the food you regularly prepare?”





Community-owned, tailored to community-needs, organic, local, environmentally-friendly food & products





Fresh bread



**Bulk syrup, honey, fresh-ground nut butters, loose-leaf tea & coffee beans**





**Natural personal care & bulk household products (to reduce packaging waste)**



Local Farms – know where your food comes from & how far it's traveled





Local Farms





**Prepared Grab & Go Items**





Good, local jobs and a retail outlet for small & local businesses



# What is a Co-op?

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- A business owned and governed by the people who use it (each owner-member gets 1 vote)
- People coming together to meet their mutual needs
- A specific type of corporation with a distinct legal structure
- **It's a business by the people for the people!**

# Why a Food Co-op?

Increase  
Options

Better access to healthy food

Meet Local  
Needs

Tailored to community's needs & desires

Keep \$\$'s  
Local

Shop local & support local jobs, farms & businesses

Strengthen  
Community

Co-ops = local control



# SunCoast Vision

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Amber Forest McHale

We envision a healthy community, with access to quality food in a vibrant and welcoming market, where anyone can be an owner and everyone can shop.

# SunCoast Mission



To provide a customer-owned food cooperative offering natural, local, and organic products at reasonable prices while supporting the local economy, providing food education, and advocating for environmentally sustainable practices.



1

Idea



Organizing

- Community survey
- Professional advisement
- Incorporation
- Owner kick off
- Preliminary market study
- Elect 1st board

FIRST 300 OWNERS

2

Figuring it all out



Feasibility

- Feasibility study
- Explore sites
- Financial pro forma
- Business plan

~500 OWNERS

3

The details



Planning

- Hire general manager
- Select location
- Plan owner loan campaign

~600 OWNERS

4

Making it happen



Pre-Construction

- Owner loan drive
- Secure financing
- Finalize site
- Draw plans

~800 OWNERS

5

Building it



Construction to Opening

- Complete construction
- Hire staff
- Buy equipment
- Stock the store
- Promote

Grand Opening Celebration



~1000+ OWNERS

# Nifty 350!

## Process





# 2014 Map of CA Food Co-ops

## 2018 Updated List

- 14 Mature Co-ops
- 5 New (opened 2008-13)
- 11 Startups - I.B., South L.A., Laguna, Long Beach, Riverside, Ventura, Paso Robles, San Jose, Benicia, Petaluma, Auburn

[#19 closed; #21 & #25 efforts ended]



# Mentoring and Support

We Have  
Great  
Partners



## Local Partners







# STRENGTH IN NUMBERS

2015 PLAYOFFS

## We are Owners!

- Easy application & share purchase on website, Facebook & by mail or e-mail
- Owner benefits:
  - Vote
  - Special owner appreciation events
  - Special owner discounts when store opens and can earn patronage refunds in profitable years

# Apply from SunCoastMarket.coop



100 OWNERS

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- Contact us at (619) 869-7040, or [info@suncoastmarket.coop](mailto:info@suncoastmarket.coop)





# What else would you like to know?

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