



I'm happy to report that 2012 has been **another stellar year** for Mississippi Market. We continue to provide member-owners with fresh, local and organic food, and to support local farmers and suppliers. Our financial report speaks for itself. But there is more to the story.

Meeting the needs of our member-owners is a cornerstone to our **success**. Last year we added a delightful garden and more parking at our Selby store. This work, combined with a beautiful interior remodel which improved the layout, made the store easier to shop. Our West 7th store continues to exceed our financial predictions and has been a **catalyst for community building**.

Today we are in a good position for **future growth**. Gateway Food Initiative, a group working to bring healthy food options St. Paul's East 7th Street neighborhood has approached us about partnering with them. As a result, we've submitted a proposal to St. Paul Planning & Economic Development for an E. 7th site that is now vacant. With current awareness of food deserts and this neighborhood's lack of access to fresh food and produce, a new store in this area would really serve a need and could energize an already strong community spirit.

We aren't the only cooperative growing and thriving. The recession has been a time of unprecedented growth for new cooperatives around the country. **Cooperation among co-ops** is a core principle. We remain connected with co-ops on a national level and have worked hard to build a stronger network for the boards of our Minnesota co-ops as founding members of the Minnesota Food Co-op Boards. We look forward to continuing to strengthen your co-op, while working to strengthen our sister co-ops, as we all work to bring great products and the cooperative way of doing business to a growing number of people.



Krysta Tanico, Mississippi Market's events & outreach coordinator, teaches Girl Scouts about where their food comes from.

**\$22,580 \$/lbs.** to area food shelves for Minnesota

**\$9,777** EcoStamp donations  
When a shopper brings their own bag, they can choose to donate 5¢ per bag to a non-profit organization. 2011-2012 EcoStamp recipients:

- University of Minnesota Bee Lab
- Hallie Q. Brown Eat Local Food Drive
- Friends of the Mississippi River
- Howard Bowers Fund
- Midwest Food Connection
- Wildlife Rehabilitation Center of MN
- MN Food Assoc. - Immigrant & Minority Farmers Conference

**Giving Back**

- MN Waste Wise
- Fresh Energy
- Land Stewardship Project
- Youth Farm & Market Project

**\$22,369** donated to St. Paul non-profit community organizations.

## General Manager's Report

by Gail Graham,  
General Manager



In declaring 2012 "International Year of Cooperatives" with the theme **"Cooperatives Build a Better World"** Ban Ki-moon, UN Secretary General said "Cooperatives are a reminder to the international community that it is possible to pursue both economic viability and social responsibility."

Certainly our cooperative demonstrated this at our local level with banner results from our fiscal year ending June 30, 2012. Sales increased 13.15% and operating income increased 81.5%. We paid out \$227,515 in gain sharing to our staff, invested \$660,000 in our existing stores, and increased our patronage distribution to members by 165%.

**We care about financial success** because it allows us to accomplish our mission to **create positive change in our community**. We create this positive change by working to ensure:

- o That our community has a great source for fresh, locally produced goods
- o That we are meeting our members' and our employees' needs by providing opportunities for them to keep learning about the interconnectedness of food, health and the environment
- o That we are contributing to building an increasingly robust and sustainable local food economy

The societal need for what we offer is greater than ever. So many key issues that impact the health of our community revolve around access to fresh food, to clean air, water and soil, and to a vibrant local economy. As individuals it often seems overwhelming to address these issues, but members of Mississippi Market, just like in co-ops around the world, demonstrate every day what is possible when a **committed group of people** pool their resources and pursue **economic vitality, social responsibility and environmental stewardship**. We invite you, as member-owners, to **celebrate the success of our co-op**, and to share in our delight at once again proving that cooperatives are truly the best business model for economic and social progress. Every year is the "year of cooperatives" at Mississippi Market!

**\$19,000** to Midwest Food Connection, the non-profit organization founded by the Twin Cities food co-ops to educate children about natural foods, sustainable farming, and cultural origins of our food.

# People

**176** staff members, with 100% of eligible full time staff earning a livable wage of at least \$12.19 per hour.

**266** people toured our stores to learn about green buildings, co-ops and natural foods.

**45** speaking engagements in the community about healthful eating.

**56** classes for 897 participants.



*Rachel and Ravi like being part of a community effort to keep food local, fun & nutritious. That's why they are member-owners of Mississippi Market.*

# Planet

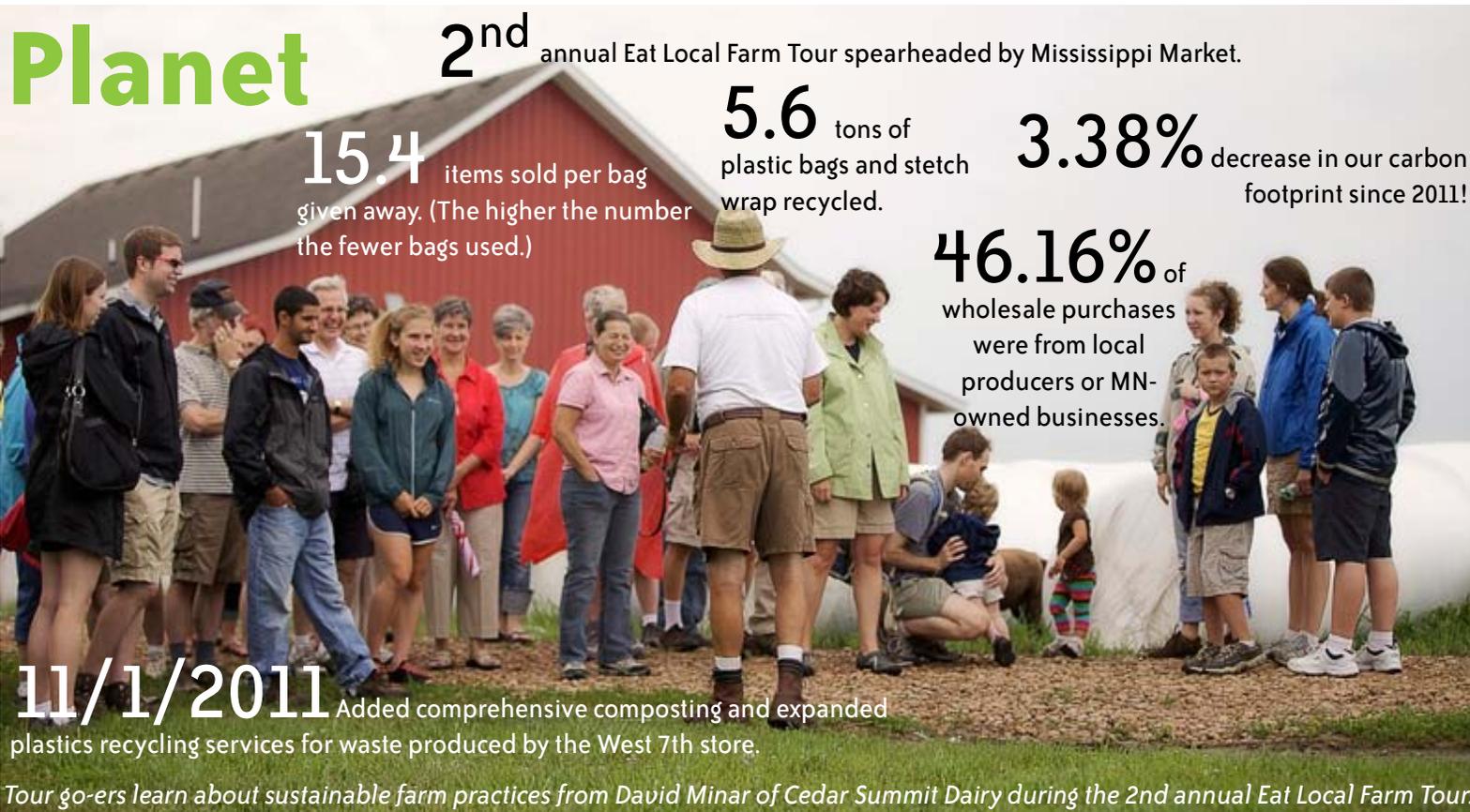
**2<sup>nd</sup>** annual Eat Local Farm Tour spearheaded by Mississippi Market.

**15.4** items sold per bag given away. (The higher the number the fewer bags used.)

**5.6** tons of plastic bags and stretch wrap recycled.

**3.38%** decrease in our carbon footprint since 2011!

**46.16%** of wholesale purchases were from local producers or MN-owned businesses.



**11/1/2011** Added comprehensive composting and expanded plastics recycling services for waste produced by the West 7th store.

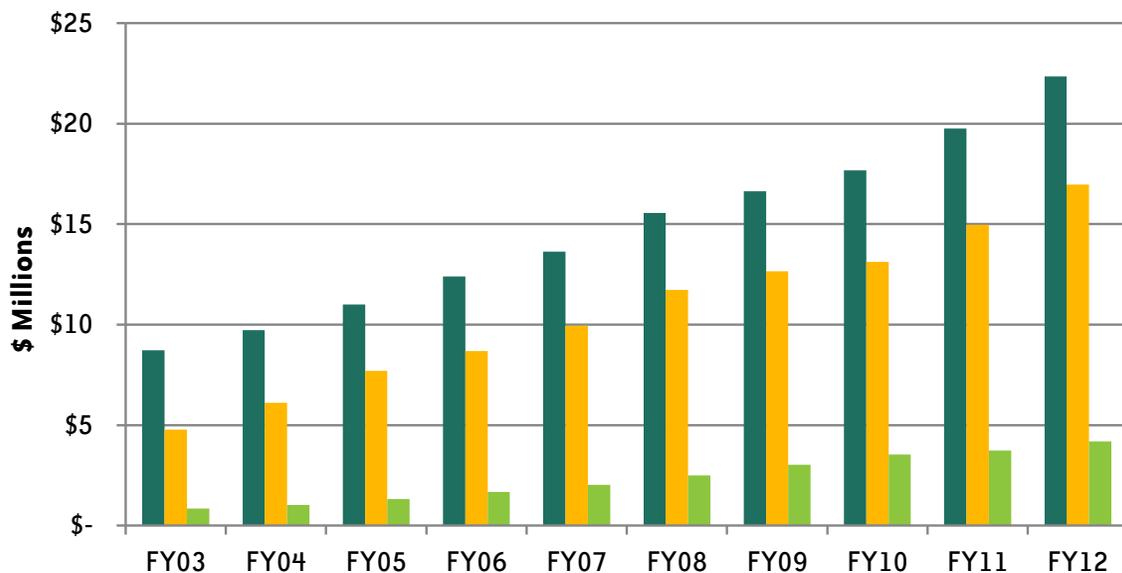
*Tour go-ers learn about sustainable farm practices from David Minar of Cedar Summit Dairy during the 2nd annual Eat Local Farm Tour.*

# Profit

**13.15%** increase in sales - to \$22,357,662

**\$4.18** million in owner equity - an increase from \$3.7 million.

■ Total Sales ■ Sales to Mbr/Owners ■ Total Equity



**\$167,964** after-tax profit.

**14%** increase in number of active member-owners, totalling over 12,000.

**\$167,740** member-owner discounts given.