



Ideal Green Market Cooperative

34988 County Road 39, Pequot Lakes, MN 56472
Located in Ideal Corners (CR16 & CR 39 on CR 39
www.idealgreenmarket.com / 218-543-6565

TALKING POINTS

VISION: Create an inter-connected, viable, sustainable cycle of healthy environment, producing healthy goods, supporting healthy needs of residents, building local economy with a light environmental footprint feeding back to producing healthy goods.

MISSION: To provide access to local, sustainable and healthy food and products

WHO ARE WE: a developing, member-owned & governed natural foods/goods cooperative located in Ideal Corners. We implement creative solutions to connect local sources of healthy food and goods to local consumers in a fiscally responsible and sustainable manner. We intend to be available and active year-round in ways to meet member needs. We are only limited by our creativity.

WHAT IS A COOPERATIVE? HOW DOES IT WORK? Cooperatives are voluntarily member-owned, member-governed businesses that operate for the benefit of their members according to common principles agreed upon by the international cooperative community. In co-ops, members pool resources to bring about economic results that are unobtainable by one person alone. International Cooperative Alliance values & principles include: Voluntary and Open Membership; Democratic Member Control; Member Economic Participation; Autonomy and Independence; Education, Training and Information; Cooperation Among Cooperatives; Concern for Community.

WHEN WILL IGMC OPEN? The faster we build the member-owner base, the sooner we'll be able to open. We want to be visible and offer you local goods as soon as possible, so while we build our capital equity (\$ in our checking account), we will host a Farmers' Market every Saturday, 9am-1pm, through September 2015 (weather permitting).

MEMBERSHIP-OWNERSHIP: \$100 per member-owner share for individual, or for household. Your member share provides equity funding, labor, leadership and guidance to operate. Complete an application (found on our website or at the co-op any Saturday) and send it in with payment. We do have PayPal on the website for e-payment (a \$3 fee is assessed with this payment method).

WHY JOIN:

- Get the kind of clean food (non-gmo, possibly organic, etc.) you want for yourself and family
- Be part of making local, sustainable, healthy food and goods available year-round in Ideal Corners
- Put your hard-earned financial resources to work for you with others who want the same thing
- Make a positive difference in Ideal Corners, and ultimately the world.
- Be part of building the local economy
- Support local growers/farmers and food producers
- Partner with growers to communicate what you want
- CHANGE the way you access your food
- Learn together
- Create a positive environment for future generations
- Have fun in community with others, working for good. EVERYONE WINS!

SO, I WANT TO BE AN IDEAL GREEN MARKET CO-OP OWNER! HOW DO I DO IT? Member-Owner Application is available on-line at www.idealgreenmarket.com, in the community at Discover Racks, or by calling 218-543-6565. Articles of Incorporation, Provisional By-laws and Member-Owner provisions list are also available at the website. Read through the application, complete the form, sign, date and send in with one-time fee of \$100 (or by payment plan) to: Ideal Green Market Cooperative, 34988 County Rd 39, Pequot Lakes, MN 56472. The Board of Directors reviews applications and accepts them officially. You get your member-owner card and can begin actively participating.

HOW DOES THE CO-OP SURVIVE? We are sustainable through member-owners' continued patronage. That means, BUY your goods at the co-op (once it's open). Based on 100 member-owners, spending at least \$200 a month will help sustain the co-op year-round. The more member-owners we have, the less you'd need to spend overall. Sales of goods to non-members helps with sustainability as well, of course.

DO I GET A DISCOUNT ON PURCHASES? Member-owners are entitled to specials and any discounts determined by the Board and/or co-op manager. Discounts are determined in-part taking into account the financial health of the co-op. They are not a given. Depending on the health of the co-op, year-end patronage refunds distributed among members based on their own patronage during the year could be disbursed per Board decision.

HOW MUCH \$ IS NEEDED TO OPEN? The Board of Directors approved a 6 month budget of \$63,700. At least \$50,000-65,000 is needed to open the doors for retail sales of goods (\$20,000-35,000 for inventory; \$5,000 for equipment & supplies, \$5,000 for utilities and rent to get started). We need \$7,000 in sales per month to fulfill our budget. We seek capital contributions and grants in addition to memberships to launch yet this summer (2015). (we received a large capital contribution in June 2015 that will greatly aid us in reaching our goal to open yet this year. YOUR HELP IS NEEDED!)

WHAT CAN I DO, NOW THAT I'M A MEMBER-OWNER? Volunteer to help with the farmers' market on Saturday, help ready the store for inventory, help stock the store, staff the store, talk to family and friends about the co-op, recruit member-owners, recruit vendors for the farmers' market

FUTURE POSSIBILITIES: on-line store – for example: sale of goods on-line with weekly pick up, would likely include local growers/producers and their goods; small garden on site behind the co-op building; seed exchange library; resource library; food classes at co-op; ... What are your creative ideas to advance the vision and mission? Let's dream it, then do it, together!