



Dear Fellow Co-op Owner,

We are writing to inform you that at our May 20 meeting, your Board of Directors unanimously voted to change from discounts at the register (including owner and senior discounts) to Patronage Dividends starting at the end of June.

Like many businesses, Weaver Street Market is going through a difficult financial time. Sales are down, and we are losing money at the rate of \$65,000 a month. The situation is serious, but it's within our power to turn around. Our staff has made expense reductions and sales are starting to rebound, but more needs to be done. This is where we - as owners of our co-op - come in. We can provide the rest of the savings that will put our co-op back in the black. **We can ensure that our co-op continues to provide what we value: local food, vibrant community, and a strong local economy.** Ending discounts will save the co-op \$60,000 per month.

The suddenness of this decision will no doubt catch many of you by surprise. We know from prior feedback that our owners value the discounts, and we maintained them for as long as possible. **The Board of Directors is entrusted to ensure that our co-op remains financially viable, and we take that trust seriously.** We would like to discuss this change with you in person. Please plan to attend a meeting, meet with the board in the store, or simply email us to let us know what you think at board@weaverstreetmarket.coop. (See the enclosed brochure for meeting details.)

We are working hard to replace the owner discounts with new benefits that are **sustainable** to the co-op, **exciting** to owners, and **flexible** enough to accomplish both. Patronage Dividends are a system that most co-ops use to distribute profits to their owners. Other benefits could include weekly owner specials, periodic % off coupons, and regular truckload sales. Our plan is to begin the weekly owner specials as soon as discounts end. We are looking for your ideas and feedback on benefits that would excite you. Our goal is that by the end of June, all of our owners understand this change and that many of you are as excited about it as we are.

Weaver Street Market is fortunate to have such loyal co-op owners who support our mission and value the continued impact a thriving co-op can have on our community. **With your support and continued loyalty, our co-op will return to profitability,** and will begin giving a Patronage Dividend. Although we are in a serious situation, we expect that the combination of expense reductions and replacing discounts with a Patronage Dividend will put us back in the black this coming year.

In Cooperation,

Weaver Street Market Board of Directors

David Rizzo
Lori Washington

Linda Stier
Jacob Myers

James Morgan
Ruffin Slafer

David Bright