

WEAVER STREET MARKET

Your
Community-Owned
Grocery

Prst Std
US Postage
PAID
Permit #191
Chapel Hill, N.C.
27514

annual report
2004

panzanella

welcome

What is a Cooperative?

Quite simply, a Co-op is an organization owned by and operated for the benefit of those who use its services. Members of a cooperative support it with their patronage, participate in decision-making, and share in the profits generated by the organization's activities. Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.

WSM Mission Statement

Weaver Street Market's mission is a vibrant, sustainable commercial center for the community of owners and potential owners, which is

Cooperative - control and profits stay within the community

Local - maximizes local resources to meet local needs

Ecological - works in harmony with the environment

Primary - provides for basic community needs

Fair - mutually beneficial and non-exploitative

Inclusive - accessible to the whole community

Interactive - creates opportunity for community interaction

Empowering - enables fulfilling work and customer experiences

Educational - develops an informed community

And is reliant on community support - to purchase goods and services, invest in the cooperative, and participate in governance

The Cooperative Principles

Statement of Cooperative Identity

The International Cooperative Alliance, established in 1895, is considered to be the final authority for defining cooperatives and the principles by which they operate. The organization has made three formal statements of cooperative principles over the past 100 years in an effort to keep them relevant to the contemporary world. At its 100th anniversary meeting in September 1995 in Manchester, England, the Alliance adopted the following "Statement of Cooperative Identity."

Definition

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.

Values

Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.

Weaver Street Market Board of Directors

Michael Sligh
consumer-owner

Zack Robertshaw
worker-owner

Andy Cohen
appointed

Christy Raulli
worker-owner

James Morgan
consumer-owner

Linda Stier
appointed

Ruffin Slater
general manager

Principles

The cooperative principles are guidelines by which cooperatives put their values into practice.

1. Voluntary and Open Membership

Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.

2. Democratic Member Control

Cooperatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In primary cooperatives members have equal voting rights (one member, one vote), and cooperatives at other levels are also organized in a democratic manner.

3. Member Economic Participation

Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the cooperative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any of the following purposes: developing their cooperative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the cooperative; and supporting other activities approved by the membership.

4. Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their cooperative autonomy.

5. Education, Training and Information

Cooperatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperatives. They inform the general public - particularly young people and opinion leaders - about the nature and benefits of cooperation.

6. Cooperation Among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

7. Concern for Community

Cooperatives work for the sustainable development of their communities, through policies approved by their members.

owners' week: october 3-9

events:

brunch & browse

Sunday, October 3

Enjoy **brunch** at Panzanella II - 2 pm, save your receipt, and present to **local merchants** to receive **15% off** purchases **October 3** only! Look for the **list of participating merchants** on signs at Panzanella and Weaver Street Market.

sunday jazz brunch

Sunday, October 3

11 am - 1 pm Carrboro Lawn

Weaver Street Market

annual meeting

Monday, October 4

6:00 pm - 8:00 pm at the Century Center

Dinner provided . . . see invitation to the right . . .

music & 15% off

Tuesday, October 5

5:30 - 9pm at Panzanella

WSM Owners will get 15% off dinner today only.

Does not include alcohol. Please present your Owner Number and . . . Enjoy jazz while you dine 7 - 9 pm

beer & salami tasting

Thursday, October 7

5:00 - 7:00 pm Carrboro & Southern Village

Sample a selection of local beers and Giacomo's locally-made salami . . .

wine sale begins!

Friday, October 8

Carrboro & Southern Village

Our two week wine sale begins today, watch for wine tastings throughout the sale!

Weaver Street Market Annual Meeting invitation

monday, october 4
at the Carrboro Century Center

6:00 pm: dinner (provided)

7:00 pm: annual meeting

- * Engage in lively dinner conversation about the Co-op of the future!
- * Hear the "State of the Co-op" reports from the General Manager and the Board of Directors!
- * Meet the candidates for Board of Directors!
- * Vote for a candidate for the Board of Directors!

all week long . . .

Great Owner Specials . . . Raffles for Great Prizes . . . Balloons . . . Samplings . . . VOTE Carrboro & Southern Village

wine show

Saturday, October 9

1:00 - 5:00 pm under the tent in Carrboro

Great buys on a huge variety of wines, wine-tastings, music, food . . . Rain or Shine!

puppet show

Saturday, October 9

11:00 am Southern Village

Donovan is back with his amazing huge puppets . . .

election



michael sligh

Current Professional Work:

I am the Director of Sustainable Agriculture for the Rural Advancement Foundation International -USA (RAFI-USA), based in Pittsboro, NC, for whom I has worked for over 20 years. My current responsibilities include; promotion of sustainable and organic agriculture policy reforms, including domestic and international organic standards development and promotion of ecological and fair trade marketing strategies, monitoring, evaluation and labeling of biotechnology and the promotion of agricultural biodiversity.

Specific local projects have ranged from helping farmers; solve credit problems, reduce pesticides, promotion of farmer-based coops and supplemental farm-based enterprises for tobacco growers. I have also worked to develop greater regional, national and international cooperation for agricultural policy reforms.

I have traveled, worked and spoken widely concerning agricultural issues. I am a member of the UN Food and Agriculture Organization - International Food Labeling Committee that is currently developing international organic and biotech guidelines. I was a charter consumer member and founding Chair of the US National Organic Standards Board (1992-1997).

IB. Previous Professional Work:

I was trained as an anthropologist and worked as a farmer for 10 years. I have participated in and helped to develop farmer-based and consumer-based cooperative marketing ventures. I also directed sustainable agriculture projects in the Caribbean, including teaching farmer cooperative marketing development techniques.

IC. Current Community Involvement:

We are relatively new to this community, having moved here from South Carolina eight years ago. I have been a member of the Sierra Club for over 10 years. I view my current service on the Weaver Street Board, as an important way for me to be involved in my local community.

ID. Previous Community Involvement:

I have served on the Board of Directors of the Carolina Farm Stewardship Association (CFSA) for three terms, served as an

Meet the Candidates for Weaver Street Market Board of Directors

occasional guest lecturer at the Chatham County Community College (CCCC) and I taught a CE course at Furman University on organic gardening. I was a founding member of Athens, GA Food Co-op and a member of the Mountain Warehouse Food Co-op.

2. Why would you like to serve on the Board?

I have just completed my third term on the Weaver Street Coop Board as a consumer-owner representative. I am seeking a new term to complete activities begun during my previous term. We are working to develop board values that encourage; clearer linkage between the board and the coop members, greater appreciation of the unique value of cooperative business and greater understanding of how coops can help support strong local community. There are now multiple cooperative businesses nestled within the Weaver Street Market cooperative family of businesses, now is a critical time to ensure that a strong structural and guidance framework is built to guide the coop into the future.

I view serving on this board as a very good way to become more involved in and give back to my local community. I have a long professional and personal commitment and passion to the cooperative approach, and to organic and sustainable agriculture. I have served on and chaired many boards and committees. I believe I can be useful to this board at this time, particularly as we develop strategies to increase local, sustainable and organic products for the Weaver Street enterprises. Also National Organic Standards have finally been implemented by USDA and will continue to have impacts on all businesses that sell such products.

3. Experience with worker or consumer cooperatives or with a natural foods business or other small business:

As I mentioned before, I have been a farmer, have run farm cooperative businesses, have taught farmer cooperatives



jonathan pletzke

Current professional work

In my current professional work, I create technology solutions for the transportation industry - for the safe, economical, and efficient transport of goods and materials through the North American Rail System. My goal is to reduce natural resource consumption and increase the safety of our nations highways by increasing the role of safe rail transportation in North America. I do this through effective management of Internet based technology solutions and my vision for the maximum impact of each successful project.

b) Previous professional work

For 10 years prior to my current work, I ran a technology consulting company for Insurance, Telecommunications, Banking, Education, and Government projects. Prior to that I wrote and produced video training materials for government and higher education. I even sold retail Apple computers for 5 years at the time when the Macintosh was introduced. I enjoy writing - and have authored numerous reports, articles, and even found time to write a book.

c) Current community involvement

I have volunteered at Weaver Street Market Carrboro in Customer Service and I am a board member of the Orange County Arts Commission. My goals are to invest in the community to strengthen it and the local economy. I make a point of visiting local community businesses and shopping at the Carrboro Farmers market - and I spend time encouraging other people to do the same.

d) Previous community involvement

My involvement in the community spans my lifetime, from the retirement home visits that our family made when I was a young boy, to my Eagle Scout project in high school, to homeless shelter work after college.

2) Why would you like to serve on the Board of Directors?

I am willing to work hard and to put in the effort required for the continuation of a highly effective board. I want to represent the consumer-owners and help to ensure that the values in the Weaver Street Market policies reflect those of the owners and that the policies see that Weaver Street Market is strong and will meet the consumers' expectations.



deb parsons

would like to serve on the Board of Directors because I believe in the strength of this community and in the importance of an organization like Weaver Street to help keep it primed. When I lived in San Francisco, I often shopped at a worker-owned grocery cooperative, Rainbow Grocery. But this past year I have had my first real experience with a cooperative, being a customer-owner at Weaver Street and as a volunteer in the bread department. Though everywhere I live, I always search for ways to become more involved in my community, my experience at Weaver Street has empowered me to become more deeply involved in the local community much sooner than usual. Also, for the last nine months or so, I have worked at Townsend Bertram & Co, a locally owned outdoor store in Carr Mill Mall. This has not only brought me into daily contact with the local business and consumer community, but has made me quite a connoisseur of the Weaver Street cream cheese brownie. I also volunteer at the Internationalist Bookstore helping with membership and fundraising. I see real value in the cooperative structure and want to become more involved in the positive cycles they produce.

My professional career has had its share of twists and turns directing me towards my current occupation as graduate student. I recently started a MBA program at UNC with the intention of focusing on sustainable enterprise, community development and venture capital. My decision to go back to school was in large part the result of much soul searching as to how I could successfully combine my values with my professional life. First I had to really define what I valued. One of my personal core values is strength through community—working together makes good things great. I did this in my professional life as a sales associate in a locally owned independent bookstore in Brookline, Massachusetts, called Brookline Booksmith. This store, like Weaver Street, has that element of community pride and vitality that helped shape the positive atmosphere of its neighborhood. While in Boston, I also worked at WGBH Educational Foundation, a PBS/NPR affiliate. As Business Manager of Local Development my duties ranged from budget preparations, planning and reporting to human resources and staffing duties. I pursued a job at WGBH because I wanted to redirect my career towards enterprises that have community building as a value and a mandate. This differed greatly from my prior occupation at Intuit, a personal-finance software company in Silicon Valley. There were similarities, though, in that my primary duties at Intuit as a business development and partner manager were directed towards relationship building with

DEB PARSONS CONTINUED PAGE II

election

Meet the Candidates for Weaver Street Market Board of Directors



billy madden

Currently I am working my tenth year of officiating collegiate soccer throughout the state of North Carolina. Additionally, this is my sixth year on the List of Officials for the Atlantic Coast Conference. Plus, I regularly referee La Liga De Raleigh and La Liga Centrale De Durham matches. Between February 18, 2002 and August 20, 2004 I worked full time for Weaver Street Market in the Customer Service department. While cashiering in Weaver Street Market, I have had the wonderful opportunity to learn and befriend the regular community of cooperative owners and customers. My most rewarding past involvement in the community was the role of Volunteer Instructor of Standard First Aid and CPR with the Orange County Red Cross.

I would like to serve on the WSM Board because I care about the cooperative and am excited about the future growth of the cooperative.

My experience with cooperatives involves Weaver Street Market. I had a blast enrolling new consumer-owners in the cooperative. I enjoyed the quarterly meetings of the cooperative workers. I

loved the fact that management would spend the time to describe how sales were going for the cooperative and the areas that the cooperative was improving.

When discussing the information in the WSM quarterly worker meetings, I made sure to give kudos when it was deserved and I felt it needed to be said. As well, I kept my questions to the fact and pointed to a solution.

In October 1990, my life changed for the better when I moved from the safe, quiet suburbs of Detroit and called Carrboro "Home." Fourteen years, I have been a member of this community. And, it has been all the better for having befriended so many of the various people in our community. While I have learned to speak French at the University of North Carolina at Chapel Hill, it was working and living and refereeing soccer in our community that I have had to learn Spanish and bits of several other languages. "El que habla dos idiomas vale por dos personas."-He who speaks two languages is worth two people. This means that opening up and learning about another portion of our community means that one has opened up to and in a way become a part of the portion of the community. This is what I have learned most since I began my involvement with the people of Weaver Street Market. I wish to expand my involvement with our community as a member of the WSM Board of Directors.

Consumer-Owner Representative Ballot for Weaver Street Market Board of Directors

Your owner number is: _____

Each share size is entitled to the following number of votes:

1 person share (\$75) - 1 vote 2 person share (\$135) - 2 votes
3 or more person share (\$175) - 1 vote for each adult listed on your share.

The person(s) on this share cast a vote of:

(Please write number of votes on line provided.)

Number of votes: _____

Michael Sligh

Jonathan Pletzke

Deb Parsons

Billy Madden

VOTE
by 9 pm
Saturday,
October 9

year in review

BY: RUFFIN SLATER, GENERAL MANAGER

When we look back over the past year, we at WSM measure our accomplishments with not one but three bottom lines: environmental, social and economic. Our commitment to this triple bottom line is affirmed in our Mission Statement, which sets out our desired impact: “A vibrant, sustainable commercial center for the community of owners and potential owners.” This mission extends beyond our own business to our impact on the larger community.

To begin with, we are a business that doesn’t spoil the environment, but protects it. This year we adopted a sustainable seafood program. Unlike other purveyors, our goal is not to maximize seafood sales, but to offer only seafood which is produced in harmony with the environment.

This commitment means that we sell no factory-farmed fish. The environmental and health costs of factory-farmed fish are just too high to justify their lower price. Take the example of salmon, 80% of which comes from fish farms. Increasingly, salmon farms are corporate owned, industrialized operations that jam tens of thousands of salmon together in ocean pens, much as the infamous hog farms do on land. Jammed together, the salmon suffer abrasions and diseases that have to be dealt with by feeding them antibiotics. Many of these artificially fattened fish escape from their pens into the surrounding ocean, where they decimate the stocks of wild salmon. Like hog farms, salmon farms produce an enormous amount of waste - a single pen produces more waste than a small city.

Factory-farmed salmon are not as good for us as wild salmon. They have twice the saturated fat of wild salmon and less of the fatty acids that make salmon as good for us. They also bring more toxic contaminants to our tables, and - get this - they have to be artificially colored! While wild salmon turn naturally pink from their diet of shrimp and krill, the factories feed their

salmon a fishmeal that produces fast weight gain, but leaves them gray or khaki in color. So chemicals must be added to produce a made-to-order range of light pink to red coloring.

Factory-farmed salmon is just one example of the negative environmental impact of eating certain seafood. Our sustainable seafood program ensures that the seafood we sell measures up to the co-op’s environmental bottom line.

We measure our social bottom line by our contributions to making our community a better place to live. We take seriously our responsibility to support local farmers and other local food producers. Last year, we purchased over \$1.25 million from local producers, helping to build our local farm economy and ensure that the products that we sell are as fresh as they can be.

Weaver Street Market is especially known for our community events. These events help us accomplish our mission by contributing to the vibrancy of our commercial centers. Last year, we hosted 198 events -almost four per week. For the first time ever, there were more days with an event than without one.

Weaver Street Market made significant progress in improving our pay and benefits to our employees this past year. At the beginning of the year, we raised our pay scale throughout the co-op, and increased the minimum starting pay to \$9 per hour, which is significantly higher than other grocery stores and restaurants in the area. We were also able to provide additional employee benefits, including disability insurance and a flexible spending account.

Our co-op made a significant contribution to local non-profits, helping them continue their valuable contributions to the community. We made over \$35,000 in direct donations to non-profits and local schools. In addition, we helped the Carolina Farm Stewardship Association raise over \$9,500 from the Farm Tour, and we offered fundraising opportunities to non-profit organizations at our After Hours events and at fundraising dinners at

Panzanella Restaurant. We also contributed \$10,000 to our foundation, the Co-op Community Fund, which now has an endowment of \$20,000 that can be used to fund future donations. All told, we donated over \$60,000 to community organizations.

We are a business that doesn’t “strip mine” our town’s economic resources, but, rather, replenishes them. The money that goes into our cash register stays local, instead of being hauled off in a Brinks truck to out-of-town corporate offices. In this context, increasing sales is not a selfish goal, but rather a way to bring a larger

year

today our co-op, which has anchored the renaissance of downtown Carrboro, has breathed life into Southern Village, has become a symbol for sustainable business in our community, is called upon to do more — to mobilize the larger community to withstand the barrage of chain stores, to expand the cooperative model beyond the food sector, and to provide leadership for our community to claim our future, rather than have it dictated to us.

As measured by the triple bottom line, big-box retail is a disaster — it shrinks our economy, destroys middle-class wages, changes the face of our communities, and erodes America’s values of fairness, justice, and opportunity.

Big box chains aim to create monopoly by dictating prices to the thousands of manufacturers that put products in its stores, even compelling these companies to lower their wages or to move their manufacturing to off-shore. When a big-box retailer

year in review

portion of our economy into the sustainable realm. Our sales increase of 11% last year was healthy for our co-op and healthy for our community. All of our business units showed strong sales increases: Carrboro, 9%; Southern Village, 15%; and Panzanella, 3%.

While a typical chain store returns about 15% of its sales to the local economy, Weaver Street Market returns about 50% of its sales. Each dollar spent with us has more than three times the beneficial economic impact as the same dollar spent at a chain store. One unique way that we return money to the

community is our consumer owner discount, which amounted to almost \$300,000 last year.

Weaver Street Market was profitable as a cooperative for the tenth straight year. Consistent profits are a good thing because they are a sign of our sustainability, a sign that we're an established business that is here for the long term. We distribute our profits in the fairest way possible. Half of our profits go directly to worker owners. This year, we expect to declare a patronage dividend of \$75,000 or approximately 75 cents for every hour worked (\$1,500 for a full-time employee).

This dividend is distributed to all worker owners based on hours worked.

In looking back on the past year, we're pleased to report that it was a successful year on our own terms-the way we choose to measure success-by the environmental, social, and economic sustainability of our community.

ahead

moves into a community, it can drop prices and lose money for months without affecting its overall profits, for it has thousands of stores. Local hardware, grocery, pharmacy, and other stores can't do that, so they are crushed - not by big-box's work ethic or efficiency, but by its monopoly force.

As Jim Hightower says, the "free" in free markets is not an adjective, it's a verb - we must work to free the market from the monopolists who try to lock it down and rule like autocrats. In every sector possible, our community needs businesses that don't mine our resources but replenish them; that don't destroy community, but enhance it; that don't limit opportunity, but expand it.

To free the markets will take a community-wide effort; we're called upon to provide leadership. And we are ready.

Already we're making small steps in this direction. This month our town's new community radio station, WCOM, will begin broadcasting, thanks to Weaver Street Market's help. Radio conglomerates have a chokehold over the airwaves. Local interest programming has virtually vanished. A community radio

station is way to fight back against this monopoly, and return to the days when radio was the lifeline of the community. In all aspects, from a store-front studio, to volunteers behind the mike, to the mix of English and Spanish, WCOM will be a radio station by and for our community.

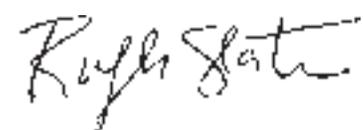
In the next few years, we will be building two new buildings, one across from the Carrboro store and the other in Hillsborough. These buildings will be a new model for development, incorporating the triple bottom line approach. They will be environmental showpieces, designed for natural lighting, energy efficiency, and water savings. They will house local businesses and non-profits that serve the community with a triple bottom line approach, and fill gaps in the commercial landscape that were identified during community forums. The buildings will be cooperatively owned and managed. The users of the building-non-profits, small local businesses, and residents-will all be owners of the building, will participate in the design, and will pay only the actual costs, with no extra fees or profit.

To achieve our mission of a vibrant, sustainable commercial center, we need to preserve and develop an abundance of local choices for our community, and to provide an alternative to corporate consumerism. We need to help keep our community

as its own special place, rather than just another Anyplace, USA.

To carry out this work, we envision a partnership with other local institutions. In the coming year, we will explore the idea of establishing a non-profit to house our cooperative development initiatives, and invite like-minded organizations to help fund and implement them.

I hope that this Annual Report is both informative and interesting. The feedback we receive from our Owners is essential to the ongoing development of both our community approach and the management of our 'triple bottom line' of social, ecological and economic sustainability. The co-op's management team uses the indicators, data and targets presented in the Report in their management of the business and to inform further improvements in our performance. Once again, I would be delighted to receive your feedback; I encourage you to e-mail your comments to me at ruffin@weaverstreetmarket.coop.



Ruffin Slater, General Manager

year in review



Photo by M. J. Sharp

2003-2004 Donations

American Red Cross
 4-Cs Basketball Camp
 Athena's Train (acting troupe)
 Triangle Land Conservancy
 NC Gay & Lesbian Film Fest
 Duke Hospice
 Lesbian Resource Center
 NC Women's Prison Project
 Communiversity Youth Program
 International Center at UNC
 Las Familias Road Race
 NC State Employees Combined Campaign/
 UNC Safe Schools
 Orange County Partnership for Young Children
 ARC of Orange County
 Mental Health Association of Orange County
 Healthy Carolinians of Orange County
 UNC Hospice
 UNC Carolina Women's Center
 Independent Animal Rescue
 La Leche League
 Carol Woods Retirement Center
 Bleecker Street Studio

Orange County Literacy Council
 Second Journey, Inc
 Carolina Farm Stewardship Association
 Weaver Community Housing Association
 UNC Dance Marathon for NC
 Children's Hospital
 Domestic Violence Legal Services
 Orange County Rape Crisis Center
 Piedmont Wildlife Center
 Survivors of Suicide
 Women's Center
 Student Environmental Action Coalition
 Carolina Public Law Organization
 NC Warn
 UNC Undergrad Art Association &
 Humane Farming Association
 Club Nova
 Triangle Vegetarian Society
 American Livestock Breed Conservancy
 Durham Rescue Mission
 Smith Middle School
 Ronald McDonald House
 Women's Int'l League for Peace &

Freedom
 NC Prevention Partners
 MLK, Jr University/Community Scholarship Fund
 Summit School
 Learning Disabilities Services
 Carrboro Citizens' Breakfast
 Ackland Art Museum
 Orange Person Chatham Mental Health Foundation
 Orange County EMS Squad
 Alliance of AIDS Services
 RAFI - Rural Advancement Foundation Int'l
 Carolina Women's Center
 UNC Habitat for Humanity
 Cornucopia House Cancer Support Center
 Orange County Community Dinner
 Students United for Responsible Global Environ-
 ment
 Water Partners International
 Black History Month Reception
 Center for Child & Family Health
 Minority Health Conference
 Rape Crisis & Family Violence Prevention Center
 NAASC

Grady Brown Elementary Health Fair
 Haw River Assembly
 Family Co-op Preschool
 Southeast Student Renewable
 Energy Conference
 Source Force AIDS Help
 Girls on the Run
 Children's Co-op Playschool
 Summit School
 A Helping Hand
 Jaycee Burn Center Camp Kanata
 Source Force
 Charles House
 Chatham County Project Graduation
 New Hope Audubon Society
 UNC Children's Oncology
 Chapel Hill Project Graduation
 AIDS Services
 Susan G. Komen Race for the Cure
 Agricultural Resources Center
 UNC Commuter Alternative Program
 Music Maker

Weaver Street Market in the news

Chamber Forms Group to Study Economy

General Manager and founder of Weaver Street Market, Ruffin Slater joins the Council on a Sustainable Community formed by the Chapel Hill-Carrboro Chamber of Commerce to study ways to create a sustainable economic environment in Chapel Hill and Carrboro.

- The Chapel Hill News, August 17, 2003

Deals of the Month - Chapel Hill, NC

Weaver Street Market made the list as a fun place to be even when school's not in session.

- Condé Nast Traveler, August 2004

Water, Sewer Panel Gets New Members

WSM Store Manager, James Watts, joins the Hillsborough Water and Sewer Advisory Committee to demonstrate to the Hillsborough community that Weaver Street Market wants to be a vital, positive force in the productive development of the Hillsborough community.

- The Chapel Hill Herald, October 23, 2003

Weaver Street Walkabout: Sky's the limit, say market place backers

Weaver Street Market hosts a town gathering to solicit ideas for the development of their Hillsborough property. Neighbor's opinions and the proximity to the Eno are elements to be considered in future plans.

- News of Orange County, 2003

Political Satire on a String

The internationally acclaimed Bread and Puppet Theater performs the Insurrection Mass on the Weaver Street Market lawn in Carrboro. Bread and Puppet was founded by Peter Schumann in the sixties and uses satire to comment on politics and other topics.

- The Chapel Hill Herald, September 30, 2003

Turkeys With Heritage Have Flavor

Panzanella chef, Peter McCloskey serves heritage turkeys at a fundraising dinner for the American Livestock Breed Conservancy, an organization dedicated to preserving diversity in the gene pool of domestic animals.

- The Chapel Hill News, November 19, 2003

To Give While You Get, Shop at Weaver Street Market

Carrboro Hometown page highlights our "Hope for the Holidays" giving campaign. Project Compassion, the Interfaith Council, and Communities in Schools directly benefit from the funds raised through holiday sales of special items.

- The Chapel Hill Herald, December 9, 2003

Up on Fickle Creek, organic farming provides a natural way of life - and food for thought

Fickle Creek Egg Farm, run by Ed Bergman and Noah Ranells joins the Piedmont Farm Tour this year (sponsored by the Carolina Farm Stewardship Association and Weaver Street Market.) The farm is mostly known for its free-range eggs, but it also produces free-range goat meat and will soon provide organic vegetables as well.

- News of Orange County, March 3, 2004

Carr Mill Merchants Show Style

Carr Mill merchants work together on a fashion show to benefit the ArtsCenter's thirtieth anniversary. Retailers in Carr Mill feature a wide selection of clothing and accessories with both global and local influences in Panzanella Restaurant. Co-sponsored by Carr Mill and Weaver Street Market.

- The Chapel Hill Herald, March 23, 2004

Best Bet in Working the Land

At twenty-nine farms for \$25 (or roughly 86 cents a farm, if you will)-the Carolina Farm Stewardship Association and Weaver Street Market's Ninth Annual Piedmont Farm Tour appears to be the cheapest ticket per acre available.

- Independent Weekly, April 28-May 4, 2004

Totally Local Dinner In Carrboro

Panzanella hosts a dinner of menu items from within a 250-mile radius of Carrboro. The atmosphere is different than most restaurants with many large community-style tables bringing the community together, creating educated diners, and showing us what our local growers are capable of producing.

- Independent Weekly, July 28-August 2, 2004

Panzanella Gives Local Foods Top Billing

The ingredients of a typical meal in the United States travel an average of 1,500 miles before reaching the dinner table. Panzanella, like its mother grocery, is as much a philosophical statement as a business, rabidly devoted to locally-produced, hand-crafted and seasonal foods. It recently has even experimented with occasional all-local menus in which nearly every ingredient comes from within North Carolina-a novel idea that's not easily executed.

- The Herald Sun, August 5, 2004

New radio station WCOM to tap into area talent

Local radio station, WCOM located on the corner of North Greensboro and Weaver Street plans to keep the teller window for viewers to watch the DJ's and will have one third of its programming directed at the Hispanic community. The station should be up and running by October.

- The Herald-Sun, August 21, 2004

WCOM, P2P and the demise of BZB

Local radio station, WCOM is building its station and preparing for local programming with the help of volunteers. Many small stations use peer-to-peer software to provide national news information. Unfortunately, many still go out of business as did WBZB, an all local music station out of Garner.

- The Independent, August 25, 2004

year in

weaver street market balance sheet

ASSETS

Current Assets

Cash	23,811
Inventory	455,864
Prepaid Expense	24,008
Accounts Receivable	34,109
Current Portion of Notes Receivable	5,048
Total Current Assets	542,840

Fixed Assets	3,529,230
Other Assets	45,041
TOTAL ASSETS	4,117,110

LIABILITIES & EQUITY

Accounts Payable	410,036
Other Current Liabilities	446,134
Total Current Liabilities	856,170

Long-Term Liabilities	1,619,321
TOTAL LIABILITIES	2,475,491

EQUITY

Owner Shares	847,919
Community Loans	432,405
Retained Earnings	201,438
Net Income	159,858
TOTAL EQUITY	1,641,619

TOTAL LIABILITIES & EQUITY	4,117,110
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Photo by M. J. Sharp

weaver street market income statement F2004

Sales	15,425,420	100.0%
Cost of Goods	8,575,670	55.6%
Gross Profit	6,849,750	44.4%

Expenses

Personnel	4,432,547	28.7%
Occupancy	896,827	5.8%
Operating	343,555	2.2%
Administrative	68,787	0.4%
Governance	28,432	0.2%
Member Sales Discounts	356,088	2.3%
Promotions	160,649	1.0%
Total Expenses	6,286,885	40.8%

Operating Income	562,865	3.6%
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Other Income & Expenses

Other Income		
Depreciation & Amortization	27,684	0.2%
Interest	(299,957)	-1.9%
Loss on Disposal of Assets	(126,539)	-0.8%
Total Other Income & Expenses	(4,192)	0.0%
NET INCOME	(403,004)	-2.6%

	159,861	1.0%
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election

JONATHAN PLETKE CONTINUED FROM PAGE 4

3) Briefly, describe any experience you have had with worker or consumer cooperatives or with other small business.

I have been a consumer of co-op grocery stores all my life, and have been a co-op volunteer. I have been an advisor in bookkeeping and technology for a number of community-oriented small businesses. I have also been attending some of the Weaver Street board meetings since April 2003.

4) In your personal life or when working with organizations, especially ones you discussed in #3 above, what strategies have you used to bring about understanding and consensus when dealing with complex issues?

There are numerous formal techniques for getting results from divergent viewpoints. I prefer to bring appropriate parties together to break down the issues into digestible chunks and assess each chunk through careful, deliberate analysis. Once that is complete, the complexity is often diminished and the issues reduced to one or two critical questions that can then be pursued and consensus achieved.

5) Briefly describe any experiences you have had with the following:

a) Value-based policy development

As part of my professional work, I have created policies for various business functions. As part of the policy, I always ensure that the dignity of the individual is preserved, and that people who are affected by a policy have input to the policy in some way. I have studied, and try to incorporate the books written by Tom Chappell (founder of Tom's of Maine) into my work. There is much to consider from both the mind and the heart when creating policies based on human values.

b) Planning

In my role as a professional project manager, planning realistically and including contingency plans, risk management, and effective monitoring and communication are essential. Planning that does not take into account the uniqueness of all resources under consideration will result in failure, delays, or extra expenses. In addition, I have written and evaluated business and marketing plans for several businesses. On a personal level, I make short term and long term plans for financial, family, and personal growth that ensure the constant monitoring and progress can be made towards the plans.

c) Organizational evaluation

I have participated in organizational evaluation activities such as audits, employee surveys, customer surveys, and operational reviews. Part of that work has involved the re-writing of policies, procedures, and changes to business plans. As part of my education, I participated in the Fairchild Space Company Junior Board of Directors program that provided an introduction to the board aspect of business and provided an evaluation to the company of their lines of business. This was the spark that ignited my interest in serving on boards.

6) Include anything else about yourself that you would like others to know.

As I see it, the role of the consumer-owner board member is to represent the consumer-owners. As such, board members should be available for board level issues to their constituents. If you would like to contact me personally, you may do so by email at jpletzke@sprynet.com.

MICHAEL SLIGH CONTINUED FROM PAGE 4

4. Strategies used to bring about understanding and consensus?

This is a daily reality in my professional work. I work with diverse coalitions, constituencies, issues, and complexity to find common ground and to resolve contentious points of view. Personally, I have found that patience, careful listening, ensuring fair and equitable discussions, with an added good sense of humor are some of the keys to successful team building.

5. Experiences with: Value based policy development, Planning, Organizational Evaluation?

These are ongoing and required activities for me in my job. As a non-profit, non-governmental organization, we are actively engaged in these areas as we develop, nurture, and reflect on lessons learned and on the values encouraged from our various projects and programs.

But to be honest the "Carver-method" of policy governance, which serves the Weaver Street Board well, does take some time to learn the specific language and process used. I have appreciated the opportunity to begin to learn this specific method.

6) Anything else about yourself that you would like others to know.

I am excited about the possibility of serving a new term on this board. It is a challenging and critical time in the growth and development of a more ecologically-based and consumer-driven food system. Weaver Street Market is one of the keys to that development for our area. I appreciate the opportunity to seek a new term and I ask your support to do so.

DEB PARSONS CONTINUED FROM PAGE 5

partners and team members. It was important in this role to facilitate groups to work towards a common objective while having different goals. Throughout these vastly different jobs and industries my personal motivation of valuing the power of community was always prevalent.

Of course, my professional life is not my only outlet for community involvement. As I mentioned earlier, here in Carrboro, I have become involved at Weaver Street and at Internationalist Books, and I also volunteer at the Farmer's Market and most recently at the Senior Center in Chapel Hill. It has been a rewarding experience to become so involved in this rich and diverse local community. In the past, my personal focus had been on the AIDS community in San Francisco and nationwide. I dedicated over five years training and raising money for bicycling fundraising events that raised awareness, contributed to vaccine research and benefited those living with AIDS and HIV. For six months of each year I trained and dedicated my free time to this cause, culminating in a seven day journey from San Francisco to Los Angeles (or some years across Alaska, Montana or New England) with 3,000 or more cyclists and volunteers. We were a monument of hope, working together for a positive solution to a serious crisis. This type of involvement has helped me understand where my values lie and what I can do as an individual in a community that shares those values.

As Board Member I will foster a relationship between the members of the cooperative to understand what you value and what your vision is for Weaver Street. I will work to see that the shared vision is strategically monitored and maintains momentum. This is an amazing opportunity to increase my ownership and involvement in an institution I care about. I look forward to serving as a member.



annual report
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