

2023 Annual Report

Weaver
street
MARKET

The impact that we make **together!**

You're invited!

Co-op Fair
Sunday, October 15, 2-5 pm

Weaver Street Market Food House,
Hillsborough



click here to RSVP



~ the impact that we make together ~

Weaver Street Market is the largest food co-op in the south.

Our consumer and worker owners work together to create a vibrant, sustainable food marketplace in North Carolina.

Our 2023 Annual Report highlights the impact that we make together.



Transforming communities:

- Offering delicious healthy food.
- Invigorating downtowns and creating local economic impact.
- Rounding up to fund food security.



Sustaining the environment:

- Developing a reusable packaging solution.
- Promoting regenerative farming.
- Minimizing food waste.



Building a thriving co-op:

- Developing a sustainable financial model.
- Leveraging strong community support.
- Growing cooperatives and local food in NC.



Creating fulfilling jobs:

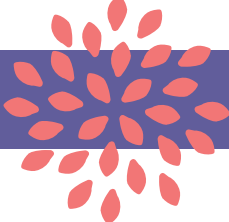
- Providing a living wage and excellent benefits.
- Creating a welcoming, diverse workplace.
- Creating the opportunity for ownership and involvement.

Supporting small producers:

- Buying from local farmers and food makers.
- Pioneering co-op to co-op trade.
- Prioritizing products from Game Changer (BIPOC) producers.

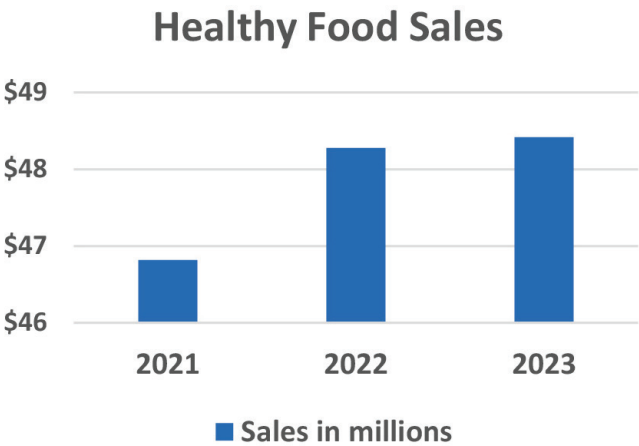
Our consumers and workers are our sole owners. This enables our Board of Directors to define our mission based on what's best for our community, rather than catering to outside interests.

Transforming communities



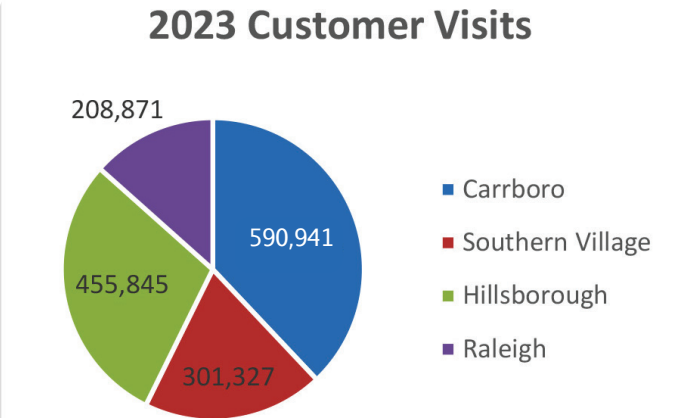
Delicious healthy food

We sold \$48.4 million in delicious healthy food in 2023, almost \$1 million per week.



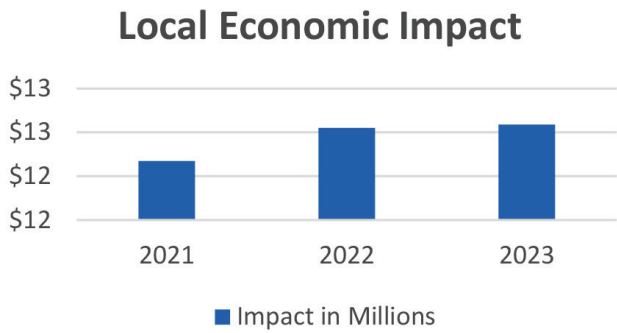
Vibrant downtowns

We invigorated downtowns with over 1.5 million customer visits. Each of our stores is located in a downtown mixed-use building with a community gathering place outside.



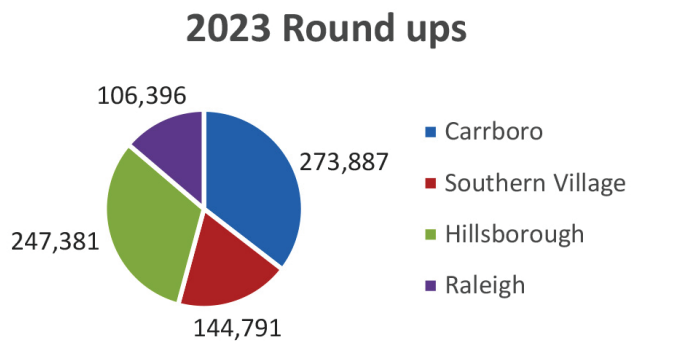
Local economic impact

We created \$12.5 million more local economic impact than the same dollars spent at a chain store. That's because local businesses like ours purchase from other local businesses and service providers, creating a ripple effect that generates more economic activity in the community.



Round up for food security

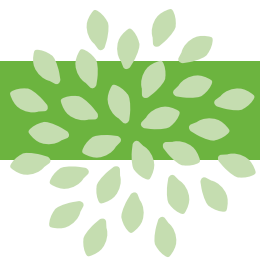
We rounded up 772,445 times at the cash register to raise \$356,793. This provided more than 445,000 pounds of fresh produce and dairy for our community food partners.



Food for All Program

Our Food for All program expanded to offer a 20% everyday discount to Food for All owners. Food for All owners are low-income shoppers who qualify for a no-cost share with all the benefits of ownership. In 2024, we are transitioning our round up program to fund the Food for All discount.



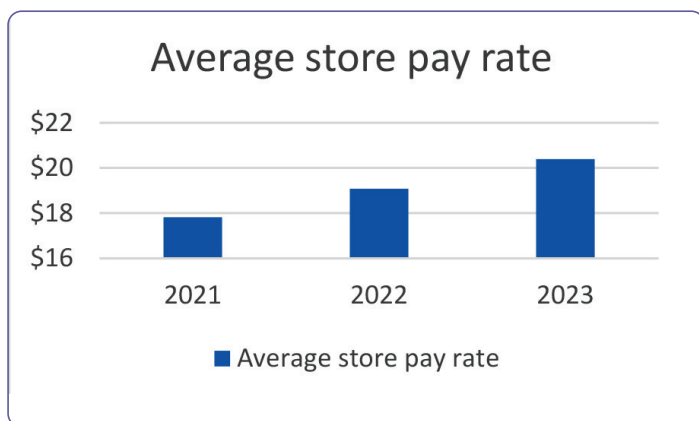


Fulfilling Jobs

Living wage

Our starting pay rate of \$16/hour was 10% above the Orange County living wage of \$15.10 for employers offering health insurance.

Our average store pay rate of \$20.39 was 16% higher than three years ago.



Employee diversity

We prioritize diversity and hiring from within:

- 43% of employees are BIPOC.
- 30% of managers and specialists are BIPOC.
- 53% of managers and specialists are women.
- 74% of managers were hired from within.



Transforming healthcare

Transforming employee healthcare

About half of our insured employees are on the Direct Plan, an innovative plan that provides better healthcare at a lower cost to employees.

For primary care, the Direct plan pays a fixed monthly fee to Direct Primary Care practices that offer personalized attention and unlimited free visits. Employees also receive unlimited free wellness coaching.

For specialist care, our concierge service works with the primary care doctor and employee to identify practices that accept cash payment. We then load a payment card and employees pay at the time of service. Providers like this cash pay approach because it saves them the complication and delay of billing insurance.

This arrangement eliminates co-pays and other out-of-pocket costs, which reduces overall employee costs by half compared to standard plans.



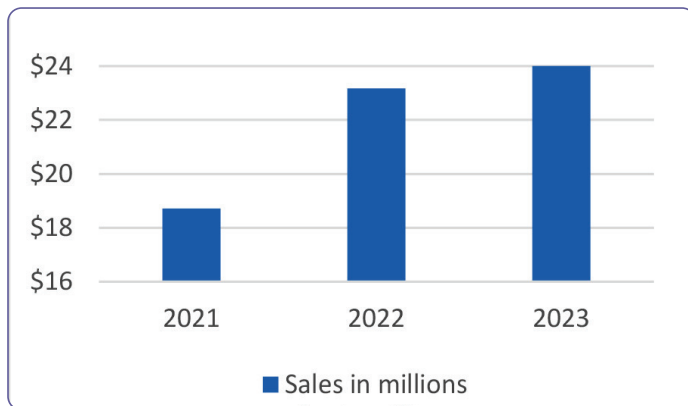


Supporting Small Producers

Selling products from local, co-op, and game changer (BIPOC) producers

We sold \$24.2 million in products from local, co-op, and game changer producers in 2023, which amounted to 50% of our sales. We work with over 200 producers to grow their business.

- Sales of **local products** increased by \$10%. This includes products grown or produced in North Carolina or within 250 miles.
- Sales of **co-op-produced products** increased by \$12%. This includes products grown or produced by co-ops.
- Sales of **Game Changer products** increased by \$9%. This includes products from companies whose ownership is at least 51% BIPOC (Black, Indigenous, or People of Color).

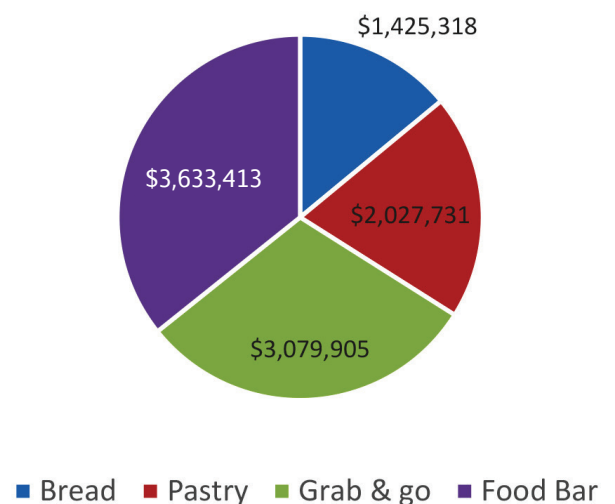


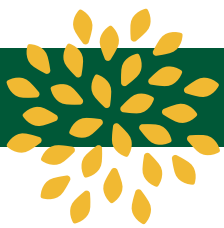
Handcrafting products in our Food House

We handcrafted \$10.2 million worth of products in our Food House in 2023.



Handcrafted product sales





Sustaining the Environment

Creating a reusable packaging solution

Our workers and consumers are on a journey to create a reusable packaging solution for the 67,000 pieces per week of packaging that we control.

Reusables are the best solution not only for the environment but also for human health. Reusables typically get an 80 out of 100 rating compared to a 30 out of 100 rating for the best single-use option when all factors are considered, according to [Up Scorecard](#).

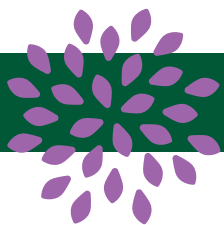
It's challenging to create a reusable packaging solution. This is where working together as a co-op really helps. Our approach is to make reusables as convenient as possible and to nudge behavior with gentle incentives or surcharges.

This year we added dried fruit jars and stainless-steel utensils to our Bring it Back program. The dried fruit jars carry a deposit like glass milk bottles. The utensils take a different approach: no deposit, just bring them back if you can. Even with some utensil loss, we are spending \$687 less per month than when we used disposable utensils.



We are half-way on our journey to reusable packaging, with 66% of in-store and 46% of take-home packaging converted to reusables. Thank you for your participation as we continue to work on solutions for the remaining disposables! Above is the breakdown of our journey to reusables.





Sustaining the Environment



Supporting regenerative agriculture by making bread from perennial grain

We are excited about KERNZA! This PERENNIAL cousin of wheat does not require the yearly tilling and replanting that annual crops do -- instead, its roots grow 10 feet deep - anchoring topsoil, filtering water, and capturing carbon in the soil.

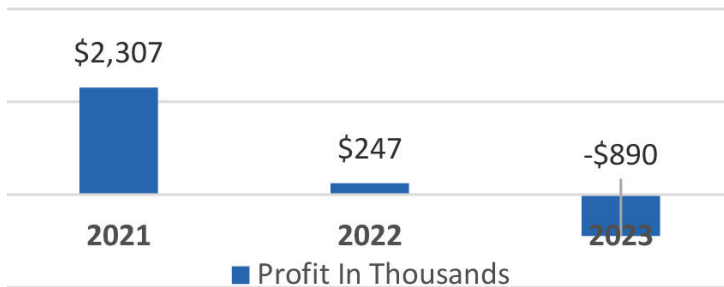
Grains make up over 70% of global croplands and currently most are annual crops. Converting to perennial grains is an historic shift. Using more perennial grains can protect our topsoil, improve soil structure, and increase carbon sequestration.

Our first Kernza loaf was a hit! Great for sandwiches, for toast, AND for helping transform agriculture. We are working on developing additional products featuring Kernza.



Developing a sustainable financial model

Net Profit



* 2021 profit includes government covid subsidies

2023 was a challenging year financially and we ended the year with a \$890,000 loss. The loss was due to three factors:

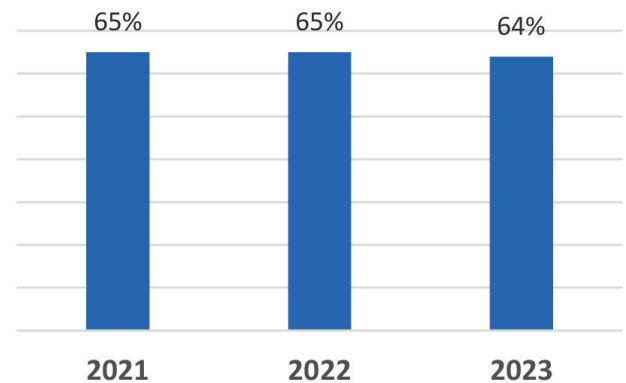
- 1) Sales were flat due to the lingering impact of Covid. Eat-in sales lagged pre-covid levels, and the downtown Raleigh store suffered from the slow return of office workers.
- 2) Food costs climbed rapidly and we absorbed much of the increase which lowered our gross margin.
- 3) We held firm on our commitment to increase employee pay, which meant that our payroll costs went up without a corresponding increase in revenue.

We expect to return to profitability next year. We are now achieving 5% sales growth, food price increases have slowed, and the sales growth can fund higher employee pay.

Owner Participation

Owner support is the foundation of our co-op. Owners account for half of our customer visits, but almost two-thirds of our sales.

% of Sales to Owners



Growing the local food system in NC

Although we are mostly occupied with current priorities, we are also looking to play a leadership role in building the local food system in NC.

More Food Co-ops

More and more organizations see food co-ops as a key ingredient to grow the local food system. We are working with these organizations to create a viable model for new food co-ops in NC. The goal is to leverage the resources and expertise of existing co-ops, local non-profits and community-based developers, and regional and national support organizations.

Regional Food Campus

We are exploring becoming a partner in a proposed regional food campus that will fill a gap in the local food system by clustering food production, co-packing, distribution, and other support functions. An initial study by NC Growth at UNC's Kenan Flagler found that it's viable and will create jobs, tax revenues, over \$20M in annual economic output.



**SUNDAY
OCTOBER 15**

2 - 5 PM

**WSM Food House,
437 Dimmocks Mill Road, Hillsborough**



Owners, it's time for the Co-op Fair!

**Meet
the Board
Candidate**



**get your
ticket**



HERE

Local, Game Changer, and Co-op Producers will be sampling their goods. You'll enjoy chatting with folks from Firefly Farm - cheese, Firsthand Foods - beef, Harlem Brewing - beer, Equal Exchange - cocoa, Cugino Forno - pizza, Union Grove Farm - grapes, Robert Rust - burritos, 321 Coffee, Jasper & Gold - tea, AJ's Cheesecake, and Sujin Sushi.

Our Bread and Pastry Bakers will be sampling Pan de Muertos, Conchas, and Kernza Bread, as well as a selection of our award winning scratch-made pies.

You can also chat with members of our Board of Directors as well as the consumer candidate running in the 2023 Board Elections. Visit with recipients of the 2023 Cooperative Community Fund grants, and learn about our expanded Food for All program, which provides low-income individuals greater access to healthy food. Learn about Weaver Street's reusable packaging initiative, and enter raffles for local, game changer, and co-op produced products.

Kids are welcome. Let us know you are coming by reserving tickets.



PHOTO GALLERY
of previous co-op fairs here

We'll be taking photos and videos at the event. By reserving a ticket and attending, you are consenting for all attendees to be filmed.