



# 2024

## ANNUAL REPORT

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**\$10,000** small business microloans

**42,600** lbs of food donated to Food Rescue

**\$15,000+** from Beans for Bags

**SOLAR PANELS** installed at Oryana West

**32** projects that helped children

Over **11,000** owners

**16** projects that helped animals

**2,000** people reached in community events & classes

**\$1,122,658** discounts to shoppers

**\$164,681** total donations and sponsorships

**OPENED SPROUT CAFE**

**2023** Outstanding Independent Grocer Award

Annual Growth **5.43%**

**ANNUAL SALES** **\$34,964,195**

### OUR GOALS (ENDS POLICIES)

We believe every business should ask itself, "How can I make my community, region, state, and world better?" Oryana calls these socially conscious goals our "Ends." Each decision we make is supported by the Ends we have set forth to achieve.

#### ECONOMY

Because of Oryana, our community has a vibrant cooperative business whose success stimulates cooperative activity.

#### LOCALISM

Because of Oryana, our community has an accessible and healthy marketplace for goods produced locally that have a positive environmental and social impact.

#### WELLNESS

Because of Oryana, our community has direct access to solutions that contribute to health and wellness.

#### EDUCATION

Because of Oryana, our community has opportunities to learn about cooperative economics and the interconnectivity between healthful foods, environmental stewardship, and social responsibility.

#### COMMUNITY

Because of Oryana, ecologically regenerative and socially just community development efforts are nourished and supported.

#### MODEL WORKPLACE

Because of Oryana, our community has a model workplace which demonstrates a professional culture of mutual support and open communications which is based on the balance of personal and organizational needs.



With all the pressures facing grocery retailers today, it seems especially important to celebrate the successful year Oryana had in 2023. As the new CEO, I have the pleasure of being able to report on the accomplishments of our co-op and our hardworking staff, even though I wasn't a part of it. How lucky am I?

Along with celebrating the co-op's 50-year anniversary in 2023, we also marked the

three-year anniversary of our West location and opened Sprout Café at the Cowell Cancer Center. The board and leadership team spent time planning the retirement of our previous CEO, Steve Nance, as well as long-time manager of many hats, Eldon Horner, the former being the primary focus for Oryana's Board of Directors. The Board of Directors also dedicated themselves to working on the updated draft bylaws that Oryana members have been asked to approve in this election cycle.

I'm happy to share that in 2023 we achieved just under \$35 million in annual sales. We exceeded our sales growth goal by nearly half a percent, ending the year with 5.43% growth. This may not sound like much, but many co-ops across the country (roughly 30%) experienced a sales decline in 2023. Oryana not only continued to grow sales but also our community of members, ending 2023 with 11,088 memberships!

2023 marked a return to profitability after a one-year lapse. While profitability is only a portion of our quadruple bottom-line, it provides us with the financial stability to execute on all our other purposes and Ends including being a model workplace, concern for the environment, and cultivating community by supporting like-minded organizations. Achieving sales and profitability goals is also a marked testament to our talented staff. It's like when a recipe you've created, written, and cooked turns out just right. Sure, there are times when you can slap something together and have it come out beautifully, but making a plan, testing assumptions, deploying appropriate resources, getting others to join you, and then having it work despite roadblocks, detours, and economic factors outside of your control, is so much more fulfilling.

As we reflect on the successes of 2023, let's savor the achievements of the last 50 years and use them to inspire our next chapter. Just as a perfectly executed recipe brings joy and satisfaction, so too does the realization of our collective efforts. Here's to many more years of growth, prosperity, and community building - let's keep stirring the pot together, creating something extraordinary with our signature concoction we proudly call 'The Co-op'.

*Sarah Christensen*

CEO Sarah Christensen

# 2023 at a glance

## Staff Trainings (ongoing)

- Customer Service 101
- Co-ops Rock!
- SMS Basics
- SMS Reporting
- Safety at Work
- Financial Literacy
- Food Safety
- Super Supervision
- Effective Evals
- Cyber Security
- Employee Relations
- Coaching Conversations
- Organics...Health or Hype?
- Passport Training
- Interviewing
- Leading the AOE
- Product Guidelines and Pricing Strategy
- Retail Safety 101
- Customer Service 102
- Knife Skills (led by NMC)
- CPR Training (led by Great Lakes CPR)
- Accountability Workshop Series (led by Stephanie Merriman)

**1,718+**  
**HOURS OF**  
**TRAINING**

## Community Classes & Workshops

- Exploring Asian Influences
- Rediscovering the Deliciousness of Heritage Pork
- Vegan Holiday Desserts
- Herbs for Pain & Inflammation
- Plant Based Holiday Cooking
- One Chicken, Three Meals
- Indian Cuisine
- Honoring Indigenous Foods
- Backyard Conservation with Native Plants
- Making Marvelous Mocktails
- Demystifying Home Composting
- Seafood Dinner Party
- Gardening 101
- Bagels from Scratch
- Weeknight Dinner Ideas
- Making Homemade Pasta
- Make, Take & Bake Apple Pie
- Gluten Free Meals
- Cozy Vegan Comfort Meal
- Blue Zones Cooking

**300+**  
**FOLKS**  
**ATTENDED**  
**CLASSES**

## LOCAL COMMITMENT

**LOCAL**  
**FARMERS & VENDORS**  
**225**

**LOCAL PRODUCTS**  
**SOLD IN 2023**  
**\$11,281,031**