



## Moscow Food Co-op's Mission

**Moscow Food Co-op, building a strong, dynamic, consumer owned natural food cooperative through the use of ethical and sustainable business practices.**

## Moscow Food Co-op's Vision and Values

### **Managing Operations**

The Moscow Food Co-op (MFC) uses our financial resources to support people, the environment, and our business by:

- Providing a clean, inviting, attractive, and family-friendly gathering place;
- Fostering a program of reduce, reuse, and recycle; and
- Selecting products to sell based on holistic guidelines, giving preference to reasonably-priced, locally-produced, and/or organic products.

### **Member/Employee Satisfaction**

The MFC is a model of democratic ownership. We understand that our success is directly related to the quality of life enjoyed by our staff and members and strive to support that by:

- Building an alternative social and economic structure based on cooperative principles;
- Encouraging new members by being open and respectful;
- Providing fair and supportive treatment of our members, staff, producers, and suppliers;
- Respecting our member's and staff's uniqueness and diversity, and honoring each individual's right to privacy;
- Serving the diverse dietary needs of our community; and
- Providing information to members about how their choices affect their personal health and the ecological and financial health of our community.

The MFC's values are reflected and modeled in our fair trade and living wage practices, support for local producers, community outreach, and sponsorship of activities that are aligned with our Mission.

## **Moscow Food Co-op's Role in the Community**

The MFC understands that our success is directly related to the economic and social well-being of our community. We are a vital part of our community through activities such as:

- Building partnerships with organizations, businesses, growers, and artisans to leverage our unique strengths on projects that dovetail with our Mission;
- Being a community role model by using ethical and sustainable business practices; and
- Encouraging and facilitating discussions in our community through our newsletter, forums, and other venues.

The MFC strives:

- To improve our organizational structure and business processes in order to be one of the best places to work at and shop in in our community; and
- To be our community's best natural food and supplement educational resource by utilizing the collective knowledge base of our staff and members.

The MFC provides educational opportunities for members based on healthy living, emphasizing environmental stewardship and the benefits of the cooperative experience.

## **Realizing Graceful Growth**

The MFC envisions a future where we will:

- Look for and be open to opportunities to expand our presence in the community by being financially prepared to act on these opportunities;
- Incorporate modern information technologies to facilitate growth in a way that reflects the needs of our members, staff, and community;
- Work towards maximizing the amount of organic locally-produced products on our shelves;
- Design and maintain programs that expand our utilization of member labor and creativity in order to foster member loyalty and help support our fiscal responsibility; and
- Continue our commitment to our staff's well-being by looking for creative ways to reward employee dedication.

In addition, the MFC will continue to seek ways to increase sales by means consistent with our values so as to show profit at year's end and to be able to return patronage refunds to our members.