The Management team met in June 2019 to discuss the new Ends, to provide feedback, and to develop preliminary interpretations of the language

- QUESTIONS for the Board
    - (Alycia in Marketing) What's the Board's timeline for communicating these to Owners?
    - Are any of our attempts at interpretation severely lacking/missing the Board's intended meaning? Are we on the right track?

New Ends statement:

The Moscow Food Co-op is at the center of a thriving, healthy, and inclusive community where:

1. *We embody and embrace cooperative principles and values*
2. *All community members have local access to environmental friendly, socially responsible, and healthful choices.*

CENTER

- Innovative
- A model, a leader, the hub?
- Influencer
- Downtown location
- Center as scope – we need to be big to be the center, the focus
- More integral to a thriving, healthy, and inclusive community
- Agents of change
- Impactful, far-reaching
- Viewed-well (reputable)
- Connected
- Rooted
- Grounded in…
- The source of…

THRIVING COMMUNITY

- Robust
- Persisting
- Enduring
- Adapting
- Flexibility to adapt as needed
- Vitality
- Prosperous
- Growing/growth
- Sound business practices
- Flexible growth
- Developing

HEALTHY COMMUNITY

- Well-being (body, mind, spirit)
- Third place
- Triple bottom line
- Work-life balance
- Health insurance for employees
- The way we want to exist in the world – how we want to be perceived
- Education efforts that support health
- Honest communications

INCLUSIVE COMMUNITY (Alycia recommends EQUITABLE in place of INCLUSIVE)

- Equitable
- Non-judgmental
- Welcoming
- Everyone is empowered
- Celebrating our differences (acknowledging them rather than ignoring them)
- An inclusive community is an outcome of equity
- We reach outside our walls, outside our comfort zones

EMBODY CO-OP PRINCIPLES and VALUES

- Our filter for making decisions becomes "Does this align with the co-operative principles and values?"
- They are a part of our culture
- We understand them and live them

ALL COMMUNITY MEMBERS

- This is everyone who engages with the Co-op on any level
- Includes the work we do to recruit now owners
- Access targets
- How do we ensure that everyone feels invited?

LOCAL ACCESS

- Shop small, buy local
- NO amazon
- Does this imply growth/expansion?

CHOICES (Environmentally friendly, socially responsible, and healthful)

- Offering options like:
    - Minimally processed
    - Minimally packaged (YAY bulk!)
    - Natural
    - Organic
    - Local
    - Fair trade
    - Sustainable
    - Non-GMO, marine stewardship certifications
    - CNG, no-spray
    - Regenerative or biodynamic
    - B-Corp