

# **Marsh River Cooperative**

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Annual Report - Fiscal Year 2022-2023

# Agenda

A year of adaptation as we returned to normal.

Introduction

Message from the Board

Financial Statements

Solar Update

Message from the Manager

2024 Plans

Acknowledgements

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# **Our Mission**

Is to foster our local community and economy by offering affordable, high quality, and locally produced food and goods in a welcoming space that strengthens our community social fabric.

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32  
New  
Members

# Message From The Board

As we reflect on the past year, we find ourselves heartened by the positive growth and renewed vibrancy within our community. In the wake of the challenges posed by the pandemic, our co-op has become a place of reconnection—a hub where community spirit thrives.

We are delighted to welcome new members to Brooks and Waldo County, witnessing the expansion of our co-op family. The energy of the co-op has rekindled, and we are proud to say that the community remains at the very heart of our mission.

To foster engagement, we've curated a series of events aimed at bringing our community together. From the colorful Ukrainian Pysanky egg dyeing to the lively spring plant swap, to walking in the Brooks 4th Parade, and our presence at the Common Ground Country Fair, each event has been a celebration of the rich tapestry of our community.

Additionally, we've revamped our seating area to provide a welcoming space for work or friendly meetings, complete with Wi-Fi connectivity.

A heartfelt thank you goes out to our dedicated board and volunteers who make these events possible. Your support is invaluable in uniting our community and enhancing what we're able to offer our members.

Looking ahead to the new year, we are eager to explore opportunities to bring in new craft and artisan vendors, host more community events, and transform the co-op into a destination for gatherings. Together, let's continue building a stronger, more connected community through the Marsh River Cooperative.

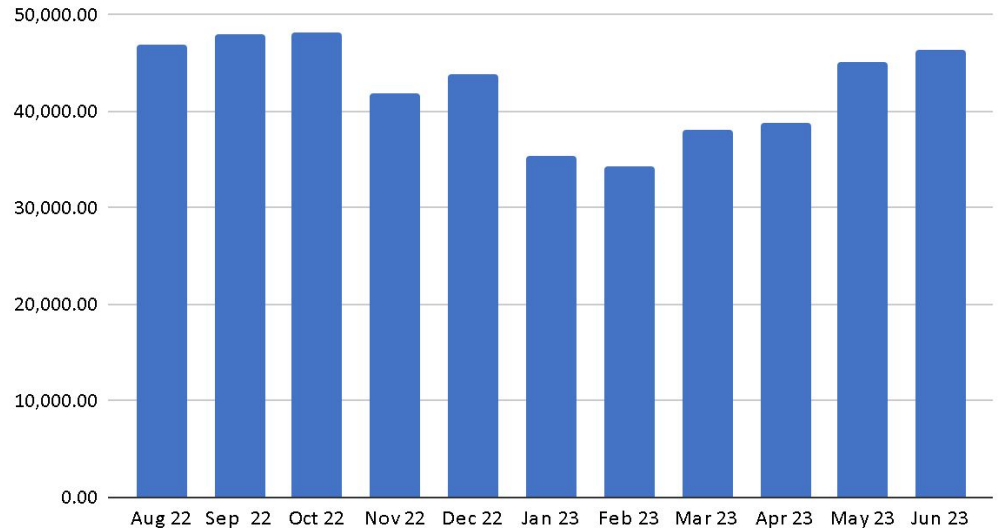


# Financial Overview

The Co-op has so far has been able to weather the increased costs that have occurred over the last few years. We are currently doing over half a million in revenue with an average of around 50 Transactions per day. It's definitely a lot more lively than when we first started!

We made a major infrastructure investment this year and we are hoping with savings realized from that project we can start reinvesting in the operation of the Co-op itself. This would mean increasing wages, possibly hiring additional staff and other non-infrastructure needs. By investing in these items we can ensure the strength and continuation of the Co-op.

2023 FY -Total Income



# Financial Statements

<b>\$515,422</b>	<b>Sales Revenue</b>
<b>\$132,011</b>	<b>Gross Profit</b>
<b>46</b>	<b>Local Producers Supported</b> (20-Mile Radius)
<b>\$274,398</b>	<b>Maine Goods Sold</b>
<b>\$68,008</b>	<b>Assets</b>
<b>\$44,137</b>	<b>Liabilities</b>

The Co-op's Fiscal Year is from July 1st through June 30th.

We are currently in the process of submitting our financials to our accountant for tax preparation. Final figures will be produced when all final adjustments are completed (Depreciation etc).

Full profit & loss statement is available to members upon request.

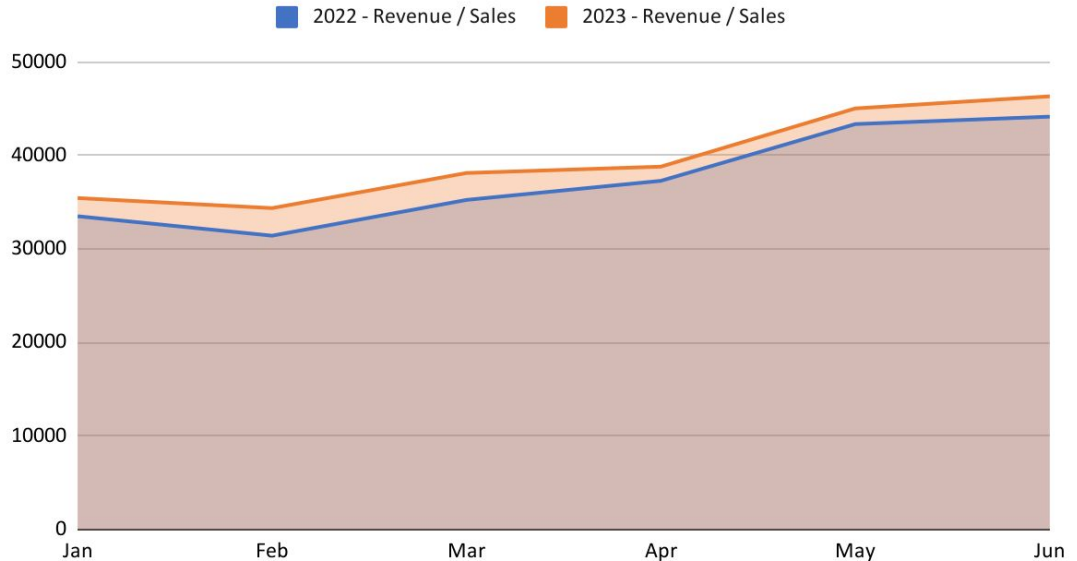
# Revenue Growth

The Marsh River Cooperative fiscal year revenue continues to grow steadily (9.58%), though slower (on a year-over-year basis) than in previous years.

This is likely due to several macroeconomic headwinds which have affected the majority of businesses (inflation, cost of fuel/energy etc).

Despite these increased pressures on our members and customers we continue to see solid revenue growth.

2022 v. 2023 -Sales YoY Comparison



# Message from the Manager

I find myself sitting at my desk again trying my best to formulate a way to say how the Co-op has done over the last year. It's extremely hard to come up for air sometimes and take stock of everything that is happening just in our own little corner of the world, let alone take in everything else that is going on around us. Most of my days are spent either working the register at the Co-op or trying to get items from one place to the next (Because we are small we don't have a lot of leverage with distributors so we often go and get the items you see, we have a dedicated crew of volunteers who help us get items to their final destination here).

Some days it's difficult to fathom all the work that goes into make the Co-op what it is. Many of us have put in long hours over the 9 years we've been open making sure there are items stocked on the shelves that our members and customers have requested and that all the other tasks that need to be done are completed. I very much want to take this opportunity to thank everyone who has put in time and energy in making sure the Co-op remains in the community.

Over the last year our volunteers and staff have worked tirelessly to overcome an onslaught of challenges and hopefully our members and community have been able to enjoy the fruits of those labors. We hear every week from folks how amazing the Co-op is and how happy they are to have the Co-op in their community. This feedback is absolutely critical to let us know that we are going in the right direction. A lot of very important decisions (some that needed to be made in a very short period of time) have been made in the last few years and while I think we've made the best decisions we could for the Co-op and community it has put a strain on the staff and our volunteers. Our members and customers continued support and feedback of the work that everyone does to keep the Co-op going is critical to ensure that we keep moving in the right direction.

With all that said I very much want to thank everyone in the community for their continued patronage/support of the Co-op and we want to hear from you!



# Message from the Manager

As I look forward to the coming year (I'm already thinking about seed racks for the store...) I want to continue engaging our members and community in a way that they honestly feel like they have ownership in the Co-op. What this looks like for each member/customer will vary widely. Some folks are willing and able to provide volunteer time either in store, on the board, or in some other capacity while others can support the Co-op by making regular shopping trips.

We absolutely need folks to continue to let us know what they would like to purchase and how we can support their shopping choices. By listening to our members and customers we hope we can provide the items that they are looking for. We strive to source as much of our items from the local community as possible so that the shopping dollars stay as close to home and we can in turn, use them again. It's truly impressive the breadth of items that are produced/grown in Maine. Every year there are new producers that bring new and exciting products to the market. Our original formulation was as a producer/consumer agricultural Cooperative and while some things on the surface might have changed a bit.

It is still core to our mission to not only support our members/customers but also try and support our producers as well. It's a difficult balance to attain at times. We want to provide our producers fair compensation for their items, provide our staff with a living wage, provide our volunteers with some small benefit to compensate for the many hours of support they provide to the Co-op. We also want to provide a fair price on the shelf to our members/community as well. I can't say we've done a perfect job balancing all these variables but it's important that we continue to strive for all of these goals at the same time.

Our end goal is to provide a welcoming space for our community to shop (hopefully for locally-produced goods), congregate and just generally have a good experience while also supporting our producers, members, volunteers, customers, and staff. I hope you'll continue to support the Co-op in striving for that goal.

# Solar Update

Solar Array is fully operational.

**\$139,642**

**Total Cost and Installation Fees**

**\$7976.00**

**Pole Barn Upgrade** (Included in total cost)

**\$4,645.92**

**Total Donations**

**\$129,000**

**Total Financing**

\$51,600 - REAP Grant

\$77,400 - Long-term financing (5 year/15 year  
amortized)

## Energy Savings to be Expected:

64%/cal year or Approx. \$12,8000/cal year.

Real-world estimates will be available once the array  
is operational for a longer period.



# 2024 Vision & Plans

Cultivating Tomorrow: A Future Fueled by Community Spirit and Shared Vision



# Challenges to Co-op's Resiliency

Meeting Challenges Head-On: Addressing Financial, Staffing, and Infrastructure Hurdles

## Margin Compression

While we've consistently increased revenue year over year, our profits are under pressure due to rising operational costs. Factors such as inflation, escalating labor expenses, and increased energy costs are affecting our bottom line, posing a challenge to sustained financial growth.

## Variable Staffing

We deeply appreciate our volunteers, who contribute significantly to our co-op's success. However, this reliance creates challenges in determining our hours of operation and the range of services we can offer to the community. Balancing volunteer availability with community needs is an ongoing hurdle.

## Building & Operation Constraints

Our physical space presents limitations, lacking essential facilities like a public bathroom, large septic system, and kitchen. Aging equipment compounds the issue, leading to increased repair costs. These challenges impact our ability to provide comprehensive services and amenities to meet the evolving needs of our community.

# Ideas // New Projects for 2024

A list of ideas we're exploring for the co-op  
in 2024:

Expanded Member & Volunteer Benefits

After-hours Kiosk

Point of Sale Software Switchover

Energy Efficiency Upgrades/EV Charger

Grab-and-Go Food Options

Floor Plan Redesign

**Transfer of Building Ownership!**





# What Do You Want?

As we continue to grow and evolve, your input becomes increasingly vital. We want to ensure that the Marsh River Cooperative aligns with your needs and expectations.

We invite you to share your thoughts, ideas, and suggestions on what you would like to see from the co-op. Whether it's specific products, events, or operational improvements, your feedback will play a crucial role in shaping our future endeavors.

# How Members Can Help

Your involvement is the lifeblood of our co-op, and there are three powerful ways you can contribute to our shared success.

## 1. Shop at the Co-op

Transform your weekly grocery shopping into a meaningful act of community support. The co-op is your one-stop-shop for a diverse range of goods, offering everything you need to whip up delicious, nutritious meals. By choosing the co-op, you're not just nourishing yourself; you're nourishing your local community.

## 2. Volunteer & Be the Power Behind the Co-op

The heartbeat of our co-op is powered by volunteers like you. Whether you're eager to assist in-store, contribute to store refreshes, or lend a hand at community gatherings, every bit of your time makes a significant impact. We are always on the lookout for dedicated individuals.

## 3. Join the Board or a Committee

Take your commitment to the next level by joining a committee or the board. We're looking for passionate individuals who want to make a real impact in our community. Your expertise in accounting, marketing, or retail could drive our success. Your time and energy are not just valued; they're crucial to our co-op's growth and vitality.

# THANK YOU

The Marsh River Cooperative wouldn't exist without the support of our volunteers who have dedicated countless hours to our mission.

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# BOARD OF DIRECTORS

**Kim Jacobs (President)**

**Cheryl Huber (Vice President)**

**Jen Albee (Treasurer)**

**Dakota McAdam (Secretary)**

**Ashley Moore-Petrochenko**

**Brenda Moot**

**Meg Joy (Interim since May)**

Many thanks to Grace Johnston-Fennel, who had to step down due to other commitments, for her time on the register and doing inventory entry; and on the board, Solar and Management and Oversight committee, and as President!

# COMMITTEE MEMBERS

**Management and Oversight Committee** - Kim Jacobs, Cheryl Huber, Meg Joy (shadowing)

**Solar Committee** - Grace Johnson-Fennel, Ashley Moore-Petrochenko, Dakota McAdam, Kim Jacobs

**Marketing, Events, Outreach Committee** - Ashley Moore-Petrochenko, Dakota McAdam, Cheryl Huber, Meg Joy,

**Craft Committee** - Kim Jacobs, Ashley Moore-Petrochenko, Dakota McAdam, Meg Joy, Becca Lane

**Finance Committee** - Jennifer Albee, Ashley Moore-Petrochenko

**Pysanky Workshop** - Lesia Sochor (presenter) and the events committee

**Plant Swap** - Ashley Moore-Petrochenko, Dakota McAdam

**4th of July Celebration** - Grace Johnson-Fennel, Ashley Moore-Petrochenko, Dakota McAdam, Kim Jacobs, Cheryl & Terry Huber, Meg Joy, Sophie & Olivier Rixie, Christine Munroe, Eleanor MacMakin, Izzy McKay, Becky, John and Owen Bundy-Guy, Bob Klein

**Common Ground Fair Booth** - Cheryl Huber (coordinator) Bob Klein, Cheryl Huber, Kim Jacobs, Chrissy Munroe, Aldo Terigo, Adrienne Terrass, Jim Tatgenhorst (booth construction and tear down) Meg Joy, Dakota McAdam, Christine Kiley, James Klaristenfeld, Jen Albee, Alan Cohen, Christine Kiley, Christine Munroe, Izzy McKay, Cheryl and Terry Huber

**MRC 9th Anniversary Celebration** - Marketing, Events, Outreach Committee

# Thank You Volunteers

## Register & Shift Supervisor Volunteers

Sunday mornings - Becky Weaver  
 Tuesday mid-days - Sophie Rixie  
 Wednesday mornings - Sophie Rixie  
 Wednesday afternoons - Brenda Moot  
 Thursday mid-days - Izzy McKay  
 Friday mornings - Ed Hamel  
 Saturday mornings - Kim Jacobs  
 In training - Ryan Lett, Christine Kiley

## In-store Support / Stocking / Repack

Adrienne Terrass, Laura Pines, Gusta Ronson,  
 Eleanor MacMakin, Jed Grant, Jen Albee, Christine  
 Munroe, Rick Bernasconi, Jim Tatgenhorst, Mary  
 Seward, Bob Klein,

## Facilities & Odd Job Volunteers

John Purinton, Terry Huber, Bob Klein, Dave  
 Greeley

## Recycling & Trash Disposal

Izzy Mckay

Regular Schedule of Paid and Volunteer Staff 2023					Friday	Saturday
	Monday	Tuesday	Wednesday	Thursday	SUMMER	HOURS
7:30						
6:30					Jed Grant VOLUNTEER & STAFF	
5:30	Sunday					
4:30		STAFF	Brenda Moot REGISTER VOLUNTEER & STAFF		Matthew McKillop	Matthew McKillop
3:30				Matthew McKillop		VOLUNTEER & STAFF
2:30	Matthew McKillop	Mike Switzer	Mike Switzer	Matthew McKillop		
1:30						Kim Jacobs
12:30	REGISTER VOLUNTEER & Becky Weaver	REGISTER VOLUNTEER & STAFF Sophie Rixie		REGISTER VOLUNTEER & Izzy McKay		REGISTER VOLUNTEER &
11:30			Sophie Rixie REGISTER VOLUNTEER & VOLUNTEER Gusta Ronson	Mike Switzer	REGISTER VOLUNTEER Ed Hamel	VOLUNTEER Rotation of Jim Tatgenhorst Eleanor McMakin Christine Munroe
10:30						
9:30						
	Volunteer Dairy Pickup		Volunteer UNFI in Liberty Pickup (Monthly)		Volunteer Bread & Portland Vendor Pickup	VOLUNTEER CLEANERS Shaun Hamilton & Lauren Mapes Volunteer Dairy Pickup Bekki Devereux
	John McIntyre & Nancy Rosalie		John McIntyre & Nancy Rosalie		Nancy Quimby/Mary Seward	

# Thank You Volunteers

**Cleaning Crew** - Shaun Hamilton & Lauren Mapes

**Flower Boxes** - Ellen Williamson, Kim Jacobs,  
Cheryl Huber, Adrienne Terrass

**Replacement Flower Box and Lath** - Terry Huber  
(construction and installation), Helena Malone  
(flower painting decoration)

**Email & Social Media Communications & Website  
Updates** - Ashley Moore-Petrochenko

**Planting of New Flower Bed** - Ashley  
Moore-Petrochenko, Kim Jacobs

**Newsletter Editor** - Becca Lane

**Little Library Steward** - Brenda Moot

**Volunteer Coordinator** - Kim Jacobs (with Matthew  
McKillop)

**Provider of Our Low-cost Home** - Izzy McKay

If we have forgotten to acknowledge you please  
forgive us!

## Vendor Product Pickups

Sunday Mornings  
White Orchard Farm dairy - Bekki Devereaux

Sundays  
Palmer Hill dairy, Liberty, monthly UNFI buying club  
- John McIntire & Nancy Rosalee

Friday Mornings  
Belfast for Back 40 Bread and Portland vendor  
rendezvous - Tortilleria Pachanga, Wild Flours  
Gluten Free Bakery, Shovel and Spoon - Nancy  
Quimby, Mary Seward (new!)

On Call / Backup  
Georges Nashan & Barbara Clement, Bob Klein,  
Leslie Gregory, Cheryl & Terry Huber

## ***PAID STAFF***

And of course, we are so grateful to  
have our Monday, Tuesday, and  
Thursday morning paid staffer (and a  
founding member) Mike Switzer.

Last, but by no means, least, our  
sincere and boundless thanks to our  
tireless manager, **Matthew McKillop**,  
who fills nearly every day-to-day role  
in-store and out, as well as manages  
our finances, licenses, vendor  
accounts, facilities, tech, staff and  
more; on call for all emergencies;  
instrumental in realizing our goal of  
solar energy for the co-op by  
organizing the bids, obtaining the loan  
and REAP grant and overseeing the  
full process; without him, none of this  
would be happening.

# Questions & Comments

Your feedback is vital to the continued success of the co-op.  
Please feel free to submit any questions or concerns:

[marshriverordering@gmail.com](mailto:marshriverordering@gmail.com)

If you're interested in volunteering in any capacity, please contact  
Kim Jacobs by emailing [volunteermarshriver@gmail.com](mailto:volunteermarshriver@gmail.com) or by  
calling 722-3139.