



**FOOD AND MUCH, MUCH MORE:**  
**FOOD, GROCERIES, COMMUNITY & COOPERATIVES**  
**REPORT OF THE STRATEGIC PLANNING COMMITTEE**  
 2009-2018  
 Vision Summary

<b>Strategic Planning Theme</b>	<b>Envisioning the Co-op</b>
<b>Product Selection</b> -- the price, variety, quantity, quality, and suppliers of products for sale	<p>TPSS Co-op ... offering a wide variety of competitively priced items in sufficient quantity (number) and quality (fresh) and that includes as many items as possible supplied by local, small, and socially responsible suppliers.</p> <p>TPSS Co-op ... promoting food-based projects that create partnerships between local farmers, local government, and local non-profit community organizations and increasing the percentage of locally-grown and locally-produced food sold in its store.</p>
<b>Shopping Experience</b> – the ambiance and layout of the facility and products and the availability of product information for informed purchasing	<p>TPSS Co-op ... providing a facility in which it is a pleasure to shop. The layout facilitates shopping ease. Information is readily available on products, both from signage and through staff knowledge.</p>
<b>Co-op Services</b> -- the membership services and others services that expand the number of cooperative-provided services for the members and the community	<p>TPSS Co-op ... offering an expanded set of membership benefits and a range of “new cooperative opportunities” for example, an opportunity to volunteer in exchange for a greater discount.</p> <p>TPSS Co-op ... providing a number of other cooperative-based services either directly, indirectly, or in partnership with others (such as child-care, housing, biodiesel, bakery, etc.).</p>

Strategic Planning Theme	Envisioning the Co-op
<p><b>Expansion</b> -- the size of existing stores, opening new stores, and amenities offered inside or outside the store. Most of the visioning comments on “expansion” related to the areas listed under “Co-op Services”.</p>	<p>TPSS Co-op ... creating a place where people “congregate” (such as an adjacent café, coffee shop, lounge, or sitting area, with a play area for children)</p> <p>TPSS Co-op ... fostering and supporting other coops at the local, regional, national and international levels in a way that “returns profits to the community”.</p>
<p><b>Social Justice</b> -- the leveraging of Co-op purchasing to reinforce cooperative principles among suppliers, modeling social justice in all co-op policies, and the “giving back” to the community</p>	<p>TPSS Co-op ... helping or feeding others in the community, for example, through donating food. Keeping prices low enough or giving means tested discounts to keep natural, organic, and locally produced food affordable to all community members.</p> <p>TPSS Co-op ... expanding meaningful educational and economic ties with low-income populations, the city, the Co-op, and members.</p>
<p><b>Community Involvement</b> -- the members and volunteers actively involved, activities to engage and educate community members, and financial and goods donations to community programs</p>	<p>TPSS Co-op ...strengthening connections between the Co-op and its members, shoppers, and community through activities and programs such as classes, seminars, speakers, and other free events.</p> <p>TPSS Co-op ... donating goods to low income individuals, elderly, and others in need.</p>
<p><b>Environment</b> -- the store as an environmentally friendly operation in terms of energy use, the carbon footprint of the products sold, and maintenance of physical space around the store</p>	<p>TPSS Co-op ... modeling in all aspects of its operations and product offerings being “green”, promoting “sustainability”, and being as environmentally friendly as possible.</p>