

Member-Owner Survey Results in Preparation for Annual Meeting

69 member-owners completed the annual meeting survey during the last week of August and the first week of September. Thank you to everyone!

Below is a summary of member-owners' responses to the survey

Meetings

About two thirds of the respondents indicated they would or may be joining in the annual meeting (65%) and/or a follow up virtual meeting (67%).

Additional Member-Owner Engagement

In response to the question about becoming more involved with the co-op, half (51%) of the respondents responded positively, a great majority of them (46% of all respondents) indicated that it depended on the task and the time commitment. Of the remaining 49% of respondents, most (27% of all respondents) indicated they are already involved as much as they want to be and the remainder (22% of all respondents) indicated they are not interested or available.

Changes to Support Additional Member-Owner Engagement

Here is a summary of actions member-owners suggested that the co-op take so that member-owners could participate more in the co-op. Several specific tasks were suggested as well. Though the tasks were indirectly related to the question, they are not reported here.

- Provide a list of short- and long-term volunteer opportunities.
- We need to create and maintain a list of what the needs are. The list should include an estimate of the time and skill requirements.
- I think the member coordinator position could help engage members, especially during this crazy time. There is a lot of skill in the community and it seems like members could really pitch in on building maintenance and repairs which could save the co-op thousands
- Do things aimed at the larger Plainfield community as well
- More commitment to organic/local/etc. More commitment to affordable/standard foods/etc.
- Do things aimed at the larger Plainfield community as well
- Return calls. Follow up

Envisioning the Co-op's Concern for Community

39 member-owners responded when asked to "write a headline of a news story you envision years from now regarding something the co-op and its member-owners have done since this annual meeting to care for its community." This exercise is meant to kickstart a visioning discussion around the seventh cooperative principle, Concern for Community. The ongoing discussions will inform the board when reviewing the goals of the cooperative.

The theme most featured in the headlines (16 headlines) spoke to the co-op having **expanded the services** it provides, seven of the headlines specifically about services to those in need and five of the 16 regarding delivery of groceries. Moving the co-op to Route 2 or otherwise expanding its size as a way to provide more services was referred to in three headlines. An

example of an expanded services headline was, “Co-op's Community Garden Celebrates 10th Year!”

Serving more of the community was the focus of the five of the headlines, including “Plainfield Co-op: A Place to Meet and Greet Neighbors and Newcomers!” and “Whole Community Shops at Co-op.”

A headline reporting the co-op having increased its **support of local farmers** was envisioned by four respondents, including “Co-op Produce Sales are Now 75% from Local Growers.”

Four of the headlines highlighted the co-op attaining a **strong financial condition**. When not the focus of the headline, the co-op’s finances were reported to have either allowed the co-op’s expanded concern for community or were a result of the expanded concern.

Another four of the headlines featured the co-op’s efforts to **promote human, consumer, or animal rights**. For instance, “Plainfield Coop Achieves Goal of 100% Cruelty Free Dairy.”

Two headlines envisioned a **conversion of the ownership model** as a means to expanded concern for community. “Co-op Converts to Family-Owned Business, Supported By Local Shareholders” and “Plainfield Co-op Completes Transition to Hybrid Member-Worker Ownership Model.”

A number of the headlines provided by member-owners were more general in nature, but all pointing to Plainfield Cooperative’s resilient and creative nature when serving the community. Examples include, “Little Co-Op Feeds Its Community with Creativity and Courage!” and “Plainfield Co-Op Redoubles Commitment to Justice, Affordable Healthy Food, And Fairness to All in The Community.”