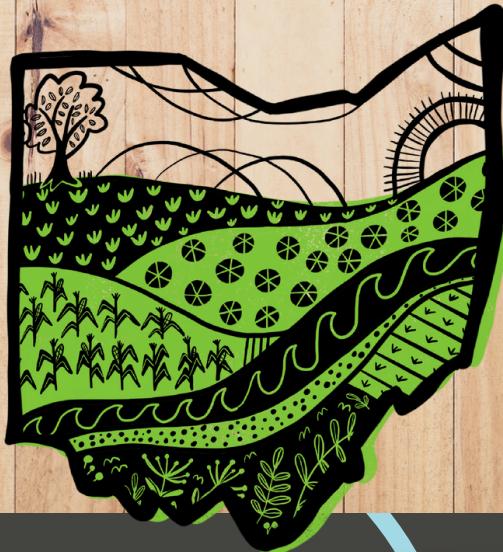




# Annual Report 2019-2020



140 South Walnut St. Wooster, Ohio



# LOCAL ROOTS

## Market & Café

**\$918,593**

in Total  
Annual Sales

**13**

Value Added Food  
Businesses  
Operating from  
the Commercial  
Kitchen

**91%**

of goods sold were sold from  
member-producers!

**6**

# of new  
staffers!  
Welcome!

**476**

membership  
signups

**194**

Active Producers!  
Are you one  
of them?

**44**

% of all purchases made by  
member-owners

**THANK YOU!**

**800+**

Active Members!  
**WOW!**



# 2020-2021

## **Board of Directors**

**Madhavi Vaidya • David Kelly  
Beth Ladrach • Matt Knight  
Monica Bongue-Bartelsman  
Joie Schmitz • Doug Streeval**

### **Executive Committee**

Beth Ladrach - President  
Joie Schmitz - Vice-President  
Daniel Baker - Treasurer (non-voting)  
Elizabeth Schuster -  
Secretary (non-voting)  
Adam Schwieterman - E.D.

### **Marketing Committee**

Joie Schmitz - Chair  
Natalie Friedrich, Tina Knight,  
Betsy Anderson, Jen Hugon,  
Debora Galaz, Marina Savage,  
Sarah Stoner

### **Development Committee**

David Broehl - Chair  
Madhavi Vaidya, Tiffany Leeper,  
Sandy Nichols, Keith Cornelius,  
Vikki Briggs, Phil Mariola,  
Krista Emerson, Elizabeth Schuster,  
Adam Schwieterman

### **Non-Profit Steering Committee**

Elizabeth Schuster - Chair  
David Broehl, David Kelly,  
Beth Ladrach, Melissa Williams,  
Tiffany Leeper, Myranda Keister,  
Kelly Haer, Brian Gwin, Rob Stutzman,  
Shannon Waller, Adam Schwieterman  
Aubrey Miller, Sarah Stoner

### **2020 Strategic Plan**

In early 2020, the Wooster Local Foods Cooperative (WLFC) Board established a Strategic Planning Committee which collected, analyzed and presented data to the board and staff, who later met to envision the future for Local Roots Market and Cafe. Many thanks to those members who participated in our focus groups and survey.

The resulting Strategic Plan presented a vision of Local Roots as a vibrant, thriving local market that is the pride of our community; an anchor for various community events and gatherings; a source for healthy food, a champion for local food producers and farmers; a leader in environmental sustainability.

Specific action items from the Strategic Plan included creating several working committees including Development, Marketing, and Finance; Reviewing the WLFC Product Guidelines and tailoring the guidelines to the needs of the market; Enhancing our marketing efforts and branding by giving our website, marketing materials, and market space a makeover; establishing a separate nonprofit organization focused on championing small farms and food businesses, reviewing and revising the WLFC Bylaws.

So far, the Board and Staff have worked enthusiastically on meeting expectations of the Strategic Plan. We are so pleased with the visible results!

*Thank You!!*

to our outgoing board members

**Tiffany Leeper (2018-2020)**

**Amy Musser (2019-2020)**

**Steve Finney (2013-2020)**

**Rob Stutzman (2018-2020)**

**John and Betsy Anderson (2009-2020)**

# A NEW PARTNER ORGANIZATION

## Championing our Small Farms and Food Businesses

As part of the 2020 Strategic Plan, Wooster Local Foods Cooperative (WLFC) Board and Staff recommitted ourselves to supporting small farms and food entrepreneurs in our community and region. We noticed that many times, our staff and volunteers are helping our producers in different ways: providing technical assistance with things like regulatory guidelines, labeling, and marketing; helping producers collaborate with each other and make connections; and providing insight and access into new markets. We asked, “How can we formalize these efforts into fundable programs to make them far more accessible and effective?”

The answer: establishing a Steering Committee to develop a nonprofit partner organization for Local Roots to provide resources for small farms and food entrepreneurs. The group consists of leaders from WLFC and throughout the area who are working to create a mission-driven organization that will dovetail with Local Roots’ current efforts to create a strong, sustainable food system. We have already completed a survey of producers and feasibility study (see the insert!) for the incubator, and look for more info in the coming Winter 2020-21!



# Check out what's happening in our kitchens...

- PIEROGI PEOPLE • OL' DIRTY SHEETS**
- ASINATHI'S TANZANIAN CUISINE**
- CHEF LIZ HEYWOOD • HUMMAVORE**
- WOOTOWN BAGELS • THE CURRY POT**
- BOII GARDENS • EL RANCHO GRANDE**
- MADDY'S KITCHEN • TARA'S BLUEBERRIES**



"We began our business in the commercial kitchen in 2016. Back then we were only making one flavor of hot sauce, while working full time jobs. The flexibility of the kitchen allowed us to come in after work and create. Jump forward, we are now bottling multiple hot sauces, spice blends, dressings, frozen black bean burgers, and have our own cooler designated for ready to eat foods. In addition we also make lunch in the cafe kitchen on Fridays.



The cafe lunches are a great way to connect with our community about who we are and how we cook. It also keeps us in touch with our local producers. We love to buy local! Supporting our farmers is one of the most important things we can do to keep our local economy sustainable.

This growth for our business was only possible with the availability of these two kitchens, the continued support of coop members and our community. We've helped build Local Roots and Local Roots has helped build us. We're cultivating community together, one meal at a time. The relationships we've formed here and the people we have met have strengthened our character and fill our hearts." - Jamie Smetzer, Ol' Dirty Sheets



**" WE ARE GRATEFUL AND SO EXCITED TO WATCH THIS CO-OP CONTINUE TO GROW! " - JAMIE SMETZER, OL' DIRTY SHEETS**



A note from our  
Executive Director



## Introducing our incoming Board President

"I along with my husband, Marcus own a farm in Wooster which has grown as a family farm since 1946. We are currently joined by our sons - the third generation of Ladrachs - in raising vegetables, corn, hay, sheep and beef.

All 400 acres of the farm have been certified organic by the Ohio Ecological Food and Farm Association (OEFFA) .

I helped to organize the Downtown Wooster Farmers Market and managed the market from 1998-2017. We began selling our organic vegetables and grass-fed beef at Local Roots when Local Roots first opened in 2009.

I am also a speech therapist and have worked at Wooster Community Hospital since 1985.

I have been on the board at Local Roots since 2018. I look forward to working with the board this next year and having Local Roots continue to grow to support our farmers, food producers, and artisans and to continue to provide our loyal members and customers with a variety of local and regional products."

Beth Ladrach, Local Roots Farmer and Board President

Local Roots has always, somewhat, danced to the beat of its own drum, and 2020 certainly was not any different. While much of the world shut down and sheltered-in-place for the worldwide health crisis, Local Roots, designated "essential", was able to keep its doors open to continue to service the community. This contrast, where many were forced to contract while we were asked to expand, brought us through some of the most fortunate yet challenging times most organizations could ever face. Unsurprisingly, though, in those challenges, we saw our Co-Op unite. We saw our producers come fully stocked, prepared to feed the people with their best. We saw our staff hold steady, working to keep everyone safe. And, last but not least, we saw our customers, many of them brand new, double down on the belief that "supporting Local" is a value that truly does matter here in Wayne County. By most major metrics, Local Roots had a year for the record books, and we are prouder than ever of those accomplishments. We also know that this is just the beginning for us, that next year will be ripe with its own set of challenges, and that we, as a Co-Op, are excited to grow into that space. Most importantly, I just want to say thank you to everyone involved for making such a challenging year workable. They often say, "it takes a Community", and this year, it certainly did.

-Adam Schwieterman E.D.

WLFC Fiscal Years (July-June)			
Profit & Loss Snapshot	2019-2020	2018-2019	2017-2018
Sales	\$ 917,569	\$ 643,589	\$ 577,937
Producer Payouts	\$ (652,498)	\$ (460,404)	\$ (414,041)
Other Costs of Goods Sold	\$ (24,143)	\$ (15,289)	\$ (14,397)
<b>Gross Profits</b>	<b>\$ 240,927</b>	<b>\$ 167,897</b>	<b>\$ 149,500</b>
<b>Expenses</b>			
Occupancy Expenses	\$ (73,431)	\$ (78,710)	\$ (73,253)
Operating Expenses	\$ (38,195)	\$ (30,065)	\$ (35,101)
Personnel & Admin Expenses	\$ (114,437)	\$ (47,358)	\$ (42,386)
<b>Total Expenses</b>	<b>\$ (226,063)</b>	<b>\$ (156,132)</b>	<b>\$ (150,740)</b>
<b>Net Operating Income</b>	<b>\$ 14,863</b>	<b>\$ 11,764</b>	<b>\$ (1,240)</b>
<b>Net Operating Margin %</b>	<b>1.62%</b>	<b>1.83%</b>	<b>-0.21%</b>
<b>Last Year's Capital Improvements</b>			
\$ Invested by Project	New Coolers	Coffee Shop	Awnings Covers
	\$ 8,670	\$ 10,189	\$ 2,935
* P&L Presented before Depreciation Expenses *			





A Special Thank you to our community for TEN great years! 06

Daily Lunch  
Baked Goods

FRESH Produce  
Pastured Meats  
LOCAL Art

