



# LOCAL ROOTS

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ANNUAL  
REPORT

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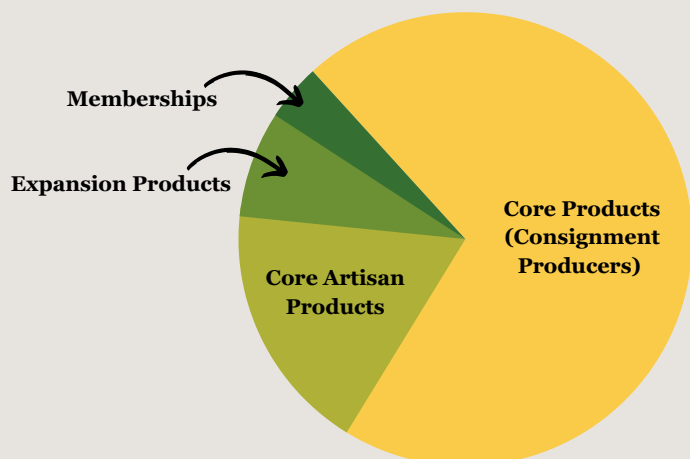
2020 / 2021



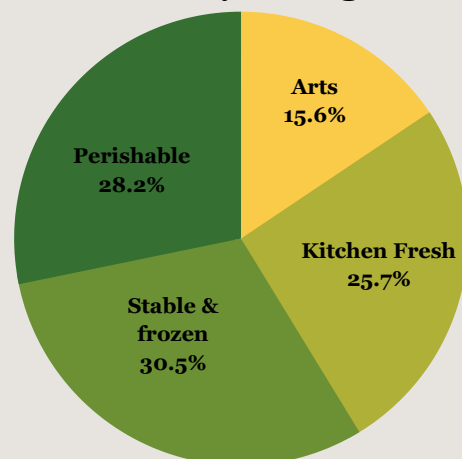
Profit and Loss Snapshot	WLFC Fiscal Years (June-July)					
	2020-2021		2019-2020		2018-2019	
<b>Sales</b>	\$	1,686,669	\$	917,569	\$	643,589
Producer Payouts	\$	(1,068,885)	\$	(652,498)	\$	(460,404)
Other Cost of Goods Sold	\$	(168,666)	\$	(24,143)	\$	(15,289)
<b>Gross Profits</b>	\$	449,118	\$	240,927	\$	167,897
<b>Expenses</b>						
Occupancy Expenses	\$	(66,875)	\$	(73,431)	\$	(78,710)
Operating Expenses	\$	(109,531)	\$	(38,195)	\$	(30,065)
Personnel & Admin Expenses	\$	(230,182)	\$	(114,437)	\$	(47,358)
<b>Total Expenses</b>	\$	(406,588)	\$	(226,063)	\$	(156,133)
<b>Net Operating Income</b>	\$	42,530	\$	24,620	\$	11,764
Net Operating Margin (%)		2.52%		2.68%		1.83%

Last Year's Capital Improvements      Carryout Beer      New Market Shelving      New Market Coolers

Market Income by Department



Market Income by Consignment Class





## WHAT IT MEANS TO BE A MEMBER

"In the last few years, we have learned how valuable a strong local food economy is. We have all felt the gripping insecurity that is dependency. What stands for Independence more than a thriving local food community? What better way to increase this independence than to eat seasonally!"

- A. Mackie

Thank you to our **958**

member sign-ups and renewals

Welcome to our 34 new producers!

Board of Directors

2021-2022

Beth Ladrach, Joie Schmitz,  
Daniel Baker, Monica Bongue,  
Matt Knight, David Kelly,  
Madhavi Viadya, Doug  
Streeval, Tom Rumbaugh,  
Jamie Carlton



*Members are invited to dive deeper into the local foodie scene by joining some of our member's only Local Roots food and drink subscriptions.*





## LOCAL ROOTS COMMERICAL KITCHEN

"The goal of Local Roots is to increase availability of local food. Local Roots is a co-op that is not operating for the profit of a few, but the benefit of many and to serve the overall mission of connecting and creating access to local food."

-Betsy Anderson  
Co-op Founder

"Local Roots has finally taken steps to promote our local food system year-round by hiring a Commerical Kitchen Manager. This role will help grow and guide our Cafe chefs, produce food for our market using local ingredients, seek to offer catering services with a focus on local foods and help alleviate food waste by rescuing and processing local produce."

- Sarah Stoner

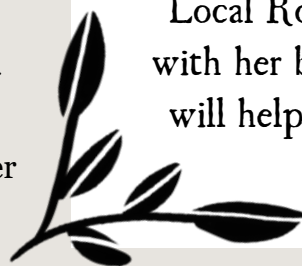
120 lbs of local strawberries  
48 lbs of local tomatoes  
22 lbs of local blackberries  
229 lbs of local sweet corn  
10 lbs local black cherries  
8 lbs local red raspberries  
40 lbs local peaches



472  
lbs of produce  
rescued

look for these items on  
the Local Roots shelves all  
winter long!

Christine Zerby was hired on as Kitchen Manager in April 2021. Born and raised in Albany, NY, Christine earned her Bachelor's Degree in Human Nutrition and attended Colorado State University earning her Master's in Food Science and Nutrition. Formerly of big food companies like ConAgra and Nestle, Christine joined Local Roots as it's mission better aligned with her belief that fixing our food system will help heal the world in many ways.





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FROM THE CAFE

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## TANIA AND RENROY THE CURRY POT, LLC

"When most businesses were closing down in the middle of the pandemic, we started The Curry Pot at Local roots on 6th June 2020.

Adam Schwieterman, executive director of Local roots, gave us the confidence to start our business and encouraged us to take the Saturday Lunch spot. His feedback and guidance has helped us come a long way. We have already sold over 3000 Butter Chicken meals and have added a Grab and Go cooler to offer more options to our customers. This would not have been possible without support from the Local roots community, especially staff and chefs.

We make all our spice blends from scratch, choosing each and every spice carefully and blending it together fresh every week for the fresh and delicious flavor of our sauces and dishes. Mint, parsley, peppers and curry leaves used in our meals are grown in our backyard during summer. We are planning to expand to a restaurant soon, so we can offer even more North Indian and South Indian dishes and fusion foods that taste best when served hot.

We have met so many wonderful people through Local roots, it really shows what this community stands for. When we run into staffing challenges, we have customers who approach with so much grace in offering help and spreading the word to others who have shown up to volunteer. We feel very fortunate to be part of this community and will forever be grateful for the opportunities offered to us by welcoming us into it."



## Regional Partner Quinstock Farm on Catawba Island



*Full list of items members  
asked for in our 2020  
Strategic Plan survey*



## REGIONAL PARTNERSHIPS AND PRODUCTS

SMOKED FISH. DUCK EGGS. NUTS. FRUIT JUICE. SUREHOUSE COFFEE BEANS. MORE VEGAN FOOD. MORE CHEESE, MORE VARIETY OF FROZEN MEATS. MORE PRODUCE (EVEN IF THAT MEANS IMPORTING MORE "WHOLE FOODS" STYLE FROM A LITTLE FURTHER AWAY IN OFF-SEASON MONTHS) MORE ORGANIC PRODUCE AND VEGAN OPTIONS. MUELLER HONEY/SYRUPS. COMPOSTABLE COFFEE FILTERS AND BIODEGRADABLE TRASH BAGS. FRESHLY FORAGED EDIBLE PLANTS AND MUSHROOMS. MORE CONSISTENCY OF CURRENT ITEMS, FRESH MEAT COUNTER, BEER/WINE, MORE GROCERY STAPLES AND INTERNATIONAL PRODUCTS. BULK BINS FOR DRY GOODS (FLOUR, OATS, BEANS, ETC.), HERBS AND SPICES. MORE ORGANIC PRODUCE. MORE FLOURS, POSSIBLY CEREALS. POMEGRANATES, FROZEN SQUASH. WIDER VARIETY OF PRODUCE. MORE OF A RESTAURANT FEEL. BETTER CHEESES, BEER AND WINE. ANYTHING VEGAN, VEGAN FAIR TRADE CHOCOLATE. JUST WISH THERE WAS MORE PRODUCE AVAILABLE ALL YEAR ROUND! VEGAN FRIENDLY ITEMS. MORE FRUITS AND VEGETABLES. MORE ORGANIC FOODS. HEALTHY MEAL KITS. MORE PALEO ITEMS. MORE ORGANIC PRODUCE. CERTIFIED ORGANIC AVOCADO OIL. MORE PLANTS AND FRESH FLOWERS. DAIRY PRODUCTS. MORE SOUPS. PANTY-HOSIERY. RELIABLE PRODUCE. VEGAN CHEESES PLEASE HAVE FRESH ITALIAN DISHES/GRANDES? WEEKLY...PIZZA-DAILY BY THE SLICE...LASAGNA.... MAC-N-CHEESE SUBS. OIL FREE BAKED GOODS, NUTRITIONAL YEAST, OIL FREE RAW NUTS. MORE OPTIONS FOR FLOUR. REUSABLE PRODUCE BAGS. DEVILED EGGS. MORE PRODUCE (ESP IN WINTER), EVEN IF IT IS FROM SURROUNDING STATES, MORE NATURAL SKINCARE/BODY PRODUCTS. PREPARED RAW FOODS. SPICES. ORGANIC CANNED GOODS. LOCAL WAYNE COUNTY WINE. MORE PRODUCE. DAIRY FREE ALTERNATIVES. MORE FRESH FRUITS AND VEGETABLES; BULK BASICS ~ FLOUR, SUGAR, ETC.MORE PLANTS IN WINTER AND FLOWERS IN SUMMER. UNUSUAL VARIETIES OF STARTS FOR THE GARDEN. PLANTS NATIVE TO OHIO. I WISH CSA SELECTION AND PRODUCE PICK UP WAS EASIER. SMALL SIZE MILK. DRY GOODS. MORE VEGETARIAN FOOD. MORE FRESH PRODUCE. ROMAINE LETTUCE. BROCCOLI. MORE YOGHURT. SUPPLEMENTS NUTRITION VITAMINS. MORE COLD SEASON PRODUCE (FALL/WINTER LETTUCES, KALE, PAK CHOD). KETO PRODUCTS. MORE INDIAN FOOD. I WISH THE PEOPLE WHO MADE LUNCHES PROVIDED MORE ALLERGEN CONSCIOUS MEALS, FOR EXAMPLE USING TAMARI INSTEAD OF SOY SAUCE, SINCE IT'S GLUTEN FREE AND TASTES THE SAME. MORE DIFFERENT PRODUCE ITEMS, SPICES, BULK PRODUCTS WOULD BE THE BEST!! THAI ICED TEA. GLUTEN FREE NOODLES AND COOKING PRODUCTS. CRAFT BEER. ASIAN VEGGIES. BULK NUTS : SPROUTED ALMONDS, WALNUTS, PECANS. PLAIN GOAT YOGURT. I WOULD LOVE A SELF SERVE BAR OF VARIOUS ITEMS. THIS WOULD CUT DOWN ON PACKAGING AND IS NOT CURRENTLY OFFERED ANYWHERE IN WOO. FOR EXAMPLE, FLOUR, OATMEAL, ETC SLICED BREAD. CITRUS. MORE GREENS IN THE WINTER AND MORE VEGETARIAN AND GLUTEN FREE MEALS. ALCOHOL, HYGIENE PRODUCTS, WATER REFILL (ALTERNATIVE TO CITY WATER), BETTER COFFEE/TEA, FRESH MEATS, HOT FOODS/READY TO EAT BUFFET. MORE FROZEN MEAL OPTIONS (HEAT AND EAT).



As we move into a new fiscal year at the co-op, ripe with opportunity, I think it's prudent to note the great strides we made in the past year to get to where we are now. By most standard metrics, no doubt, last year was one we can all be quite proud of: top line sales were up a whopping 84%, our membership base grew by 20%, and our local food producers sold more through us than ever before: over \$1,000,000 for the first time!

In addition to those notable accomplishments, there are many social and cultural changes that are taking hold here which are equally as important to the health and well being of our co-op. Local Roots, after all, has always been focused on "cultivating community," and as the co-op continues to grow and evolve, we are continually striving to take you, our community, along with us.

The growth we experienced in our market this past year was both intentional and necessary, grown organically out of the bounty of fresh food and unique art that is being cultivated in our corner of the world, and encouraged by an amazing network of members who consistently show up to demonstrate their support of "local." To optimize that growth, we brought on extra staff, which increased our bandwidth for operations, procuring new products, diversifying our messaging, and providing more responsive customer service. We also extended our store hours to include Sundays and introduced new promotional clubs: CSF, Beer Club, and Body Care Boxes. All of this, we believe, upholds our core purpose of doing business: to help our local food producers thrive! In many ways, the co-op is truly flourishing.

What has always been clear to so many of us, is that Local Roots has an important mission in this community. The last year has given us revitalized hope that there is both room and demand in the local food economy for us to expand. Currently, our market sales floor is almost at capacity, our kitchens are nearly full, and both our producers and consumers are giving us the signal that they are ready for more. With that in mind, we are excited to say we can do more, and look forward to your continuing support in the year ahead!

- Adam Schwieterman  
Local Roots Executive Director

## WHAT IS TO COME IN 2022

Over the last year Local Roots has taken steps to establish FoodSphere, a local not for profit organization to help small food entrepreneurs create, connect and grow into new communities.

Keep an eye out for upcoming opportunities to help these local entrepreneurs with their mission to grow our local food scene.



# FoodSphere

## Board of Directors

Robb Stutzman  
Tiffany Leeper  
Andrea Hoban  
Sarah Stoner  
Shannon Waller  
Joie Schmitz  
Adam Schwieterman  
Beth Ladrach  
Melanie Garcia

