

## 2018 FBFC ANNUAL MEETING - BREAK OUT SESSIONS/OWNER INPUT

### WHAT AT THE FBFC IS MOST IMPORTANT TO YOU?

- Value & quality & organics
- Friendly atmosphere
- Community ownership, fair wages (check)
- Community, ownership, like I matter! (check)
- Responsiveness to requests, sense of community, feeling of being part of something in the capitalistic system that has integrity.
- The incredible bulk/spices/herbs medicinal & knowledgeable people (added comment – maybe more charts, etc. & what herbs for what ailments)
- On the product level, the bulk offerings; on the human side, the cultivation of community, solidarity with caring for an ailing world. How to work on this? We need to ask ourselves.
- FBFC is a great example of cooperative economic democracy at work & I strongly support this both politically & personally. (check)
- Environmental consciousness
- Community, common interest      Community feeling      Sense of community
- The coop model vs corporate/chain store
- The idea of a co-op instead of a corporate ownership. Locally owned.
- The sense of trustworthy sourcing of products/produce
- Being a rock in Asheville
- Vegan options 😊      Vegan supporting products
- Food for people not profit
- Community owned & operated
- Economic accessibility to all
- The people      Friendly faces (mostly)      The friendly 😊 people!!
- Organic produce (6)      Fresh, local veggies      Best produce in town, supporting local economy
- Knowing the produce is all organic – we don't have to look to know this
- Support of local producers
- The bulk section! I would cry for the loss of this section more than any other if FBFC ever went away. (It never will, knock on wood.)
- Our great bulk room!      Bulk room rocks      Bulk offerings – good for the planet & the wallet
- Bulk and fair prices      Bulk commodities
- Employees that are so knowledgeable      The knowledge of all staff members
- Employees are friends
- Quality of products, knowing my purchases are going to the greater good of our community. Bulk section is key 😊.
- All organic produce – focus on high quality & environmentally sustainable products.
- Just knowing that caring knowledgeable, like-minded people are doing a lot of the research to identify the best, healthiest, most authentic products. (check)
- Being a cooperative business; working toward a more-just economy
- Racial equity practices
- Cooperative spirit of Board, management, and public
- Organic, local quality, diversity
- Information session on forward thinking topics
- Locally sources, high quality foods
- Quality food. Friendly/efficient help
- Nice variety of bulk herbs/spices/etc.
- Organic products (2) added comment - local when available

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### WHAT MAKES YOU FEEL VALUED AS AN OWNER OF THE FBFC?

- Hosting a well-organized annual meeting and soliciting feedback on the co+op expansion project
- Taking time to help & inform
- This meeting
- Doing this meeting, etc.
- Staff members always listen when I have a complaint, comment, or suggestion. I feel HEARD.
- Staff knowing my name and going extra mile for you.
- To be remembered and recognized when I come in frequently – some are awesome & some almost rude – totally ignore me.
- Love the co+op!!!
- Friendliness, workers know me.
- Owner specials & discounts, participation in future planning
- Owner deals, personal connections w/staff re product searches, etc.
- Being included in an organization /friends/advice and people friendliness of it
- Common cause/purpose
- Supporting an organization that supports important causes/initiatives
- Staff: last time I shopped, I felt welcome & oriented
- All members of staff are available when I call by telephone or when I ask in person for a brief consult. This is amazing!
- Know that I am supporting a great place and helping the planet
- Having familiar, friendly, knowledgeable staff who are so helpful – and they know me!!!
- It's the only grocery store that literally values its customers. This is apparent in the warm, welcoming attitude extended by every employee I've encountered.
- A very supportive, helpful staff that goes out of their way to help me find /understand products.
- Special offers/discounts
- I value the community aspect of the coop, then human touch that is not evident in other venues in Asheville.
- Staff interaction, mostly at register. (Ryan in particular.)
- Small size and friendly staff (Ryan, and others)
- When people smile & acknowledge me and other visitors
- Caring, clean facility
- People value my opinions & ask about me
- Staff taking time to be friendly & offer advice, etc.
- Staff & board listening to concerns
- Products I ask for appearing on the shelves
- Staff smiling & welcoming
- Staff that recognizes members
- Helpfulness
- Breakout sessions like this – listening to members opinions
- TJ does! He provides outstanding customer service!
- More opportunities for FBFC community interaction.
- Special events! Treats & samples! Sales!
- Social activities – community
- Friendly, warm, welcoming environment
- Friendliness of staff & board
- The coop's conscience (conscious) efforts to serve the community
- The patronage rebate
- The incredible edibles at the annual meeting

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### WHAT WOULD ATTRACT MORE CUSTOMERS/OWNERS?

- Increase deli foods, such as pre-made sandwiches and advertise them with a sandwich board out front. This will bring in new customers who maybe want something quick to eat they can stuff into their bag. (“good idea”)
- A store that will be able to incorporate an improved facility & more shopping options – as is planned; would be good to have a marketing strategy & publicity in new store.
- Sandwich boards outside with catchy messages
- I appreciate the family spirit, but children /toddler age are not appropriate at these types of functions. Also, please use a microphone next time.
- Better vehicle access and more parking
- Healthy snacks
- Getting connected to young(er) generations who want simple, local, clean food. How? I’ll let you know if I have ideas.
- I don’t mind the funkiness of the co-op, but I think a more modern/updated store would go over better with the people who are now living in the downtown/surrounding areas of Asheville.
- Collaborate with downtown events that locals come to...”While in town come to the co-op” ...or offer free parking coupon for the city lot at Aloft Hotel
- Video testimonials or photo with speech cloud – Instagram or FB
- Not sure, but we need to get more younger members to carry us into the future.
- A prominent sign out front.
- Altho tourists don’t purchase as much, connect with the hotels, offering coupons or signage to build awareness
- People need to understand what co-ops are, what they stand for and how we can all own our food system. The value of our \$ goes further with co-ops. More ads (?), signage & commercials (online?)
- Like above idea/thought. Related to younger members, how about more education via social media. Not just marketing of some but info about concept/model.
- More vegan options.
- Rural location – opportunities for gardens, edible landscaping, bees, treescapes, agriculture - with mass transit/bicycle access.
- Commitment to state-of-the-art energy conservation/100% renewable energy. Go solar!
- Smiles & acknowledgements
- Increased ready-to-go deli food...premade – smaller portions for tourists, foot traffic.
- People love proprietary snacks. They freak out about Trader Joe’s.
- If expansion is on hold, please limit the “extra” little displays that make getting around the store a difficult experience. (one “agree”) Added comment - Agree with this – more carts. Baskets get heavy.
- More inviting entrance to the store.
- More SM (?) targeted at tourists & young people (could not read this one)
- People like places where they feel that they matter and are recognized. The staff does a great job at that!
- Sale/special promo tables outside store at sidewalk.
- More discount days, Prizes
- More promotion of membership in the store – a table with info, someone there giving out samples to attract attention.
- For years I’ve thought the cheese & deli cooler needs to be replaced to look more modern, clean, eye-catching. If a new table in produce yields such positive results, imagine if the FIRST THING people see when they walk in the door was a superbly beautiful, inviting deli & cheese case. (check and \* by this comment)
- People want a bigger, cleaner, fresher looking store.
- Better parking
- EXPAND!
- Referral program – discounts to owners to bring in friends. Added comment - nice idea
- Easier parking/location
- More understanding of benefits/great deals
- The camaraderie of doing a community/local buying all in one place
- More/easier parking
- Keep your big sales going – great job on almost always having organic coffee beans on sale!
- Incentives
- Is it possible to provide food on a “sliding scale” for food-insecure families in Asheville and with this, to give folks an opportunity to become members?

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### WHAT DO YOU WISH WE WERE DOING DIFFERENTLY?

- Extend our population to other types of co-ops: tools, health book library, holistic healers
  - Could other types of coops emerge from the FBFC?
- More emphasis on cleanliness
- Ready to go sandwiches
- Continue working on bringing diversity in staff, owners
- Using the best & healthiest products (e.g. oils) in deli. Use of nothing that is suspected of being a potential carcinogen – even in tiny doses
- I realize there are space limitations, but I would like a wider variety of items in most departments. (check)
- Deli and cheese – more variety – easier to buy bulk
- Somehow Earth Fare & Green Life managed to get on the growth escalator, and the coop didn't. This didn't happen in Sacramento or Davis, CA. Those coops grew.
- Check out Willy St Co-op in Madison, WI for ideas...very cool what they do.
- More vegan hot bar/grab-n-go (sans plastic).
- Bigger store, community involvement
- Bigger, more artistic & aesthetically pleasing store
- Improve the kitchen
- Be more radical! Stand out through community action, hosting larger events (even if off site), get involved in racial equity work in a more visible way, deepen environmental practices & let the world know. (How is FBFC using less energy, less plastic, etc.? Let us know!) note – second & third to the “let us know” comment.
- LED green building
- Tell me more about my buying history
- Any expansion worthwhile needs to be done carefully – these are tricky times, and the larger, well-recognized “natural food” giants can sell some items at the same price as we can buy them... We cannot compete with that, on their level.
- Greater awareness of purchasing history/level & how benefits work.
- Outreach to fellow bee keepers or other interest groups toward planet wellness – healing
- We need to advocate more for racial, economic, social, environmental justice. Stick our neck out!
- More light in cold case (dairy) aisle.
- Produce can seem expensive
- Bigger store, more deli items, less plastic
- A really rad sustainable building – speaking out more/being more visible about who & why the coop is.
- Have ecotensils available for deli purchasers
- Less plastic
- Better advertising for herbal & bulk sections – promote this and other differences that set co-op (FBFC) apart.
- De-emphasize the use of plastics as radically as possible. We should be leading the way for others (Ingles, Whole Foods, etc.) to follow. (5 checks))
- Social justice items on the bulletin board (check))
- Get more GMOs outta there. Get more local produce
- Fresh guac, frozen fruit affordably, bigger café
- “Expanding” for more space & products.
- More sales than just one day per month (i.e. 5%off)
- Become like Eko plaza/Europe – plastic free aisles/store. Could make transition to headlines! Lots of press?
- Labeling of outside trash & recycling receptacles.

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### WHAT ITEMS ARE YOU SHOPPING FOR AT OTHER LOCATIONS?

- Fewer & fewer things as I keep discovering what is actually available at the co-op.
- Bargain shopping @ other locations    Bargains
- Green Life seems to have more regional produce.
- Larger size products like bulk laundry soap, quart mayo.
- I am buying supplements online because the cost difference is huge.
- Mainly shop other places b/c convenience of location & price. Been making more of an effort to shop @ co-op.
- Packaged food I don't need – at Hopey & Co.
- Sometimes produce items are more expensive at the co-op, such as avocados & broccoli.
- I am usually buying meats at other locations due to a lack of variety and price at FBFC. Chicken tenderloins at FBFC are around \$14 with whole chickens being \$30. This is too expensive.
- Healthcare products – availability and pricing
- Supplements (2)
- Toilet paper & Kleenex    TP    Paper products
- Cat litter & food            Dog food, cat food, etc.
- Laundry soap
- sponges
- Organic pumpkin seeds, protein nut milk (Silk)
- Spindrift (flavored water)
- Milk
- Nut milk    Silk cashew milk blends    Silk coffee creamer
- Many niche items that the coop could have, Daiya block cheese for example (Daiya block cheese)
- Miracle noodles, kelp noodles, papaya, jicama
- Meat (5)    added comment – price at other stores
- Meat & cheese
- Meat and seafood (2)
- Rotisserie chicken (organic) (2)
- Chicken thighs
- Fresh fish (5)    Wild caught salmon    seafood (I now go to Ingles)
- Cheese (2)    Goat cheese
- Butter    Dairy            Discounted dairy products
- Paleo specialty items
- Some canned goods
- Tortillas!
- Snacks
- Almond butter, raw almond butter
- Frozen fruit
- Veggies
- Produce (farmers markets in season) (2 checks & one ditto) (2 more on another sheet)
- Fresh guac (like Ingles, sorry 😞)
- Bulk dried fruit – not bagged
- Sourdough bread            Low-sodium Ezekial bread
- Salt-free rice cakes
- Duke's Mayo
- Organic sesame oil (untoasted)
- Organic green chilis
- Used book on "Holism" etc., etc.