



# **2024-2025 Astoria Co+op Annual Report**

# Message from the general manager

By Matt Stanley

Our Co-op is more than great products and local producers—it's a place where the shopping experience itself is something special. Creating a positive, welcoming atmosphere for every shopper is something we take seriously, and we monitor it constantly.

One way we do this is through the surveys randomly generated at checkout (have you completed one for a \$5 coupon? If so, thank you!). These give us a snapshot of your experience on a specific shopping trip. In late 2024, we also invested in a more in-depth shopper satisfaction survey that asked broader questions about your overall impression of the Co-op, and 903 shoppers took the time to complete it.

The results confirm what we feel every day: our Co-op is well loved. Compared with peer co-ops nationwide, our produce and prepared foods departments are in the



top ten across the country, and our overall shopping-trip satisfaction scores place us in the top 20% nationwide. The University of Wisconsin–River Falls team who conducted the broader survey even did several “double-takes” when they saw the results. We achieved number-one rankings among peer co-ops in several key areas including: overall satisfaction, feeling welcome, likelihood to recommend,

staff friendliness, and staff knowledge.

Let's be clear—it's our staff who make this happen every day from 8 AM to 9 PM. Each year, we invest in our team's capacity for excellent service, teamwork, and leadership. Please thank a Co-op crew member next time you shop!

We also learn from your feedback. When asked what would encourage shoppers to spend more at the Co-op, two priorities stood out: price and availability of local products. Many shoppers told us that offering more lower-priced products would help them allocate more of their grocery budget here. At the same time, there's strong demand for us to stock more local items.

These priorities can feel like opposites—local products often cost more because they're produced on a small scale—but we're committed to holding both priorities in high regard. We'll continue to seek out local options wherever possible and invest in ways for shoppers to save at the Co-op, including programs like Co+op Basics, which offers a growing selection of mostly organic staple grocery items at competitive prices.

At the same time, we must ensure the Co-op maintains a strong financial position, allowing us to cover rising operating costs and continue to support our staff with living wages and great benefits. The Co-op must do well to do good. With your support, 2025 is on track to post our first net income in our new facility—a milestone we must consistently achieve to allow us to keep growing and deepening our impact – especially as it relates to achieving our Ends as mentioned by Board President Jennifer Teeter in her Annual Report message.

Every time you shop, recommend us to a friend, or bring a neighbor through our doors, you're helping to grow a business that belongs to all of us. Together, we can keep our Co-op thriving, support our amazing staff, and expand our positive impact on this community and region for many years to come.

In cooperation,

Matt

# Message from the Co-op Board President

**Jennifer Teeter, Board President**



The role of the Board of Directors is to represent our member-owners, to direct and inspire the cooperative, and to ensure appropriate performance. To assist the board in fulfilling its duties we have implemented a new governance process that brings a formal structure

to our duties and meetings called Policy Governance. Board policies were adopted in September 2024 that address Executive (General Manager) Limitations, Board Processes, and Board-Management Relationships. We have spent the last year working under those policies and

are seeing the benefits of this structure - it ensures that we monitor all aspects of the Co-op's performance while freeing up time for broader, more strategic discussions about the future of our cooperative.

At the heart of Policy Governance are our Ends Policies—statements that define the Co-op's fundamental reasons for existence and the outcomes we strive to create for our community. These policies keep the organization focused on purpose rather than process, ensuring that every strategy, investment, and initiative moves us closer to realizing our shared vision. The Astoria Co+op Board of Directors adopted the following Ends:

The Astoria Co-op empowers members and potential members to enhance their health and the health of the community.

The Astoria Co-op will:

- Create a thriving and cooperative local economy
- Be a local leader in environmental sustainability
- Provide a fun, inclusive, and authentic community experience

These Ends serve as our compass, and we'll aim to demonstrate evidence that we are making progress in these areas each year through a formal Ends Report written by the General Manager.

The next step in our growth phase for the Board of Directors is to implement formal procedures and processes for board member recruitment. Committee members are working to build a robust process for seeking, appointing and electing new members to the Board. We look forward to what the

committee comes up with. You can be on the lookout for announcements coming early next year on our new plans for robust board recruitment.

I want to thank all Board Members, past and present, for your strategic leadership in helping grow the Co-op from the original storefront on Marine Drive into what it is today. Your time and commitment have made a lasting impact on this community, and I only hope our current Board can achieve the same success.

If you ever have wondered what the Board does or are interested in being a part of guiding the Co-op's future, please don't hesitate to reach out to me at [board@astoria.coop](mailto:board@astoria.coop).

Thank you,

Jennifer Teeter

Astoria Co+op Board President

# SBDC Collaboration

Astoria Co+op partnered with the Clatsop Small Business Development Center and Consejo Hispano to put on the Food & Beverage Entrepreneur’s Boot Camp again this year! This comprehensive program helps aspiring local producers develop their products and prepare to launch their food or beverage product businesses.

For example, Walt Norman went through the bootcamp last year and now you can find his Astoria Ablaze hot sauce for sale at the Co-op!

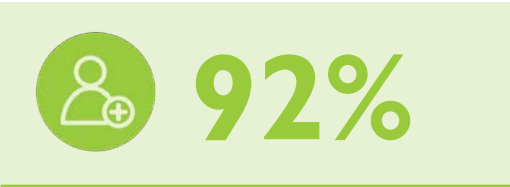
The Co-op’s own Danny and Clarissa taught the participants about packaging products for a retail environment. We look forward to seeing these entrepreneurs’ new products on our shelves someday!



# Shopper Survey Highlights

The shopper survey we conducted in late 2024 covered a broad overview of the store, including departments, customer service and more. The results are full of reasons to celebrate!

Store characteristics that greater than nine-in-ten of all shoppers indicated are meeting their needs “well” or “very well” include Cleanliness of store (99%), Atmosphere/ambiance of the store (98%), Friendly/courteous staff (96%), Knowledgeable staff (96%), Quality/freshness of products (94%), Hours of operation (93%), and Availability of natural/organic foods (92%).

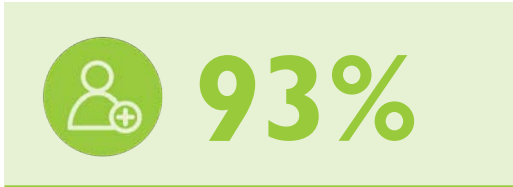


92% of shoppers are “satisfied” or “extremely satisfied” with their Co-op experience.

What survey takers said:

“We love shopping there! The staff are so friendly and helpful. It is a very well-managed store and staff are well-trained - and seem happy to work there!”

“I love the co-op! Thank you, everyone, for the excellent work and customer service. I hope you know how much folks appreciate you.”



93% of shoppers say they are “likely” or “very likely” to recommend our Co-op to their friends.



# Co-op and Community

Each day at the Co-op is an opportunity to live our values—supporting community well-being through local partnerships, creating a welcoming and inclusive environment, and giving back through our Change for Community program.

This year, we continued to champion key community-focused initiatives, including Change for Community and Double Up Food Bucks, while also highlighting and supporting local and Fair Trade producers and those who identify as women, BIPOC, disabled, LGBTQIA+, and veterans.

General Manager Matt Stanley shared key insights from the shopper satisfaction survey conducted in late 2024. In that survey, Co-op shoppers told us they would shop more often and spend more of their grocery budget here if we carried even more local products. We’ve taken that feedback to heart.

In 2024, we began tracking local sales through our point-of-sale system—a new tool to measure progress and celebrate the impact of choosing local. Check out the fun local sales metrics for fiscal year 2024 in this report! We’ll continue to grow this number year after year.

For us, “local” means any product produced within a 200-mile radius of the Co-op.

Thank you for choosing local food and community every time you shop at Astoria Co+op!



1 of 3

1 in 3 dollars spent at your Co-op supports local producers. The Co-op orders directly from 113 local producers.

\$237K

Funds raised for local nonprofits through our Change for Community program since 2018.

\$20

Value of fresh fruit and vegetables that can be matched each day with Double Up Food Bucks.







4,628

The Co-op has 4,628 active owners who have shopped in the past 12 months.



65%

Co-op members account for 65% of sales.



\$3.3M

Sales of locally produced products totaled \$3.3M in 2024.



## Co-op Ownership

Co-op owners help grow our co-op, keep more money in our community and invest in a business that will always be locally-owned. Ownership is not required to shop, everyone is welcome. The benefits of ownership include a \$20 store coupon upon joining and an additional 10% off Co+op Deals items with every shop. They also save 10% when they special order a case of an item.

In addition to the discounts that come from ownership, owners receive regular communications including email updates and an annual meeting invite, and they can vote for board members to represent them, or run for the Board themselves.



572

572 new members have signed up in the last 12 months.

# Employment



## Benefits

Benefits include healthcare, vision, dental, staff discount and the Employee Assistance Program.



50

Astoria Co-op employs 50 people, including 45 full-time staff members.



19/hr

Median pay for non-management employees.



3.67

Average years of tenure for all employees.



6.25

Average years of tenure for management/admin employees.



2.83

Average years of tenure for all non-management employees.

## Employee Bio

Meet Brook! Brook is the Lead Produce Buyer at the Co-op. She helps curate our incredible selection of fresh, seasonal produce from local and large farms alike. Brook spends her workdays ensuring each bunch of kale, pyramid of apples, and pint of mushrooms meets the top standards that members expect and love from the Co-op.

### What makes the Co-op a place you want to work?

Brook has been with the Co-op for 6 years, starting in 2019 as a produce stocker. Her motivation for working at the Co-op is simple: “It seemed like a nice place to be every day. And it still is!”

### What do you enjoy most about your work at the Co-op?

“Every day is different. Every crate we open is full of something beautiful and colorful.” Brook especially

loves the seasonality of her work, noting her favorite time of year is citrus season. “My favorites are the TDE mandarins or satsumas in December.”





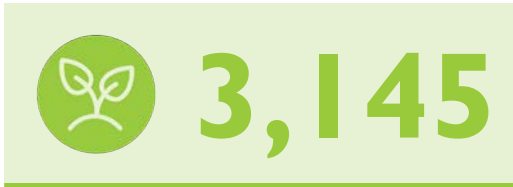
# Sustainability

We hold ourselves to high standards when it comes to the products we offer—prioritizing organic and local produce, humanely raised meats, special-diet options, and natural wellness items that align with our values.

Sustainability guides everything we do, from our solar panels and EV chargers to our bulk section and pollinator-friendly landscaping. We work hard to reduce food waste—excess food is donated to local food banks, and compostable scraps are sent to nearby farms, keeping our community nourished and our footprint light.



Pounds of CO2 emission saved with our solar panels.



Equivalent trees planted.







#### Board of Directors

Jennifer Teeter  
 Norma Hernandez  
 Sarah Nebeker  
 Mark Porter  
 Sarah Manor  
 Kelly Huckestein  
 Spence Barker

#### General Manager

Matt Stanley  
[matt@astoria.coop](mailto:matt@astoria.coop)

#### About this Content

This content is based on metrics and other data collected by Astoria Co+op as of September 2025.

