



# 2022 Annual Report

CELEBRATING 50 YEARS • 1972 - 2022

Bluff Country Owners,

We have had an interesting set of challenges this past year with the continuation of the pandemic, inflation jumps, major shifts in staff along with hiring hurdles, supply chain issues and product shortages. There have been a few rough moments this year and didn't see sales growth during FY2022, but we have been learning to adapt and I feel we are prepared to handle the challenges of the upcoming year.

After learning more about our co-op's history this past year, it is hard to not be impressed with how far we have come. We have followed a long road to lead us to where we are today, which I would call still fresh from the big step of a recent expansion. I don't believe we have fully adjusted to the size of the new store and although we were on track initially to comfortably grow into our new space, the pandemic and all the challenges and costs included with it over the past few years have put us behind schedule. We still have some obstacles ahead of us as we cautiously maneuver the economic impact of inflation rates so while we weather the potential decline, I plan to have us focus internally.

To get us caught up, part of this year's focus will be on refining our internal processes and procedures to increase the performance we can achieve with our current resources. There are a lot of unknowns about how current world events will factor into having an economic impact on our store so although I aim to be conservative this year, having a focus on finding new and creative ways to get more from the resources we already have will create a solid base for us to move forward with and be invaluable to successfully handling the coming year's challenges. As we improve our performance and efficiencies, I believe we will be moving in the right direction towards taking the next big step in our co-op's story.

The staff and I cannot thank you enough for all of the support over the years and it was amazing to see so many of you at our 50th Anniversary Party and Mural Unveiling. You keep us going and give us the motivation to keep pushing towards the future so thank you and Happy 50 Years!!!

Krissy Rowland  
General Manager



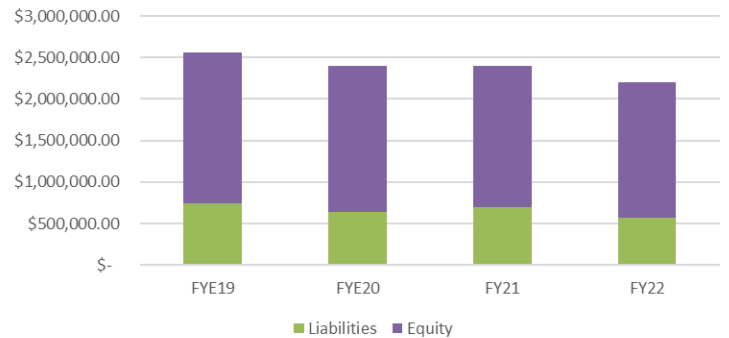
New mural by Ian Hanesworth installed August 2022

## Balance Sheet (June 30, 2022)

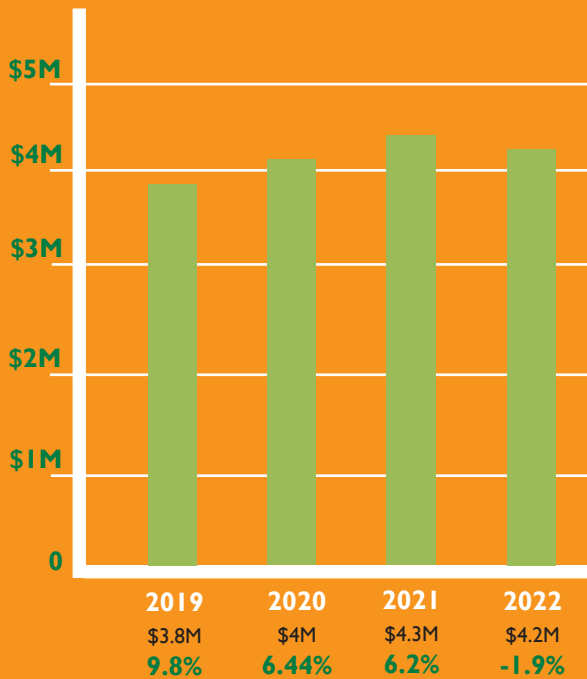
|                                       | 06/30/2022         | 06/30/2021         |
|---------------------------------------|--------------------|--------------------|
| <b>Assets</b>                         |                    |                    |
| Current Assets                        | \$508,258          | \$514,916          |
| Property & Equipment                  | \$1,484,097        | \$1,660,150        |
| Other Assets                          | \$210,785          | \$217,848          |
| <b>Total Assets</b>                   | <b>\$2,203,141</b> | <b>\$2,392,913</b> |
| <b>Liabilities &amp; Equity</b>       |                    |                    |
| Current Liabilities                   | \$328,409          | \$273,788          |
| Other Liabilities                     | \$1,310,326        | \$1,691,116        |
| Member Equity                         | \$564,406          | \$701,797          |
| <b>Total Liabilities &amp; Equity</b> | <b>\$2,203,142</b> | <b>\$2,392,913</b> |



## FY Debt to Equity

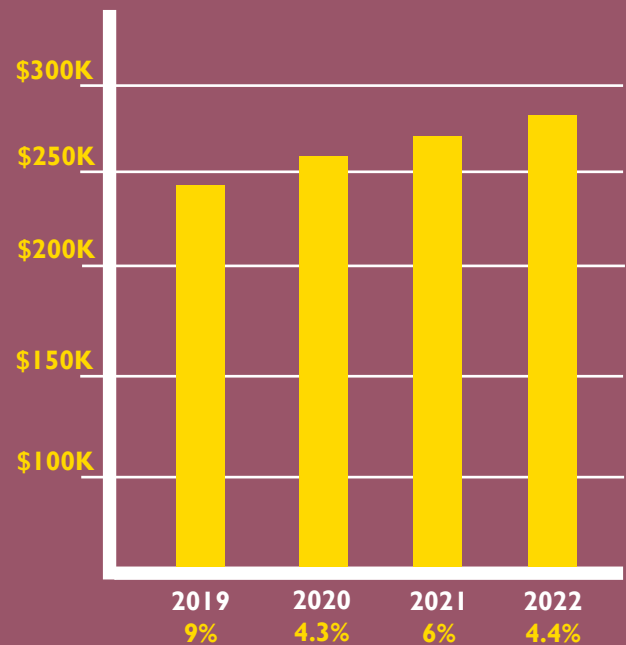


## FY Sales Growth



Total Sales for FY2022 was \$4.2M\*

## FY Growth in Owner Equity



\*Numbers under review by Wegner Financial and final report was not completed as of October 21, 2022

**2349 Owners**  
of Bluff Country Co-op (6/30/22)



**102 New Owners**  
joined the Co-op in the past year.

**65.59%** of sales were from owners in FY2022.



Our energy is sourced from  
**100% wind power.**



## we carry...



### 2463 Organic Products

\$1,591,730 sold in FY2022.

### 1265 Local Goods

\$592,348 local purchases in FY2022.



### 344 Fair Trade Items

\$44,709 sold in FY2022.

### \$129,412 EBT Dollars

spent at the store.



## in 2022 we sold...

**2,120 lbs**

Organic  
Regular Oats



**1,130 lbs**

Organic Fresh Ground  
Peanut Butter



**985**

Westby  
Medium Cheddar



**25,766 lbs**

Fair Trade  
Bananas



**3,121 lbs**

Organic  
Honeycrisp Apples



**14,170**

Co-op Kitchen  
Breakfast Burritos

**69,642**

Larry Schultz Bulk  
Organic Eggs



**649 lbs**

Equal Exchange  
French Roast Coffee

**10,895**

Organic  
Hass Avocados



**2,310**

Thousand Hills  
80/20 Ground Beef



**4,646 lbs**

Organic  
Carrots



**1,565**

Organic Valley  
Whole Milk Gallon Jugs



**4,788 lbs**

of food was donated to the  
Winona Volunteer Services Food Shelf

## Community Outreach Donations

made in FY2022 to the following organizations:

Alzheimer's Association  
Goodview Elementary School  
Hope Lutheran High School  
Hiawatha Valley Mental Health Center  
Winona Senior High School Social Club  
Winona Afghan Support Network  
Grace House  
Storm Trail Race Series  
St. Matthew's Lutheran School  
Midwest Music Festival  
Residents Organizing Against Racism (ROAR)  
Aurora Yoga Winona  
Winona County Restorative Justice

## 2022 Community Fund Recipient

The Winona Outdoor Collaborative was selected to receive a  
**\$868.93** donation from our Community Fund in July.



**\$2,236.50**

in total donations  
to area organizations.

Family & Children's Center  
Winona Area Humane Society  
Winona Volunteer Services  
Big Brothers Big Sisters  
Advocacy Center of Winona  
Winona's Little Warrior Drumline  
Winona Farmers Market  
Friends of the Winona Public Library

Frozen River Film Festival  
Project Get Outdoors  
The Storm Trail Race Series  
Our Voices  
River Arts Alliance  
Winona Volunteer Services  
Ready Set School  
Let's Erase the Stigma

## Earth Day Celebration

We held an Earth Day Open House in our parking lot on April 23, 2022 with music, activities and vendors.



## 50<sup>th</sup> Anniversary Party

Our 50th year as a Co-op was celebrated on August 28, 2022 at Levee Park with local music, food, games, prizes and a vendor fair.



## Co-op Community

During FY2022 we started the Life In Color Artist Corner for local artists to exhibit their artwork at the store. We also reinstated our Co+op Explorers program with new features.



## New Recycling Options

Added to the store in July.



Recycle packaging from Acure and Terra Chips brands.

Recycled aluminum cans benefit Habitat for Humanity.



### BOARD OF DIRECTORS

**PRESIDENT**  
Kay Pedretti

**VICE PRESIDENT**  
Jenn Baechle

**TREASURER**  
Brenna Curry

**SECRETARY**  
Josh Datta

**BOARD MEMBERS**  
Ann Lichliter  
Aurea Osgood  
Laura Johnson  
Jennifer Sanborn

### MANAGEMENT TEAM

**GENERAL MANAGER**  
Krissy Rowland

**KITCHEN**  
Rosie Bielefeldt

**PRODUCE & MEAT**  
Laura Johnson

**MERCHANDISING**  
Heather Kitching

**WELL-BODY**  
Amy Shea