



COMMUNITY CO-OP

OWNER'S MANUAL

SHOP IT. LOVE IT. OWN IT.

Jacob Romeyn of Providence Farm, Central Lake, MI
checks in on one of his egg-producing chickens.

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CO-OPS ARE DIFFERENT.

Back in 1973, a small group of caring, supportive people were looking for fresh, wholesome foods at fair prices - just like you. This small, pioneering group established a back porch buying club just off of 16th Street that was anything but simple.

Instead of a single-track food system, they believed in transparency and fair prices.

Instead of the mainstream, they believed in community.

Rather than just membership, they believed in Ownership.

Not just action, but accountability.

They formed an organization different from any other in the area. An organization that has grown to 2 stores totaling nearly 40,000 square feet; The first co-op in the US to be a Certified Organic Retailer; An environmentally sustainable leader; And a stalwart adherent to true sources of good food and products.

And now we are excited to welcome you as one of our newest Owners.

Together we share important beliefs: paying the true cost for food, ensuring our farmers receive fair wages, and supporting our local economy. We believe this creates a vibrant, thriving community that benefits us all.

All the more reason to **Shop it. Love it. Own it.**

OWNER BENEFITS

ANYONE CAN SHOP, EVERYONE CAN OWN.

SHOP IT:

- **ANYTIME DISCOUNT** - Once you become an Owner, you can take 5% off 6 transactions of your choosing every year. Have family coming over? Refilling the fridge after a long absence? It's up to you when you choose to save!
- **OWNER DISCOUNT EVENTS** - Four months out of the year, Owners can save 10% off of one transaction of their choosing. Now's the time to stock up on those delicious pantry staples - at a great discount!
- **PRE-ORDER DISCOUNTS** - Buy a case of your favorite product and save 10-25%! Only our Owners are eligible to receive our pre-order discount on special orders of large quantities or specialty products. (Check with Customer Service for more details.)
- **PATRONAGE REFUND** - Because you Own it, Oryana, when business results allow, may choose to refund a percentage of the purchases you made at your business back to you at the end of the year. It's the cooperative way of supporting our Owners who support their co-op.

"It's incredibly important for me to feed good food to my family. Shopping at Oryana isn't just shopping. It's being part of something much bigger. The community at Oryana is unparalleled." - Amy Moehle

**SHOP
IT**

save money &
receive special
discounts

**LOVE
IT**

good people, local
food & community
investment

**OWN
IT**

make your
voice heard

LOVE IT:

- **LOCAL LIKE YOU MEAN IT** - Co-ops, by design, are local entities. Oryana supports local growers, buys from local producers, provides a model workplace for our community and has donated hundreds of thousands of dollars to local organizations. Your Ownership ensures that your dollars get reinvested back into the community you love so much.
- **COMMUNITY PARTNER DISCOUNTS** - The co-op has some of the coolest friends. Your Owner card is your ticket to extra savings at dozens of area businesses - exclusive to Oryana Owners. See a full list of participating businesses at Oryana.coop.

OWN IT:

- **ACTIVE GOVERNANCE** - Oryana takes Ownership seriously. The co-op exists solely to fulfill the wants and needs of our Owners, which means you have a voice. As an Owner, your vote counts to elect Oryana's Board of Directors - or - run for the Board yourself! As one of our caring Owners, you get to help set the direction of Oryana for years to come.
- **COMMUNITY** - You've just joined a community of over 7,000 Oryana Owners who make caring and thoughtful decisions with their resources. Connect with us through your free subscription to our regular Newsletter, complete with recipes, the latest in food and health news and co-op happenings; our weekly eblasts so you never miss another great deal or announcement; our hands-on cooking classes at a discount; and our Annual Ownership Meeting, where we come together to share in good food and great company while hearing the news of the co-op and electing new board members.

WELCOME TO YOUR COMMUNITY CO-OP - WE'RE SO GLAD YOU'RE HERE.

**The co-op is a living, thriving cooperative business. As such, benefits are subject to change. If such changes occur, ample communication to Owners will be provided.*

WHAT IS A CO-OPERATIVE?

On the surface, co-ops may look like any other business, but it's what goes on behind the scenes that makes the difference. Along with a Mission, Oryana operates in accordance with the 7 Cooperative Principles, ensuring its Owners have a say in the decisions the business makes, and 6 Ends Policies, that help guide everyday decisions. Rather than rewarding outside investors with profits, a co-op returns surplus revenue to its Owners and its community. This cooperative approach to business results in a powerful economic force that benefits the co-op, its Owners and the communities it serves.

THE 7 INTERNATIONAL COOPERATIVE PRINCIPLES

- 1 Voluntary and Open Membership (anyone can shop, everyone can own)
- 2 Democratic Member Control through the elected Board of Directors (Owners help determine what our future should look like)
- 3 Owner Economic Participation (Owners contribute to and help control the co-op's capital)
- 4 Autonomy and Independence (democratic Owner control is maintained through the elected Board of Directors)
- 5 Education, Training and Information (we educate ourselves and others on the relationship between good food and good health)
- 6 Cooperation among Cooperatives (we're stronger together)
- 7 Concern for Community (sharing and caring)

MISSION:

The purpose of Oryana is to provide high-quality food produced in ecologically sound ways at fair value to Members and the community. Oryana Members and staff are committed to enhancing their community through the practice of cooperative economics and education about the relationship of food to health.

ENDS:

We believe every business should ask itself, “How can I make my community, region, state, and world better?” Oryana calls these socially conscious goals our “Ends.” Each decision we make is supported by the “Ends” we have set forth to achieve.

- **ECONOMY** - Because of Oryana, our community has a vibrant cooperative business whose success stimulates cooperative activity.
- **LOCALISM** - Because of Oryana, our community has an accessible and healthy marketplace for goods produced locally that have a positive environmental and social impact.
- **WELLNESS** - Because of Oryana, our community has direct access to solutions that contribute to health and wellness.
- **EDUCATION** - Because of Oryana, our community has opportunities to learn about cooperative economics and the interconnectivity between healthful foods, environmental stewardship and social responsibility.
- **COMMUNITY** - Because of Oryana, ecologically regenerative and socially just community development efforts are nourished and supported.
- **MODEL WORKPLACE** - Because of Oryana, our community has a model workplace which demonstrates a professional culture of mutual support and open communications, which is based on the balance of personal and organizational needs.

PURCHASING PLEDGE

Oryana pledges to provide high-quality food and non-food products produced in ecologically sound ways at fair value to Owners and the community. We are committed to maintaining the high level of trust we have earned over the years as we balance the many factors involved in purchasing decisions. We believe our buying decisions improve health, strengthen our community, enhance our commitment to sustainable local farmers and, of course, delight!

ORYANA MANAGERS AND BUYERS PRIORITIZE THE FOLLOWING PRODUCTS AND PRODUCTION METHODS:

- Local* Certified Organic: building relationships with family farms and businesses within a 100-mile radius that align with Oryana's Mission and Ends policies
- Non-Certified Local that meets Oryana's sustainability standards: working with our local producers and farmers to identify products that, although not certified, meet our standards
- Certified Organic, Non-Local: carrying quality options not found in our Local area
- Non-GMO Project verified: providing clearly labeled, independently verified non-GMO choices
- Whole or Minimally Processed Foods: not fundamentally altering the raw product

You can read our full and transparent Oryana Purchasing Guidelines on Oryana.coop.

**Oryana strictly defines Local as grown or produced within 100 miles of our store.*

RIGHTS & RESPONSIBILITIES

Your full rights as an Owner are listed in the bylaws (Article 3, Section 8), including:

- You are entitled to receive notice of and to attend the Annual Ownership Meeting as well as any special meetings, and vote on issues put before the Ownership, including elections.
- You may redeem your equity deposit at any time in accordance with the bylaws.
- You have the right to petition for a special meeting as per the bylaws, to receive annual reports, and secure other materials and information concerning the co-op.

WHAT YOU CAN DO TO GROW YOUR BUSINESS:

- Shop and share the co-op. The easiest (and tastiest) way to ensure your business succeeds!
- Share your voice by voting in the co-op Board elections (or consider running for the Board!)
- Connect with us - stay informed about your business and cooperatives through newsletters, emails, social media and our Annual Owner Meeting.
- Renew your Ownership annually or commit to multiple years (to save on administrative costs!)
- And, of course, inform the co-op of any address changes (digital or physical).



BOARD OF DIRECTORS

Oryana's Board of Directors is responsible to and are the voice of the Owners, setting a vision for the future of the co-op. While democratically elected by the Owners, the board speaks with one voice and is responsible for establishing and monitoring the co-op's governance policies, as well as hiring, monitoring and evaluating the General Manager who is the operational head of the co-op. Owners in good standing are encouraged to attend meetings, vote, and run for the Oryana Board. For more information and to meet our current board members, visit our website.

"Oryana is the best place to get healthy, local, delicious, and lots of organic food. Along with giving back to our community all the time they welcome everyone with smiling faces and knowledge about what they are selling. They are a second home and hang out for me and have inviting vibes with soaring energy!" - Happy Owner



Oryana Board of Directors, 2018

SAVVY SHOPPING

SHOPPING KEY

What to look for on our shelves and product labels to make your shopping experience a breeze.

LOCAL - Products that are grown or produced within 100 miles of Oryana.

GLUTEN FREE - Instead of a dedicated Gluten Free section, Oryana tags every GF item throughout the store, allowing you to shop GF choices in all of our departments. (tagged items are made with GF ingredients, not always in a GF facility)

NON GMO PROJECT VERIFIED - The 'butterfly' as we affectionately call the Non-GMO label, indicates items that contain less than 0.9% Genetically Modified Ingredients.

100% ORGANIC - Contains 100% organically produced ingredients.

CERTIFIED ORGANIC - Contains at least 95% organic ingredients.

MADE W/ ORGANIC INGREDIENTS - Contains between 70% and 95% organic ingredients.

SALES & DISCOUNTS

OWNERSHIP CARD - Proudly show your Ownership card every time you shop to earn your benefit discounts and be eligible for your potential patronage rebate.

OWNER DISCOUNT EVENTS - Four months out of the year, Owners can save 10% off of one transaction of their choosing.

CO+OP DEALS - Cooperative grocers across the country band together to offer great deals on the high-quality national and regional brands you love. Look for a new set of deals twice each month. We really are stronger together.

TWO FLYER TUESDAYS - On the Tuesdays we change over to a new set of Co+op Deals, we offer BOTH sets of deals. Twice the sales throughout the entire store!

COUPON BOOKLETS - Check in our store for coupon booklets stocked with great deals. As an Owner, twice a year, you'll also get one sent directly to your home. Happy clipping.

COUPONS AT THE SHELF - Look for coupons available right at the shelf for incredible deals on some of our favorite products.

ORYANA HECKUYA DEAL - Just for Oryana shoppers - special deals... because we love you and want you to be happy. Look for the orange topped tags.

EVERYDAY DISCOUNTS

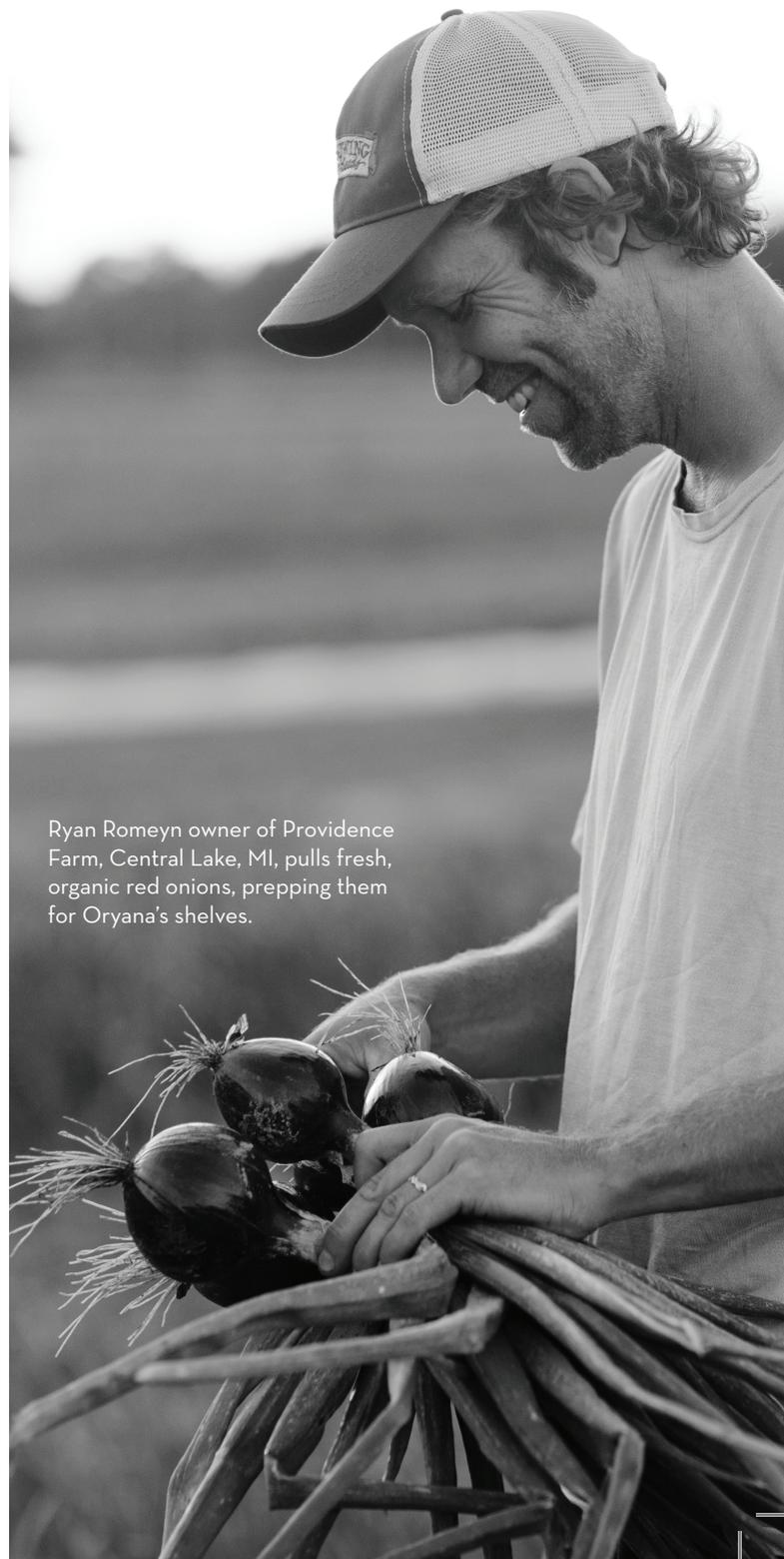
CO+OP BASICS - Eggs, Olive Oil, Milk, Pasta, and more - the type of basic items you probably always have in your kitchen. Our Co-op Basics program offers everyday low pricing of staple items in every department. Just look for the purple tags to save.

FIELD DAY - Our high-quality, in-house brand, featuring everyday low prices.

WINE DISCOUNT - 10% off 6 or more bottles of wine. *clink*

SENIOR DISCOUNT - Senior shoppers get an extra 5% off on designated shopping days.

SPECIAL ORDER DISCOUNT - Order your favorite product by the case and receive a discount of 10-25%. (See Customer Service for details)



Ryan Romeyn owner of Providence Farm, Central Lake, MI, pulls fresh, organic red onions, prepping them for Oryana's shelves.

TIPS AND TOURS... CO-OP LIKE A PRO.

WE LOVE QUESTIONS! – You don't know where that raspberry's been...but we do! We train our staff to be knowledgeable, passionate food and wellness advocates. If you have any questions about our products, don't hesitate to ask any of our valuable staff members.

TAKE ONLY WHAT YOU NEED – Sometimes you just need one banana – we get that. Shop for only what you need in our produce section and celebrate your freedom to save money and reduce food waste.

ORYANA BULK – Oryana's bulk grains, nuts, teas, oils, nut butters and coffees offer some of the best values in the store. We believe that only having to buy that one teaspoon of fresh cumin that you need, and being able to use your own container, just makes life better.

FREE FRUIT FOR KIDS – No one should shop on an empty stomach...especially close to nap time. Every child in Oryana can choose one piece of snack fruit to eat for free while you shop.

FREE SAVVY SHOPPING TOURS – Whether you are new or a long time shopper, you'll love walking, talking, and tasting your way through our aisles on our Savvy Shopping Tour. Learn tips for finding the best values, discovering new products, and making mealtime a snap with our healthy pantry-stocker guide. These tours are always free and offered twice a month. Contact Customer Service to pre-register.

FREE PERSONAL HEALTH TOURS – If you have a nutrition question or need help navigating a diet restriction or food allergy, we're here to help. We are happy to provide free, private personal health tours tailored to your needs. Contact Customer Service for details.

RETURN POLICY – If you are dissatisfied with a product for any reason, you may return it for a refund within 30 days with a receipt. Returns without a receipt will receive store credit.

MI BRIDGE CARD – We proudly accept MI Bridge Cards.

a Natural Foods Market

Gary Jonas, co-owner of The Shrub Soda Co., samples his Traverse City-born product inside Oryana.



GIVING BACK

- Oryana reaches over 7,000 people in a year with educational info about the relationship of good food to good health.
- Oryana works with over 150 local* producers, many of them directly.
**Local, for Oryana, is clearly defined as not being more than 100 miles from our door.*
- The percentage of the Local products that we carry has increased each year for the last 3 years.
- Sales of Local products has topped over \$3 million per year.
- Oryana donates over 30,000 lbs of food to Food Rescue, keeping good food accessible for all and out of landfills.
- Oryana supports over 100 different certified 501(c)3 organizations with monetary donations each year.
- Oryana donates nearly \$100,000 every year to local organizations doing good in our community.





Anne and John Hoyt enjoy a brief quiet moment outside of their cheese cellar at Leelanau Cheese, our area purveyor of traditionally-crafted Raclette cheese.



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