

isla vista
FOOD COOP



6575
Your **Isla Vista Food Cooperative** Since 1972

2021 – End of the Year Report
Welcoming our 50th Anniversary!



50 YEARS
600 MONTHS
18,262 DAYS
438,290 HOURS
26,297,438 MINUTES
1,577,846,299 SECONDS
OF BEING AWESOME



50th
ANNIVERSARY

1971-2021





Honoring our founders and highlighting the amazing stories behind the first 50 members of Isla Vista Food Co-op, and the times they faced in 1972



Going Strong
Fud Coop Aim Is Good Food at Low Cost
 By Jill Harris
 After one year of existence, the Isla Vista Food Co-op is going strong at its Parcel Road location. Membership is growing, new merchandise is continually being added to the inventory, and the operation is breaking even.
 For those who remember the old days of the Whole Wheat Food Co-op, with its weekly calls and semi-organized distribution on Saturday mornings behind the Service Center, the storefront operation is something of a revelation. There are shelves, bins, and refrigerated cases available. The small store can't compete with discount markets on cereal goods, he says, but on all other products the co-op is about 15 per cent cheaper than the large supermarkets in the area.
 The brainchild of Joanne Vokora, a former IVCC member, the co-op began organizing for its present form in August of 1971. Several persons who had been the driving force behind the now-defunct Whole Wheat Food Co-op were instrumental in the new venture. The membership of the co-op is currently at the peak of its strength. All members pay a \$30 per household deposit, which provides working capital, and \$2.50 per person each month to cover operating expense. This fee is a direct service charge and is a unique way of covering rent, salaries, insurance, maintenance, and other overhead costs.
 There is a continual process of criticism and response through the Food Forum, a bulletin board at the store where members and staff respond to questions and



TEAR GAS TRAILS through the Isla Vista night blended with the smoke of street fire Tuesday.



DEMONSTRATORS CONGREGATED in Parcel Rd. shortly after removal from ROTC building Tuesday night. Police fired tear gas into this crowd moments later.

Night actions rock Isla Vista

THE NEXT FOUR YEARS---WHAT
Los Angeles
LANDSLIDE VICTORY
 Pusch, Dorn and Hayes Lead
 Wormia Gives Ident His Victory



BACK IN 1972

NEWS STORIES
 • President Nixon makes unprecedented eight-day visit to Communist China and meets with Mao Zedong
 • The antidepressant Prozac (fluoxetine) is developed
 • Atari introduces Pong, the first video game
 • Antirwar demonstrations draw 100,000
 • Five men are apprehended by police in attempt to bug Democratic National Committee headquarters in Washington, D.C.'s Watergate complex

THE PRESIDENT
 Richard Nixon
WORLD POPULATION
 3.852 BILLION
AVERAGE INCOME PER YEAR
\$11,880
What money can buy...
 New house: \$27,500.00
 Ford Pinto: \$2,078.00
 Monthly rent: \$165.00
 Gallon of gas: \$3.36
 Frisbee: \$0.04
 Downy eggs: \$0.52

Movies!
 THE GODFATHER
 THE POSEIDON ADVENTURE
 WHAT'S UP, DOC?
 CABARET
 BEHIND THE GREEN DOOR

Music!
 Don McLean - "American Pie"
 Harry Nilsson - "Without You"
 Hot Butter - "Popcorn"
 Neil Young - "Heart of Gold"
 The Rolling Stones
 Olivia Newton-John
 Bill Withers
 The Temptations
 Led Zepplin
 Elvis Presley
 Stevie Wonder
 ABBA

WHAT ARE YOU WEARING?
Men
 Tie-dyed shirts
 Bell-bottoms
 Lipar rutties on shirts
 Winkpickr boots
Women
 Mini skirts
 Cutler
 Platform shoes
 Earth shoes
SPORTS
 SUPER BOWL VI
 DALLAS COWBOYS - MIAMI DOLPHINS (24-3)
 WORLD SERIES
 OAKLAND ATHLETICS - CINCINNATI REDS (4-3)
 NBA FINALS
 LOS ANGELES LAKERS - NEW YORK KNICKS (4-1)
 STANLEY CUP
 BOSTON BRUINS - NEW YORK RANGERS (4-2)

Back In The Day

1972
 Reflections of a special year.

New Car \$3,879.00

Senator's Salary \$42,500.00 per Year

Teacher's Salary \$10,174.00 per Year

Gas 36¢ per Gallon

Top Baby Names
 Boy - Michael
 Girl - Jennifer

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Meeting Unprecedented Challenges, and
Continue Accomplishing our Priorities



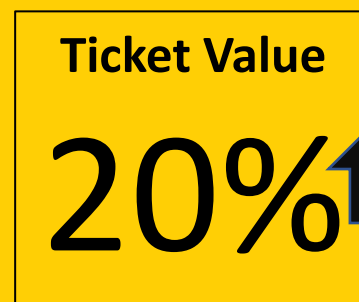
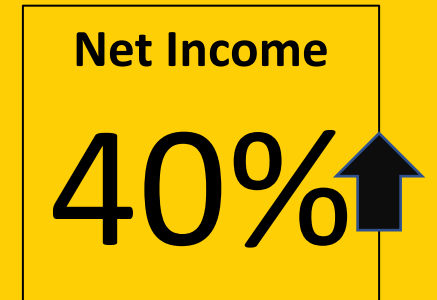
Economic Resilience

Strengthen our cooperative
by ensuring fiscal security
for the IVFC's future.

2021 Update: Our Co-op is out
of danger, but we will keep
improving our financial leverage
and key performance metrics



2021 Compared with 2020



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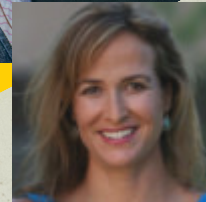
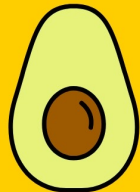
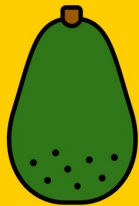
We will continue to find a balance
between business and advocacy

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Local Food System Support

Be a leading resource to
support farmers and other
producers in our local food shed.

2021 Update: We brought some
changes to our product mix to
ensure we provide affordable
food for those most in need





Supporting Local Vendors, Minority
Owned Business and Fair Trade



Healthy Food For All

Increase the accessibility of nutritious, high-quality, affordable, and culturally-inclusive food for our community.

2021 Update: We are expanding our product mix to include more ethnic products that fulfill the needs of our diverse community, and exploring safe innovations for the bulk food section





SUSTAINABLE FOOD IS

ECOLOGICALLY RESPONSIBLE

FAIR AND ACCESSIBLE



Keeping Faithful to the Main Values of Cooperativism and our Founders

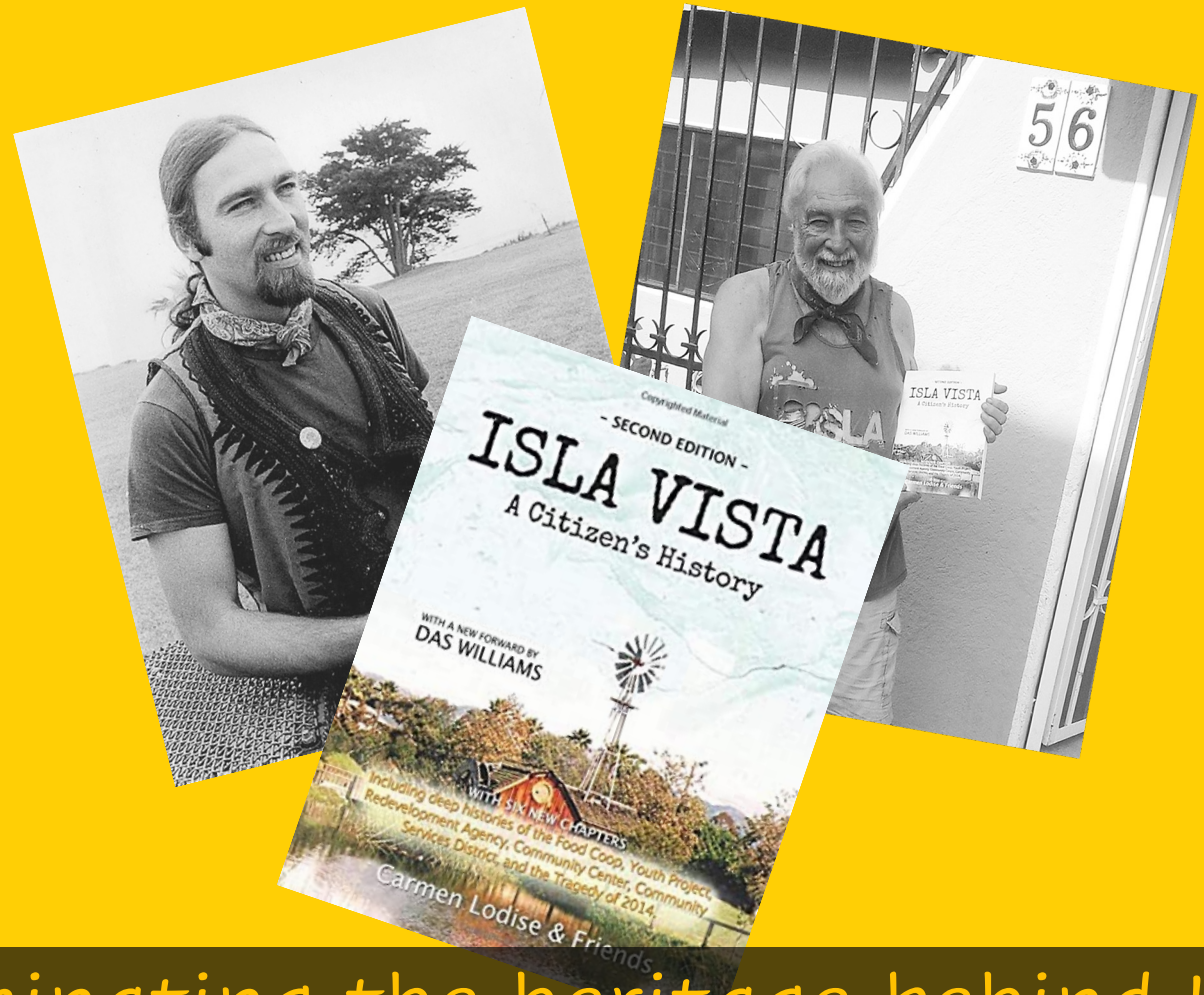
Supports local farms, producers, businesses, and community development
Healthy Food is a key foundation for healthy humans
Waste and waste kept out of landfills
... used to meet needs
... materials in circulation



grow the visibility of
our social impact &
values

Tell our story.

2021 Update: We are expanding
our presence in social media
and adding traditional media to
send a neighbor's call for action



Disseminating the heritage behind IVFC
with the younger generations, and the
broad community, to keep rallying for
the principles we share and cherish

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Community Engagement

create opportunities for the greater community to participate in the cooperative, and for our co-op to participate in the greater community.

Update 2021: IVFC is back in business!
Our patio will continue to host many events and we are collaborating with other community organizations



December 2021 Events calendar

Community-Owned, Shared, Thriving
FOOD CO-OP

groceries * produce * deli * bulk

No ownership Required To Shop!
We ACCEPT califresh

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Cozy Winter Drinks Tasting #1! 5pm-6:30pm @ Co-op Patio	2 coop deals	3 IVFC Staff Holiday Party We will be closing at 6pm on 12/03 so all staff can celebrate!	4 Happy Hanukkah to those who celebrate!	5 12/5-12/10: GOOD LUCK ON FINALS! ENJOY A FREE TREAT AT THE REGISTER THIS WEEK!
6 Food Not Bombs: Free Hot Vegan Meals Weekly! Shabby and Mckendricky Cooking: 7pm @ Hartman Coop 777 Center Blvd/Portola Berkeley, CA 94704 12th Floor UCEN	7 Cozy Winter Drinks Tasting #2! 5pm-6:30pm @ Co-op Patio	8 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC	9 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC	10 Christmas Eve Open 9am-4pm	11 Christmas Day We are Closed Enjoy the holiday to those who celebrate!	12 NEW YEAR'S EVE Open 10am-5pm
13 Winter Break Hours @ The Co-op: We will have shortened daily hours between 12/13 and 1/1, with regular hours returning on 1/2. 10am-7pm Daily IV empties out during the school break—this is the perfect time to support the Co-op. Plenty of parking, no lines, no crowds, and good food!	14 coop deals	15 Gingerbread House Decorating Party! All Ages! Come to the Co-op Patio and decorate your own "gingerbread" house! Enjoy hot beverages and snacks! 2pm-4pm 12/22	16 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC	17 Christmas Eve Open 9am-4pm	18 Christmas Day We are Closed Enjoy the holiday to those who celebrate!	19 NEW YEAR'S EVE Open 10am-5pm

Follow us @isla VistaFoodCoop Facebook Like us on Facebook! 6575 Seville Road - open 9am-5pm - www.islavistafoodcoop - (415) 763-1401

October 2021 Events calendar

Community-Owned, Shared, Thriving
FOOD CO-OP

groceries * produce * deli * bulk

No ownership Required To Shop!
We ACCEPT califresh

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 October is Co-op Month! We're having our annual owner drive - Help us sign up 200 NEW OWNERS! Sign up (or renew) as a Co-op Owner and receive: 500 Owner Bonus Points! \$5 off your next shopping trip! A Co-op tote + sticker! + Enter into a raffle for a \$250 Co-op Gift Card, Co-op goods bags, and more! 10 winners will be announced at the end of the month! In addition to all the usual benefits of Co-op Ownership Sign up with a cashier during your next shopping trip! We Own It!	2 UCSB AS Food Bank M-Th 9:30am-5pm F-S 9:30am-4pm @ 2nd Floor UCEN	3 Fair Trade Coffee Tasting 11:30am-1pm @ Co-op Patio	4 Celebrate Fair Trade Month with Us! Fair Trade means fair labor standards and wages for small-scale farmers producing food products for the global marketplace (think coffee, chocolate, tea, bananas...) Throughout October, we'll be educating about Fair Trade in-store and online! Keep an eye out for giveaways, producer highlights, tastings, and more!	5 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!
6 Happy Halloween! Join us on the patio for a costume contest - 10am-5pm Friday 10/29 Shop to Go Home on Halloween and get a treat at the register!	7 Fair Trade Chocolate Workshop w/ FNBS 5-6pm @ Co-op Patio	8 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC	9 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC	10 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!	11 National Farmers Day 3x points on Local Produce!	12 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!
13 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!	14 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!	15 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!	16 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!	17 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!	18 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!	19 10/17-10/23: EARN 2X OWNER BONUS POINTS ON YOUR ENTIRE PURCHASE!

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November 2021 Events calendar

Community-Owned, Shared, Thriving
FOOD CO-OP

groceries * produce * deli * bulk

No ownership Required To Shop!
We ACCEPT califresh

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Thanksgiving We have all your mealtimes holiday needs covered! Come check out our selection of roasts, fixings, & local produce! Plenty to round out a turkey dinner, too!	2 BONFIRE COLLECTIVE POP-UP BOOK SWAP @ Co-op Patio 11/5, 3-5pm	3 coop deals	4 Pumpkin Pie 930-950-3318	5 49th Annual Co-op Owner Meeting! 2021 Recapping a Wild Year Saturday, November 6th 4-5pm Via Zoom!	6 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC	7 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC
8 Food Not Bombs: Free Hot Vegan Meals Weekly! Shabby and Mckendricky Cooking: 7pm @ Hartman Coop 777 Center Blvd/Portola Berkeley, CA 94704 12th Floor UCEN	9 Fancy Cheese Tasting @ Co-op Patio 5pm-6:30pm	10 coop deals	11 Thanksgiving Week Hours: 11/24: 9am-5pm 11/25: 9am-4pm 11/26: 9am-4pm 11/27: 9am-5pm	12 During this time, we would like to acknowledge that the land we occupy rightfully belongs to the Chumash people, who are its traditional custodians. We pay our respects to the Chumash elders, past, present, and future, who call this place, Aniyaya, the land that Isla Vista sits upon, their home. We would not be here if it were not for a legacy of imperialism and genocide—in aware of what you celebrate.	13 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC	14 94 Food Co-op Board of Directors Meeting Every 3rd Wednesday @ 6:30pm Now On Zoom— Meeting ID: 377 715 3488 Password: WFC
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Developing a Broader Awareness and Preference among Students

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Community Advocacy

Nourish and sustain a
culture of inclusion
for our diverse community.

2021 Update: We continue
working with local partners and
community leaders to advance
the interests of the community,
especially our friends at IVCS





Expanding our Customer Base to Capture
a Broader Demographic

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Environmental Stewardship

Model environmental
sustainability in our
products and practices.

2021 Update: IVFC is committed
to reduce waste through best
practices in lean management



ISLA VISTA
COMMUNITY SERVICE DISTRICT


CALIFORNIA CLIMATE
INVESTMENTS
Cap and Trade
Dollars at Work

THANK YOU!

CHANGE STARTS
WITH YOU



RETHINK THE FUTURE



REDUCE



REUSE



RECYCLE



Community-owned grocery

open to everyone

solar powered

isla vista
FOOD CO OP



PLASTIC FREE JULY

at the isla vista
FOOD CO OP

Learn it, Shop it, Make it, Live it!



We've got your reused,
recycled, upcycled,
DIY, budget-friendly,
ZERO WASTE
plastic-free back
through July and beyond!

isla vista FOOD CO-OP

Fair & Equitable Workplace

Foster a culture of diversity and
empowerment.

Be a model of excellence in all
employment practices.

2021 Update: New handbook,
standard operating procedures
and training to foster a safer
performance environment

