



2024 ANNUAL REPORT

FOOD DONATED 83,454 LBS

BEANS FOR BAGS \$19,021.81

GROCERIES FOR GOOD \$22,385.47

1140 PEOPLE REACHED THROUGH EVENTS AND CLASSES

LOCAL SALES \$7,246,190.56

NUMBER OF LOCAL PRODUCERS 237

SALES GROWTH PERCENTAGE 6.01%

ANNUAL SALES \$37,090,080

DONATIONS TOTAL \$142,770.00

SUPPORTED 19 ORGANIZATIONS FOCUSED ON ECOLOGICAL REGENERATION AND SOCIAL JUSTICE

SUPPORTED 16 ORGANIZATIONS WITH EDUCATIONAL MISSIONS

17 COOKING CLASSES

1,787.50 HOURS OF STAFF TRAINING

\$10,000 GRANTED IN MICROLOANS*

***2024 MICROLOAN RECIPIENTS**

Z&N FARM

Expanded hoop house square footage for diversified vegetable production.

BLUEBIRD FARM

Funded their farm stand expansion and compost spreader.

OUR GOALS (ENDS POLICIES)

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.



2024 was a very successful year at Oryana. We achieved six percent sales growth and improved our gross margin. In a year when US grocery sales growth was reported at less than three percent, our cooperative outpaced industry trends. This success is a testament to the hard work of our team and the unwavering support of our shoppers and owners.

Along with sales growth and gross margin achievement, we kept other expenses under control and, in the end, we had a distributable amount of net profit. We wrapped up projects that started before I got here, like the West solar installation, which will support our long-term sustainability goals. We launched new programs and promotions, like our Fresh Deals flyer, to bring more value to our shoppers. We also expanded Café hours at both stores, creating consistency and reliability for folks.

You're probably familiar with the hero's journey as a storytelling/literary form. There's a sequence and method to writing a story with a protagonist hero. Brands and marketing executives have adopted this concept to sell products. For a good, long time, brands were the hero of the story in ads and commercials. In the last twenty years or so that has changed and consumers have become heroes. Before it was, "Tide saves the day and gets the stain out," and now it's more like "the busy parent saves the day by using Tide." It's

meant to be more subtle. Rather than saying, "I want that brand to solve my problems," they want you to want to be the hero that buys the brand. Anyway, I was thinking about all of this as I sat down to write Oryana's annual report. Who is the hero in the Oryana story? And what I realized, and it's something that I love about co-ops, something I find inspiring and, if I had to bet it's likely one of the reasons I've stayed in this work as long as I have, is that our story is made up of many heroes. We don't have just one. And we don't just have one metric for success either. Our success is not just about numbers and winning the great game of grocery, though I do love the game because it's relentless and challenging and rewarding all at once; our success is also about community and impact and people.

Of course, the staff are the everyday heroes of the Oryana story. I will challenge you to a dance battle in the streets if you try to say otherwise. They are here day in and day out, providing great service, caring for products, and supporting each other. They navigate the fast pace of retail with skill and patience, keeping our shelves stocked, preparing fresh food, and ensuring that every willing customer has a positive experience. Beyond that, they're constantly learning - about food safety, cooperative principles, and how to create a welcoming environment for the entire community of shoppers that we see. Their dedication is what makes Oryana a truly special place to shop and work.

The farmers and other local food producers are also heroes of Oryana's story. Farming and entrepreneurship are not for the faint of heart. Every season brings new challenges, unpredictable weather, rising costs, labor shortages, yet they continue to do the work because they believe in nourishing our community. They wake up early, work long days, and pour their passion into producing high-quality food for the rest of us. Their commitment to organic and sustainable agriculture strengthens our region's economy. And as we were reminded of during COVID and climate catastrophes, national supply chains have vulnerabilities. We need local food producers as much as they need us, if not more. Without them, Oryana wouldn't be Oryana.

The Oryana Board of Directors are heroes of this story as well. We have such a smart and dedicated group of individuals who volunteer their time and talents to ensure that Oryana stays true to its mission. They help shape long-term strategies, making sure that decisions align with our cooperative values and Ends policies. They navigate financial oversight, governance, and member engagement, all while keeping the big picture in mind, ensuring Oryana remains strong and sustainable for generations to come. Their work may not always be visible, but it's crucial to the continued success of our co-op.

And finally, you! You are most definitely a hero in this story. That's right, you, a single Oryana member. Your commitment to our shared adventure has helped us become one of the largest co-ops in the country. With every purchase, you're not just buying groceries, you're investing in our local food system, supporting ethical business practices, and strengthening the cooperative movement. Your participation, whether through voting in elections, attending events, or simply choosing Oryana for your shopping, helps shape the future of this organization. Your voice matters, and your support makes all the difference. Let's keep cooperating and collaborating on this shared hero story in 2025 and beyond!

Sincerely,

Sarah

CEO Sarah Christensen