

POLICY TYPE: Ends
POLICY TITLE: E –Wild Oats Food Co-op Mission and Ends
ADOPTED: April 27, 2009
LAST REVISED: July 18, 2016

Ends Global: Mission

While adhering to the Cooperative Principles*, Wild Oats Market exists to provide its member-owners, customers, employees, and our regional community:

E1. A plentiful selection of fresh, healthful food at reasonable prices, with an emphasis on organically grown and fair-trade products, provided by local farmers and producers and by cooperative businesses when possible;

E2. A stable and responsive employer that is committed to employee well-being and to promoting and practicing environmental stewardship;

E3. A welcoming, sustainable, cooperatively-owned full-service business that is inclusive of diverse persons and needs and strengthens the local community;

E4. Access to relevant information about food, nutrition, the environment, the cooperative business model, and the co-op's long-term vision;

E5. Excellent customer service from well-trained, respectful, friendly, and knowledgeable staff; and

E6. An advocate for and supporter of local producers, small farms, and other cooperative businesses.

* Cooperative Principles

1. Voluntary and open membership.
2. Democratic member control.
3. Member economic participation.
4. Autonomy and independence.
5. Education, training and information.
6. Cooperation among cooperatives.
7. Concern for community.