

Why \$200?

- The Purple Carrot Market needs \$1 million in capital to open a successful small co-op with approximately 4,000 square feet of space.
- The co-op projects that 50% (\$500,000) will come from owner capital.
- It is projected that
 - a. 12% (\$120,000) of capital will need to come from common shares.
 - b. 38% (\$380,000) of capital will come from owner loans and/or preferred shares.
 - c. 50% (\$500,000) of capital will come from other sources of debt.
- For successful operations, our market study indicates that we should strive for 600 owners by the time we open the market.
- \$120,000 (12% of needed capital) divided by 600 people is a \$200 stake per owner.

Frequently Asked Questions

Why should I buy in before the store opens? The co-op needs you! To get the funding to open the store, the Purple Carrot Market needs to demonstrate the community's commitment to the co-op.

Capital is needed to open any business, and the capital for this one will come in the form of initial ownership equity stakes and later through loans.

During the start up phase, capital is needed to pay for legal fees, accounting fees, marketing, consultants, design fees and more.

If we want a co-op in our area, we need to vote with

our dollars even if some risk is involved. By having paid owners, we get the attention and respect of lending institutions, consultants, vendors, government agents and members of our community.

What if I buy into the Purple Carrot Market and it doesn't open? Our bylaws spell out the details, but basically, all owners would get an even split of what remains after all expenses and loans (if any) are paid.

When will the store open? We hope to open in the spring of 2017. Our feasibility study shows that Little Falls is an attractive market for a food co-op and there is a rapidly growing demand for healthy, local, sustainable food. It really depends on how quickly the community provides support. It is necessary to raise capital in order to open the doors.

Where will the Purple Carrot Market be located? The goal is for the store to be centrally located. A specific location has not yet been chosen.

Do I have to be a member-owner to shop at the Purple Carrot Market? While member-owner investment is a vital part of the Purple Carrot Market's financing, you are not required to be a member-owner to shop there.

Please send inquiries to:
The Purple Carrot Market
C/O Pat McGuire
710 1st St SE
Little Falls, MN 56345



A Local
Sustainable
Member Owned
For Profit
Cooperative

Supporting
Healthy Food Access
& Education
Local Economy
Local Farms
Sustainable Agriculture
Community Connections

www.purplecarrotmarket.coop

About Ownership

Owners provide the working capital needed for starting up the store and future growth. Your initial ownership equity stake supports The Purple Carrot Market's mission and buys you a lifetime of benefits. It also supports local farmers and their families, organic farming, sustainable agriculture, community based events and development, nutrition and health education, and ecologically sound business practices.

Primary co-op owners elect the Board of Directors and influence store policy. The Purple Carrot Market will be accountable to its owners and the community.

Owners do not have to volunteer at the co-op to receive the benefits of ownership.

One owner equity share is a household membership. All household members must live at the same address. They all share the benefits of ownership, but only the primary member gets a vote.

Supporting your local co-op makes a difference in your community.



Why Buy into Ownership?

- Participate in your co-op by voting in elections, holding office or joining a committee.
- Access member-owner specials and discounts once the store opens.
- Support local and regional farmers and producers that use sustainable growing practices.
- Improve access to fresh, healthy food.
- Keep more dollars generating the local economy.
- Experience satisfaction in being part of a community owned grocery store.

Founding Ownership Stake

Your founding ownership stake means that you agree to be a core member, helping to build this business and launch this cooperative. You will be informed of all decisions regarding location, business strategy, solicitation of members, staffing and selection of products offered in the store.

Founding Owners are making a \$200 investment in the Purple Carrot Market while the outcome of this project is still somewhat uncertain. The more Founding Owners that invest, the more certain the outcome is and the sooner the Purple Carrot Market will open! This co-op is being created BY the community FOR the community.

Vision Statement

The Purple Carrot Market is a vibrant, welcoming meeting place for those interested in high quality, natural foods. It offers producers a fair price for their goods while giving customers access to reasonably priced products sourced from area farms and neighboring communities whenever possible. By partnering with Little Falls Community Schools to enhance entrepreneurial education and collaborating with local food sources to promote a fair, sustainable, and community-driven lifestyle in Central Minnesota, the Purple Carrot Market strives to reduce the number of miles our food travels while keeping grocery money within our community.

How To Become an Owner

Turn in your completed application and payment at a Purple Carrot Market event, drop it off at the Purple Carrot Market booth at the Shoppes of Little Falls or mail it to:

The Purple Carrot Market
C/O Pat McGuire
710 1st Street SE
Little Falls, MN 56345

For more information call Susy at
320-360-1982

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