



Strategic Plan

2026—2030

North Coast Co-op is a community-owned organization guided by the cooperative principles. As a leader in our community, we emphasize a diverse selection of products, while engaging members through consumer education, community building, and environmental responsibility.

The strategic plan is developed by the Board of Directors, outlining three long-range goals that provide guidance for supporting North Coast Co-op's success for the next five years. Management is responsible for the operational execution of the strategic plan, including development of goals, projects, and performance metrics.



Our 5-Year Goals

- 1 Grow Engaged Community Ownership and Participation**

We will expand outreach and engagement across north coast communities to continue to grow our diverse owner base, clearly articulating and communicating benefits co-ops offer and our unique position as a community-owned grocery store. We will deepen our presence and participation in local events, sponsorships, and partnerships and increase our visibility within our community while enhancing meaningful benefits for our owners.
- 2 Cultivate Exceptional Customer Experience**

We will cultivate and provide an exceptional, trusted, and value-driven customer experience, establishing North Coast Co-op as the must-shop destination for the highest quality ingredients and prepared food on California's north coast. We will create a welcoming, intuitive, and inspiring shopping environment and gathering place for both new and legacy customers, serving and empowering shoppers with knowledgeable staff, trustworthy information, transparency, and leadership on best practices aligned with community values and clear ways to easily select foods meeting their diverse needs and preferences.
- 3 Achieve Operational Excellence**

We will carry out efficient and productive operations across all departments and employees through enhanced systems, training, tools, and technology to ensure a thriving business with long-term resilience against economic and environmental shocks and maintain our position as desirable employer offering lifelong career potential.

Your community-owned grocery cooperative since 1973 • www.northcoast.coop

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Cooperative Values

Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.

Cooperative Principles

- Voluntary and Open Membership
- Democratic Member Control
- Member Economic Participation
- Autonomy and Independence
- Education, Training and Information
- Cooperation Among Cooperatives
- Concern for Community

Grow Engaged Community Ownership and Participation

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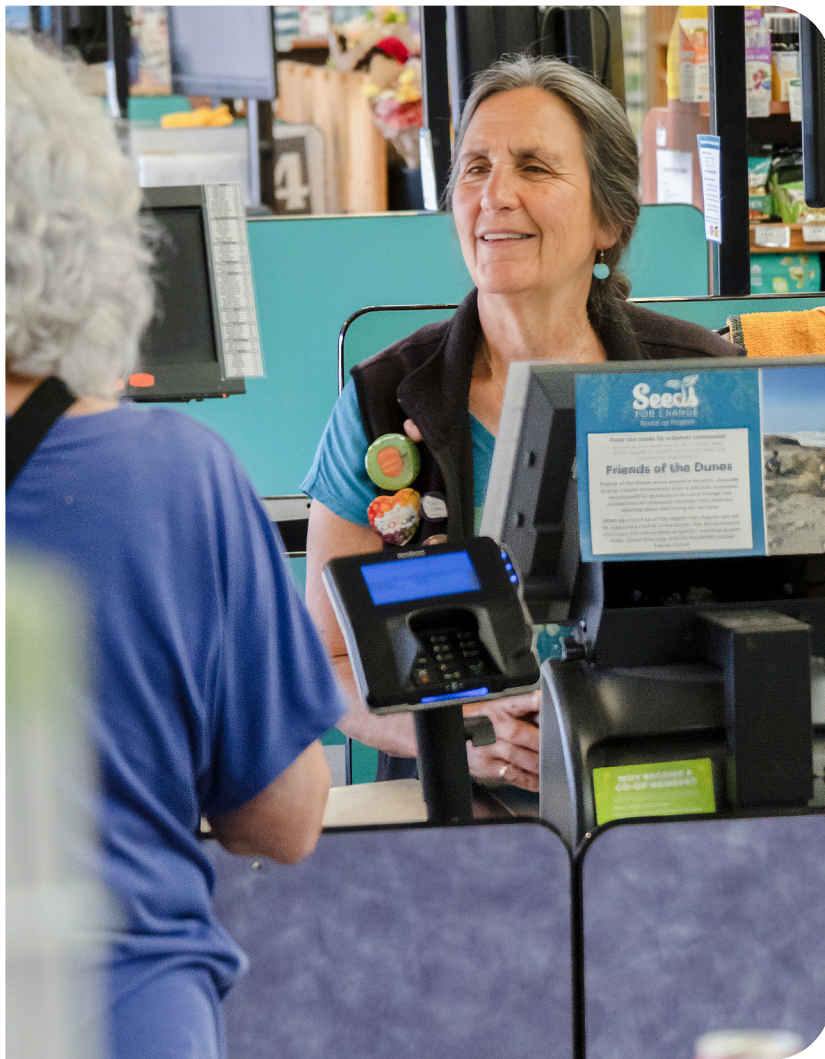
Over the next five years, we will:

- Expand advertising and community outreach programs, with an emphasis on reaching new audiences, communicating our cooperative advantage, and increasing consumer engagement.
- Transition towards using the term ownership over membership in all publications, marketing materials, and communications.
- Seek out ways to promote the benefits of ownership, provide incentives to join, and reduce barriers to entry.
- Grow community partnerships through innovative programs, events, sponsorships, and donations.
- Develop and expand upon promotional opportunities specifically geared towards owners.



Cultivate Exceptional Customer Experience

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Over the next five years, we will:

- Define and uphold customer service standards through training programs and operational procedures.
- Develop systems to ensure optimal store presentation and cleanliness.
- Maintain an intuitive and exciting shopping experience through product selection, merchandising, and displays.
- Emphasize our product standards through staff training and promotional materials.
- Develop and expand upon prepared foods programs and menus, focusing on offering consistently delicious, exciting, and high-quality food.
- Develop promotions and events which focus on in-store gathering and community building.

Achieve Operational Excellence

We will carry out efficient and productive operations across all departments and employees through enhanced systems, training, tools, and technology to ensure a thriving business with long-term resilience against economic and environmental shocks and maintain our position as desirable employer offering lifelong career potential.

Over the next five years, we will:

- Ensure consistent maintenance and implementation of necessary upgrades to our equipment and infrastructure to maximize operational efficiencies, enhance customer experience, and mitigate losses.
- Explore technological solutions for gaining systems efficiency and cost savings.
- Expand staff training programs across all departments and job positions.
- Develop methods for enhancing internal communications throughout the organization.

