

# HFC Board of Directors' Quarterly Owner Update

Third Quarter 2019 (July - September)



532 member-owners strong!

## Last quarter's Board progress

- In July and September, the Outreach Team implemented our first two promotions based on the guidance provided by our consultant. During each of these two-week promotions, HFC grew by 19 member-owners. In the third quarter, we grew by a total of 62 new owners.
- Upon reaching 500 member-owners, our press release drew the interest of the Hillsboro News Times. Former board member EJ Payne provided an interview which landed on the front page!
- Multiple grant applications are underway to fundraise for our Feasibility and Planning efforts. An EPA grant we've begun evaluating would provide technical resources at no cost.
- Board teams met for work sessions to work on items such as promotions and to begin brainstorming the interior layout of the coop, including equipment such as walk-in coolers.

## Key next step initiatives

- **Completing Feasibility Studies** that are required to complete the Feasibility Stage and formally proceed into the Planning Stage.
- **Developing a producer business directory and new owner incentives** featuring local businesses that support our regional economy and help grow ownership. We hope to promote these producers to help share their unique stories and use provided incentives to bring new owners.
- **Recruiting volunteers** to support our business as we ramp up to site selection. Volunteers are the engine powering HFC growth until we are able to hire employees. Explore volunteer opportunities by emailing [volunteers@hillsborofood.coop](mailto:volunteers@hillsborofood.coop) for more information.

## Message from the Board president

The HFC grassroots business model continues to grow, especially over the past quarter with strong support from the Outreach Team. Producer-led promotions helped us reach a larger audience through our marketing efforts. Compared to past marketing efforts, this technique increased our conversion rate as perspective owners took the next step and joined. As our owner count grows, and we look to ramp up our site selection efforts, I encourage all owners to participate in the business through volunteering.

Thank you for being part of our small business,

A handwritten signature in blue ink, appearing to read "Brandon Iwasaki".

Brandon Iwasaki  
Board of Directors, President