

HFC Board of Directors' Quarterly Owner Update

Third Quarter 2020 (July - September)



603 member-owners strong!

Last Quarter's Board Progress

- Our Outreach and Volunteer Coordinator completed onboarding and she is off and running! Roberta has recruited several new volunteers, created job descriptions to prepare for more volunteers, jump-started our Farmers' Market Team, instigated the search for new HFC swag, and is prepared to give presentations at online meetings in our community.
- The Board has been in contact with the market study consultant to ask clarifying questions. Additional next steps regarding the Market Study are provided below. Please note that the Board is following Market Study [messaging best practice guidance provided by FCI](#).
- We regrettably said farewell to two of our newest board members who had life changes leaving them unable to remain on the Board. We have begun discussion regarding director appointments to fill the remainder of their terms.

Key Next Step Initiatives

- **Market Study messaging event has been postponed to either later this year or early 2021.** The board is currently working with our consultant to clarify some questions about the findings. The Board of Directors decided to release the study information in this format prior to an official messaging venue. The message below contains some high-level findings within the market study.
 - The Market Analysis evaluated a hypothetical site located within a one-mile radius of the City of Hillsboro Civic Center.
 - The HFC trade area contains a large area that extends well into the City of Hillsboro jurisdiction, out to a western extent that includes Forest Grove. A forecasted trade area includes both urban and rural communities.
 - Competition within the trade area is considered relatively strong, with two large-format natural foods stores and one hybrid store located within the City of Hillsboro city limits. Additionally, there are several conventional supermarkets within the trade area that offer some products that would overlap with the anticipated offerings of HFC.
 - An ideal format for HFC should include a hybrid offering of clean-conventional, locally produced, natural and organic foods. The HFC brand should reflect a healthier food store option in comparison to the offerings of conventional supermarkets in the area. This mix of offerings will create greater affordability to reach a broader demographic of potential customers.
 - A focus on prepared foods, along with a hybrid offering of products, will help HFC differentiate itself from other conventional supermarkets.
 - Educational components of HFC will help enhance shopper awareness of relationships between food, the environment and individual health. An educational component would

be effective in improving outcomes from HFC operating, while also reaching a larger audience of potential customers.

Message from the Board President

At this point, our all-volunteer board and teams have adapted to functioning remotely both collaborating on strategy and conducting routine work. We miss our ability to meet in-person for fully productive discussions. We know many of you are in similar situations, and we are looking forward to 2021 in hopes things will return to some kind of new normal. Thinking back to empty grocery store shelves just a few months ago is a great motivator for our community to open a locally-owned grocery store that is resilient to supply chain disruptions and that creates strong relationships with local producers.

From this perspective, and with these dreams in mind, we hope you will consider getting involved by joining us on the board or getting involved with our Outreach Team.

Please stay safe, and thank you for being part of our small business,

A handwritten signature in blue ink, appearing to read 'Brandon Iwasaki', with a stylized flourish extending to the right.

Brandon Iwasaki
Board of Directors, President