



Wild Onion Market,

a community owned grocery store at 7007 North Clark Street

Jillian Jason, Board President

Why Build a Food Co-op?

Food Co-ops Build Strong Communities

1.3M

Member Owners
across the US*

22%

Of products on the
shelves are local*

185

The average food co-op
works with 185 local
farmers & producers*

4,278

New jobs created at
start up food co-ops**

1M+

Pounds of food
donated by co-ops in
2020*

\$7.3M

Food co-ops donated over \$7.3M to
community organizations in 2020*

~100

Emerging food co-
ops organizing
across the US**

*data from National Co-op Grocer 2020 Impact Report

**data from Food Co-op Initiative 2020 Impact Report

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MARKET**

Building a Food Co-op in our community



TALENT

VISION

ORGANIZE

- **2014-2016**
- In person community organizing, feedback, early mission/vision

FEASIBILITY

- **2016-2021**
- Market studies, organizational power, strong leadership

IMPLEMENT

- **2022**
- Signed lease, Capital Campaign launch 3/6, build-out to follow

SYSTEMS

CAPITAL

WILD ONION MARKET: About the Project

- Began in 2014 – Idea for a community-owned grocery store in local resident’s living room
- Entirely grassroots, community-driven and volunteer-led
- Adapted mission, vision, and core values as the project grew to reflect community needs and values
- Introduced Scholarships in 2016
- Began site search in 2019
- Tremendous growth during pandemic
- Signed 10 year lease on 7007 N Clark St in Rogers Park in January 2022



Wild Onion Market Today

1200+ OWNERS

140+ LOCAL BUSINESS OWNERS

35 SCHOLARSHIPS AWARDED

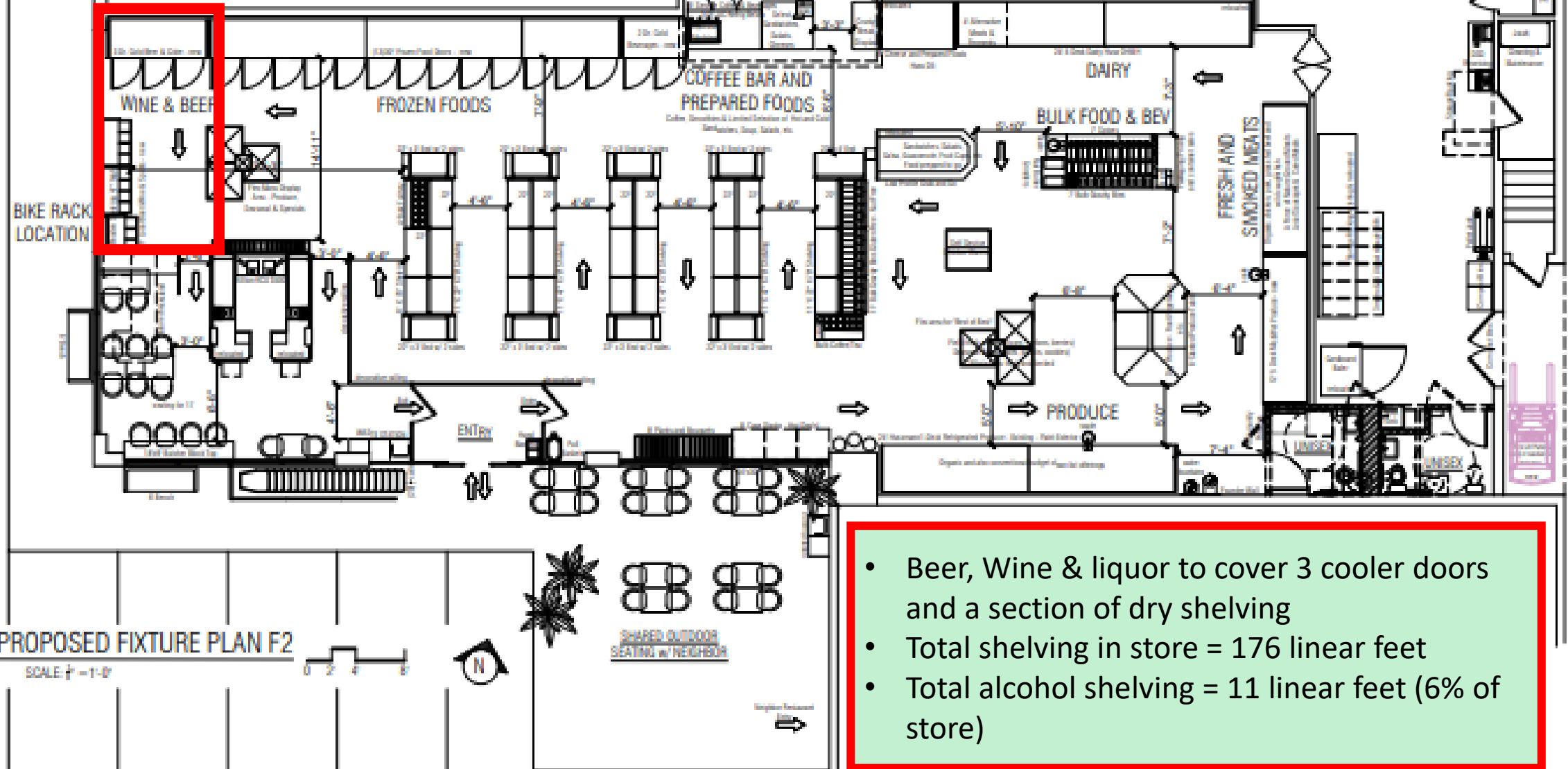
**PRO FORMA & MARKET STUDY
INDICATE STRONG FEASIBILITY**

OVER \$140,000 RAISED FROM COMMUNITY



WILD ONION MARKET

Fixture Plan – 7007 N Clark St



- Beer, Wine & liquor to cover 3 cooler doors and a section of dry shelving
- Total shelving in store = 176 linear feet
- Total alcohol shelving = 11 linear feet (6% of store)

WILD ONION MARKET:

Vision, Mission & Core Values

Our Vision:

A vibrant community where people, planet, and our prosperity are connected through food.

Our Mission:

To cultivate a thriving community-owned grocery store that connects people to fresh, local food and to each other.

Our Core Values:

We work to grow community health and wellbeing by:

- building and celebrating community, by providing a safe, welcoming, accessible grocery store.
- selling affordable, healthy, local, and organic food that reflects our unique neighborhoods.
- supporting sustainable agriculture and transparent sourcing in our business practices.
- increasing economic power in our workplace, in the community, and in the local food system.
- ensuring fair, ethical, sustainable, and empowering practices in everything we do.

**WILD ONION
MARKET**

How do alcohol sales support our mission?

- Sales of alcohol at the co-op will be less than 10% of total sales
- No planned bar area; sales will be packaged goods to accompany grocery shopping
- Surveys from co-op Owners and prospective shoppers indicate desire to purchase local beer, wine, and spirits at co-op
- Co-op seeks to provide opportunities for local businesses to sell their products, including local beer, wine and spirits
- Sales of alcohol will provide for a stable profit margin, helping to ensure longevity for the co-op
- Beer, wine, and distillates are an opportunity for diversification of crops farmed in IL (cited: [*Local Food, Farms & Jobs: Growing the Illinois Economy*](#))

Our Mission:

To cultivate a thriving community-owned grocery store that connects people to fresh, local food and to each other.



Thank You & Questions



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MARKET**