

OCTOBER  
2025

# Ends Report





# A message from our Board President

*Ann Gentry*

During my eight years of service on the board and in the last two years as board president, together we have weathered a worldwide pandemic, California fires that devastated many



of our beloved communities, a week-long cyberattack on our largest grocery provider (which left our shelves bare), sadly, the closure of a second store, and navigated several management changes. With all of this bundled together, we also faced changing competition, which we had never encountered before, as well as shifting demographics and the evolving landscape of natural food stores.

And yet, here we still stand. Strong and Proud.

As you may know, after leading the Co-opportunity for three years, Cindy Chikahisa left the company a month ago. Cindy improved the store in many ways. What comes to my mind is bolstering an energetic staff and elevating operational standards. We are fortunate that Grichard Perez, who has been with the Co-op for 21 years, is acting as interim general manager, along with department managers and all team members who have stepped up to keep your Co-op running smoothly as the board begins a search for a seasoned grocery store manager. The board is confident that we will find the exemplary leadership to move your Co-op forward.

Please read through our 2025 Ends Report, which reflects the period from August 1, 2024, to July 31, 2025, and the four P's that are the pillars on which our store operates.

**Performance** consists of financial reporting. Although you'll see a slight decrease in our sales compared to previous years, when we had two stores, we are now profitable for the first time in many years.

Our **Products** focus on our favorite local vendors, and we're excited to highlight four new vendors that we're now carrying.

In the **Partners** section, you'll find information about your donations through our round-up program at the register, as well as details on store donations and events that support local organizations.

And for our **People**, we center on our diverse staff and the store teams that are proud to serve you every time you visit our store.

As we enter our 52nd year as a community-owned cooperative store, the Co-op's story remains one of five decades of energetic teams of managers and hundreds of staff members, a dedicated board of directors, and tens of thousands of loyal members and customers. It is the story of cooperation, opportunity, and unity, all three words encompassed in our name—Co-opportunity.

*In good health,*  
**Ann Gentry**



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# Performance | FINANCE AND DATA

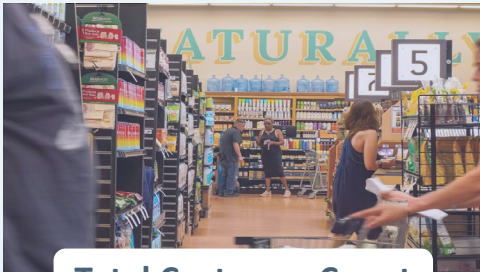
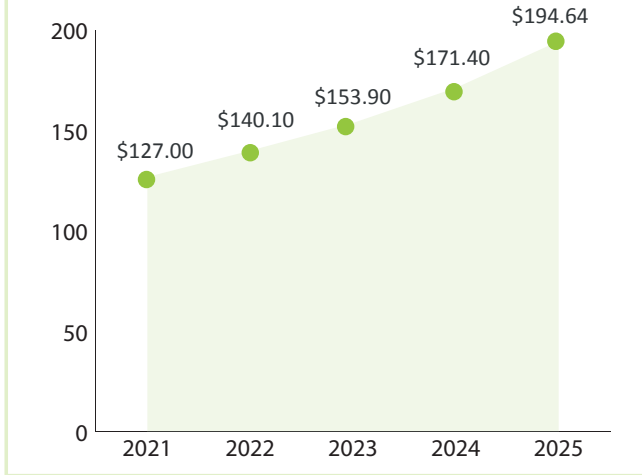
## Annual Sales

**\$20,593,749**  
total sales in 2025

2024	\$23,339,131
2023	\$24,960,414
2022	\$26,311,920
2021	\$28,834,320

## Sales Per Labor Hour

**\$194.64**  
in 2025



### Total Customer Count

**452,870**   
in 2025

564,254 in 2024

638,085 in 2023

646,641 in 2022

612,879 in 2021



### Total New Owners

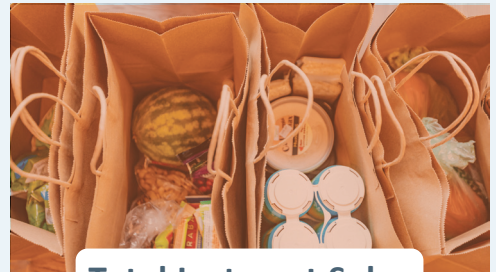
**538**   
in 2025

553 in 2024

745 in 2023

586 in 2022

995 in 2021



### Total Instacart Sales

**\$1,110,430**   
in 2025

\$1,115,720 in 2024

\$1,163,191 in 2023

\$1,372,573 in 2022

\$2,225,955 in 2021

# Performance | SALES BY DEPARTMENT

**Grocery**  
**43.6%**

(packaged goods, refrigerated goods, frozen items, dairy, beer and wine)

**Meat & Seafood**  
**5.90%**

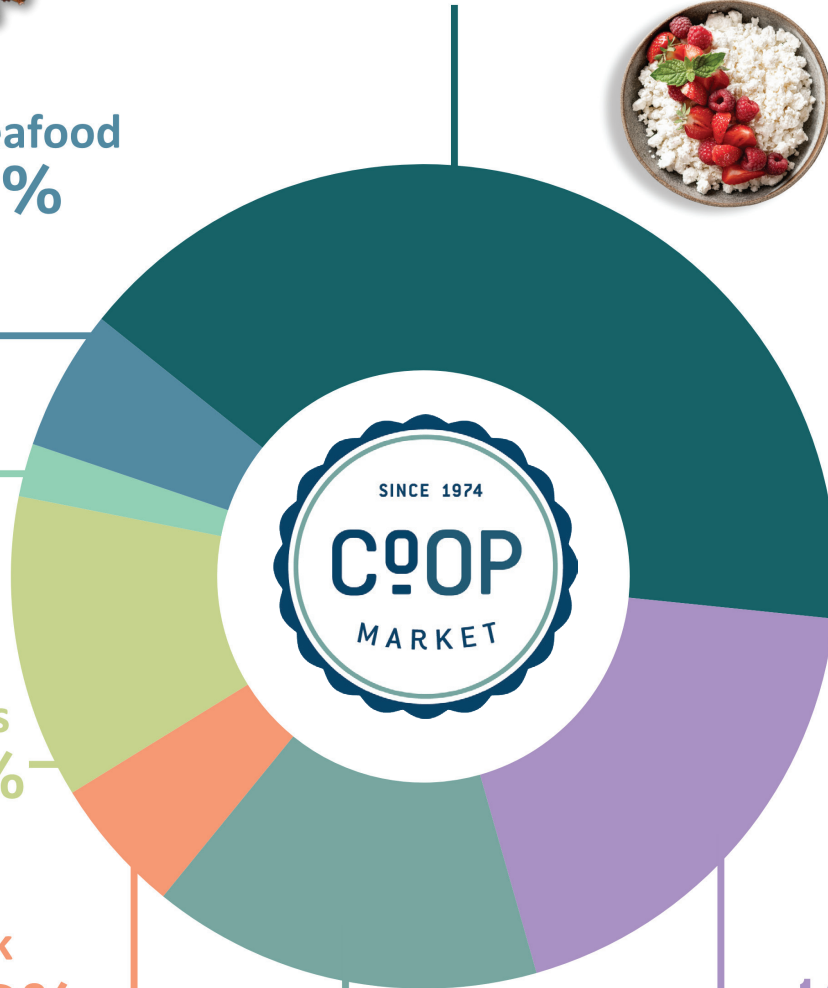
**Cheese**  
**2.20%**

**Wellness**  
**12.70%**

**Bulk**  
**5.70%**

**Produce**  
**16.30%**

**Deli**  
**14.4%**





In 2025, we expanded our new products with:

- ✔ 321 New Organic Products
- ✔ 141 New Local Products
- ✔ 218 New Vegan Products
- ✔ 241 New Non-GMO Products

## Local Vendor Feature



### 1. Culture Crush Amazake Los Angeles, CA

Culture Crush, founded by Zoe von Gerlach, brings the ancient Japanese superfood amazake into the modern wellness space. Called “drinkable IV” in Japan, amazake is a fermented rice beverage known for its numerous health benefits. Inspired by her passion for nutrition and the gut microbiome, Zoe began handcrafting amazake at home, which quickly grew into a small-batch fermentation business.

# Products | ITEMS AND VENDORS



## 2. Sweet Laurel Bakery Los Angeles, CA

Sweet Laurel is a Los Angeles-based bakery specializing in grain-free, dairy-free, and refined-sugar-free treats. Co-founded by lifelong baker Laurel Gallucci after her autoimmune diagnosis, the brand is dedicated to crafting indulgent desserts from simple, whole-food ingredients—always free of artificial flavors, colors, preservatives, and stabilizers.



## 3. Zatik Naturals Glendale, CA

Zatik Naturals is a family-owned, eco-conscious skincare and wellness brand that crafts plant-powered, vegan, and cruelty-free formulas using globally sourced botanicals and transparent, pronounceable ingredients. Inspired by the Armenian word for “ladybug,” Zatik blends science and nature in small batches—delivering clean beauty that promotes regeneration, health, and ethical living.



## 4. Papa Steve's Protein Bars Venice, CA

Papa Steve's, founded by Steven Diebold, is dedicated to helping people live happier, healthier lives with great-tasting, no-junk nutrition made from real ingredients. Their fresh, small-batch protein bars are crafted with raw nuts, seeds, whole fruits, and superfoods— and are always free from dairy, soy, and wheat.



# Partners | OWNERS AND COMMUNITY

## Owners

We take pride in being a community-owned market, where the very people who own this thriving consumer cooperative are the ones shopping in the store. Each Owner invests equal dollars to assure they have a grocery store they can trust to supply them with the highest quality organic and local foods around.



**12,068**  
Total Active Owners

**\$582,576**  
Total Owner Discounts

**42.10%**  
Fully invested Owners

**21.74%**  
of employees are Owners



# Partners | OWNERS AND COMMUNITY



Thank you to our customers for driving change with change...

Our Round Up at the Register raised **\$12,237.85**



**\$5,132.85**

American Red Cross



**\$2,363.77**

The Chrysalis Center

The Co-op supported these local organizations with gift cards, party platters, and snack donations in 2025.

- ✿ Community Corp Santa Monica
- ✿ American Red Cross
- ✿ Impastiamo
- ✿ Will Roger Learning Community
- ✿ Hamilton High School
- ✿ McKinley Elementary School
- ✿ Ocean Park Church
- ✿ Santa Monica High School
- ✿ Queer Wellness Event
- ✿ Crossroads (Scrip Program)
- ✿ Beth Shir Shalom (Scrip Program)



**\$2,118.92**

Santa Monica Animal Shelter Foundation



**\$716.12**

The Boys and Girls Club of Santa Monica



**\$1,906.19**

Crop Swap LA



Together we donated **45,179** pounds of food to local programs, reducing food waste, diverting from our landfills, and helping our neighbors.



# People | CO-OP STAFF

## Our core

Our staff is undeniably the beating heart of our business, as their dedication, expertise, and commitment form the foundation upon which the Co-op thrives and succeeds. Without their collective efforts, our organization's goals and customer satisfaction would remain unattainable.

**24.74%**

of long tenure employees (+10 years)

**89.86%**

of full-time employees are eligible for health benefits

## Leadership

Our organizational success is driven by leaders with a broad range of perspectives and innovative solutions.

**50%**  
Women

**75%**  
BIPOC

**75%**  
Multilingual



## Diversity

We strive to reflect the diversity of our community in our organization.

**43.5%**  
Women

**88.4%**  
BIPOC

**65.2%**  
Hispanic

**76.8%**  
Multilingual



## Employee Perks in 2025



**\$54,676.24**

Daily Meal Allowance

**\$53,961.99**

Employee Discounts

**\$3,480.50**

Metro Tap and Parking Reimbursement