

# ELIWOOD THOMPSON'S

Local Market



# Benefit Corp. Annual Report 2023



# What is a Benefit Corp.?

In 2016, Ellwood Thompson's took the legal steps to become Virginia's first natural food store to reorganize its corporate organization to be an official Benefit Corporation under Virginia law. This new legal status means that as part of its corporate and business operations, Ellwood Thompson's has adopted certain formal values meant for the public good and that align with Ellwood Thompson's mission in serving the public. The Mission Review Board evaluates how well it is serving its stated values and mission, and provides its assessment along with future recommendations through this Benefit Corp. Annual Report.

Specifically, Ellwood Thompson's has created a Mission Review Board that conducts its review and evaluation of how well Ellwood Thompson's is serving its stated public values. This Benefit Corp. Report is a result of a year-long process to review all aspects of Ellwood Thompson's operations and to understand where Ellwood Thompson's is doing its mission and operating by its public values and where it can improve in the future

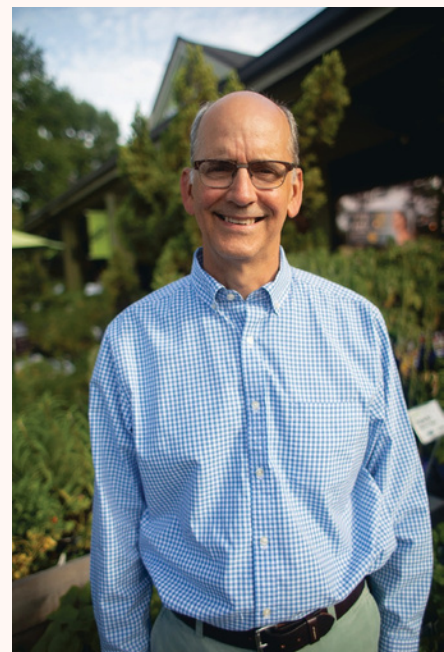
## A Note from the Owner

One of the most rewarding aspects of my role as owner is to be involved each year on the store's benefit corporation's goals for the next year. ET lives by its five values, but it's absolutely necessary to quantify and be held accountable by the Mission Review Board. We welcome their feedback.

Initiatives that we pursued in support of our goals that come to mind in 2022 include hiring a marketing director with 20 years of experience working with local vendors. Another is bringing in an outside independent vendor, Billy Pasta, of well known local Billy Fallon of Bread and Billy Pie, to our prepared food line up to complement our other outside Sushi Vendor Jeffrey Ota. Signage initiatives additions were "local" icons added to shelf tags, USDA Organic stickers applied to all bulk bins, more non GMO signs - all in an effort to inform our customers and heighten their visibility. Led by the efforts of our purchasing director, the buying relationship w/ local farmer, Broadfork, was profiled in a RTD article that was picked up nationally with several media outlets.

*Rick Hood*

Rick Hood



# Mission Review Board

Ellwood Thompson's formed a Mission Review Board for the purpose of defining procedures to measure whether ET achieves its mission and upholds its core values on a year-by-year basis. ET views community members as its stakeholders and believes that true change can only come through diverse perspectives. As such, the Review Board is composed of employees, customers, and outside interests, who all provide a unique perspective. Ellwood Thompson's management strives to understand different perspectives in order to better achieve its mission.

## MISSION REVIEW BOARD MEMBERS

**Barb Lamb**, *Ellwood's Marketing Director*

**Rick & Molly Hood**, *Owner Ellwood's*

**Michael Lumpkins**, *Ellwood's Indulge Manager*

**Customers:**

**Chamie Valentine**

**Karen Stephens**

**Robin Schilling**

## FUTURE GOALS

**In 2023, we will/have:**

- Implemented an Eat Local program highlighting local food vendors that sell at Ellwood's
- We provide a photoshoot of their products, a reel shoot for Instagram, and a blog post to bolster their brand and ours
- Implementing an Eat Independent program, highlighting family owned brands sold nationally at our store, further supporting commitments to family owned businesses
- Fine tuning of our new website created in 2022
- Engage more fully in the Carytown Merchants Association as a more integrated member
- Fuller engagement and support of RealLocal RVA
- Bringing into The Beet a more wide range wellness expert deepening the offering
- Grab a bag, Give a bag

Ellwood's continually works to offer a supportive environment and education for our Stewards. This includes extensive onboarding, training, and outlets for feedback so Stewards are equipped to succeed and be productive and happy within the company.

Ellwood's strives to be a best-in-class employer and attracting and retaining top talent in the increasingly competitive grocery industry will be vital to our success both financially but also in fulfilling our mission to "feed the heart and soul of our community."

Supporting local businesses, vendors, and farmers is a core value at Ellwood's. We only want to see our local food purveyors succeed and we are in a unique positive to highlight them and offer our support.

# Accomplishments and Recommendations by Each Core Value in 2022

## CORE VALUE #1

### Provide healthy and local food for our customers

**Product Standards:** We provide you with a diverse selection of products with an emphasis on local, organic, minimally processed, and sustainable foods.

**Food & Product Safety:** As a customer and part of our community, we believe you deserve food and products with superior standards and clear labeling. We are a buying agent for you, not a selling agent for our suppliers. We prioritize keeping a healthy community above making profits.



### ACCOMPLISHMENTS IN 2022:

- Grocery, Dairy and Frozen Department have been 100% GMO-Free since 2019.
- All house-made Bakery products are now 100% GMO-Free.
- We used over 250 gallons of small-farm, organic, California extra virgin olive oil in our recipes in the Kitchen, Bakery, and Deli.

**CORE VALUE #2**

## Support our local economy by promoting, selling and partnering with local vendors and businesses

**Local Love:** The great City of Richmond is our home. We work with local organizations, source local products, and encourage the buying of local goods throughout our community. We define local as a 100-mile radius from Ellwood's, as the crow flies.

### ACCOMPLISHMENTS IN 2022:

- We brought in 835 new local items, bringing the total to 2774 local items on our shelves in 2022
- We used 100% local honey in house in our bakery, kitchen, and juice bar and sold over 5600 pounds of local honey in the store.
- We sold over 248,000 local eggs and with an additional 10,000+ local eggs used in our kitchen and bakery.

*"Ellwood Thompson's leads the way in supporting local farmers and businesses. I'm very grateful that we have an independent store like ET in Richmond."*



CORE VALUE #3

## Value our employees by supporting their well-being and providing rewarding work

The employees of Ellwood Thompson’s are a proud, knowledgeable and diverse group of down-to-earth, talented, quirky and inspired individuals who are dedicated to a clear mission. This is why we call our employees “stewards.”

**Respect for Stewards:** In this digital age with robots replacing human interaction, we focus on diversity, equality, and ethical treatment of employees. A collaborative management style adds to the entrepreneurial spirit of our employees, breeding all-around responsibility.

**Paying it Forward:** The success of our mission allows us to give back to our community, support our employees, and provide you with high quality products and fresh, locally produced foods. We have taken significant steps to further understand how well we live our values during our second year as a Benefit Corp.

### ACCOMPLISHMENTS IN 2022:

- Partnered with Impact Compliance Training for Sexual Harassment Training to all of the management and core staff
- Continued to have a 100% employer paid health and dental care plan.
- Raised wages for the entire staff and gave entry level management a 10%+ increase

### RECOMMENDATIONS FOR 2023:

- Partner with businesses (gyms, merchants) to give our stewards even more community based benefits.
- Train management staff on DEI (diversity, equity, and inclusion)
- Partner with SAARA to provide Naloxone training

*“Ellwood Thompson’s is a warm experience, meeting friends in a community gathering space. Great selection, knowledgeable, and engaged employees.”*



**CORE VALUE #4****Support environment and social consciousness**

**Environmental Impact:** We work to reduce the impact we have on the world - for our sake and the sake of all other species. Ellwood's supports sustainable agriculture, recycling, harnessing solar energy, composting, donating waste, and rewarding customers who travel in environmentally friendly ways.

**Animal Welfare:** The rights of animals are especially important to us. We only buy from farmers who ethically and humanely treat their animals and do not use growth hormones, antibiotics, or irradiation in raising them.

**Envirocredit:** Part of our mission is to play our part in making Richmond one of the most eco-friendly cities in the world, and we like to reward those who choose environmentally friendly travel. We'll take 25-cents off your purchase when you get to our store by walking, biking, bussing, running, skipping, skating, or any other means of travel that helps reduce emissions. Just mention your mode of transportation to your cashier to get your discount. We added a larger bike rack to support this decision.

**ACCOMPLISHMENTS IN 2022:**

In 2022, Ellwood Thompson's diverted 34,490 pounds of food scraps & organic material from landfills. Through our efforts, the estimated emissions saved are equal to:

- 23,522 net pounds of CO2 saved
- 26,816 miles driven by an average vehicle
- 404 incandescent lamps switched to LEDs
- 1,048 gallons of gasoline consumed

**RECOMMENDATIONS FOR 2023:**

- Grab a Bag, Give a Bag program launching soon to become more sustainable

***“Of the many grocery stores in Richmond and the surrounding areas, Ellwood Thompson’s by far is the best in terms of social consciousness and environmental responsibility. I love to shop here because of their outstanding values as a company, and because supporting local is important to me.”***

CORE VALUE #5

## Encourage and support community and educational engagement

**Community Consciousness:** We stay engaged by supporting the RVA community with events and causes that reflect our mission and lead to positive change. We promote sustainably produced products that add to the well being of our local area.

### ACCOMPLISHMENTS IN 2022:

- Offered free use of The Beet to organizations in alignment with our mission

### RECOMMENDATIONS FOR 2023:

- Work with a seasoned professional to provide opportunities to our customers surrounding health and wellness

***“I like that Ellwood’s has free and open community talks and events in The Beet.”***

