



FAQs

When will the grocery store open?

Our market study recommends that we focus on solidifying our ownership base before starting the buildout of the Purple Carrot Market co-op grocery store. Research shows that a strong ownership base before opening helps ensure the success of our food co-op.

How much does it cost to become an owner of this community-grown grocery store?

An owner equity share is a one time payment of \$200.00. One owner equity share includes owner benefits for all members of a household living at the same address. One member also gets to represent the household with voting rights. If each household member purchases an ownership, each receives voting rights. Owners are not required to volunteer in order to receive member benefits, though volunteering is welcome!

How do I purchase my owner equity share?

Complete our Founding Owners Application and submit it along with your owner equity share payment. You may choose to pay \$200.00 in full or make four quarterly payments of \$50.00 each. Payments can be made by check or credit or debit online by visiting:

www.purplecarrotmarket.coop/ownership



Steps To Get Involved

Visit www.purplecarrotmarket.coop to:

- 🥕 Review co-op information, bylaws, and articles of incorporation.
- 🥕 Read testimonials from current owners.
- 🥕 Purchase owner equity shares online at our Ownership Store:

squareup.com/store/purplecarrotmarket

Follow The Purple Carrot Market on Facebook 



www.purplecarrotmarket.coop

53 Broadway E, PO Box 724, Little Falls, MN 56345

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LITTLE FALLS' LOCAL FOOD CO-OP

Rooted In Community

ANNUAL OWNERSHIP MEETING



What's the Purple Carrot Market?

The Purple Carrot Market is on a mission to meet the diverse grocery needs of our community through convenience, a stellar shopping experience, and quality locally-sourced products at fair prices. We're striving to do this by opening a cooperatively owned grocery store in the historic downtown of Little Falls, Minnesota.

Grow, Fund, Build

Be a part of the co-op development as we:

GROW our base of invested Owner shoppers

FUND a capital campaign that ensures we thrive on Day 1 and Day 1,000

BUILD a community-grown, cooperatively owned downtown grocery store

Ownership

Everyone is welcome at the Purple Carrot Market! When you join as an owner, your investment builds equity for the co-op and helps us demonstrate the community support needed to obtain further investments. A full share in the co-op is \$200. Become a founding owner and join us in growing the Purple Carrot Market into a community asset.

Pick Up A Founding Owners Application:

Our Future Home (53 Broadway E)

The Shoppes of Little Falls (102 1st St. SE)

Download Online:

www.purplecarrotmarket.coop

Mail Completed Applications To:

The Purple Carrot Market

PO Box 724

Little Falls, MN 56345

Our Vision

A vibrant, welcoming full-service grocery store, providing convenient, exceptional downtown shopping and fresh, local food to all community members.

“The Carrots” (Benefits)

- Convenient downtown location with excellent parking
- Supports revitalization and vibrancy of downtown area
- Increases attractiveness of area, drawing future residents
- Improves access to healthy, bulk, and locally grown and prepared foods
- Circulates grocery money more locally to benefit producers, growers, businesses, and families
- Provides an incentive for growers to produce high-value crops
- Builds awareness of healthy food systems
- Strengthens community bonds and provides a sense of community ownership through investment in our locally-owned grocery store

