

FA PRINCIPLES

FA is a cooperative community that exists to realize people's aspirations for a healthy, simple and humane life. Relationships of trust, respect and integrity make an organization that feels good. This inspires owners and potential owners to participate beyond the retail level. Our natural food store and community business support participants in the following ways:

I. We act ethically and responsibly by:

- Implementing sound environmental practices
- Manifesting unquestionable integrity throughout the institution
- Respecting and valuing healthy human diversity
- Promoting socially responsible practices, choices, and products
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II We care for our community by:

- Serving FA's owners, staff, customers, and the larger community
- Ensuring that FA nourishes the mental and physical well being of owners, customers and staff alike
- Promoting a web of interconnection within FA, and between FA and other co-ops and local community groups
- Offering multiple opportunities for owner involvement in FA
- Utilizing local sources for goods and services whenever feasible
- Presenting opportunities for the FA community to know that its work and involvement is valued, and providing people with opportunities to excel and grow
- Encouraging volunteer service whenever and wherever possible to the shared benefit of FA, the volunteer and the community.
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III. We provide high quality products, goods, and services to our customers by:

- Marketing wholesome, affordable, natural and organic foods and other products
- Offering education, information, and resources for healthy living
- Ensuring a welcoming, service-oriented atmosphere
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IV. We balance human needs, financial necessity, and daily realities by:

- Understanding and accepting the impact of our decisions
- Considering long-term and overall costs as well as short-term ones
- Depending on our community for appropriate support
- Making socially responsible choices in preference to profit-driven ones