



December 2022

# Good Thymes

DNF CO-OP'S MONTHLY NEWSLETTER



**15% MEMBER APPRECIATION DISCOUNT,  
HOLIDAY GIFT IDEAS, AND MORE!**





Do you value our Co-op? Is it important to you? I think that most folks who shop here would say, "Yeah! Of course!" To which I ask, "Why?"

While there are many, many answers to this, years ago, the main answer was more obvious: "It's the only place in town where I can get such & such!" Sure – we still carry such & such but so do other places in town now-a-days.

Indeed! When our Co-op was born (closing in on 50 years now), the unprocessed and lightly processed foods were simply unavailable from the huge grocery stores. The Co-ops offered healthy foods and a community of people who were learning about and sharing how to prepare these foods. Potlucks and group dinners abounded! They were a beehive of activity with meetings and classes and musicians and healers and a mix of people!

The other day, I was at the front of the store when a couple came in and stopped and surveyed the store. One finally said, "it's a convenience store!" They looked over the store a bit more but never explored it, then turned around and left. It's hard for me to define our business as a convenience store because -- with our crowded aisles, only 2 registers, a crowded parking lot, and refrigeration units going down with regularity -- it seems more of an inconvenient store.

And yet over 2,000 active Members (those who are current on their equity payments) love and support our endeavor. Add to that all the inactive Members and non-Members and our store is busting at its seams.

Sure, it's a "convenience store" for those in our neighborhood but that is far from the majority of shoppers who drive in from over a mile away. So why do folks keep shopping and supporting us?

When I talk to folks and from our surveys, I find that most tout our Produce section, our efforts to carry and support local farmers and businesses, our Deli which offers delights made with the finest ingredients, and the fact that we are a Co-op – which often means different things to different folks. A few would rave about our Bulk department, our chocolate selection and our wide variety of coffees.

All great reasons! But then I think, "what if we weren't the inconvenient store". Would more of our community come in or do we already have everyone in town who is interested in our Co-op? I think there are a lot of folks out there who would love to support us but those "inconvenient" aspects keep them away. Not much we can do about our parking lot or the size of the store right now but we are trying to squeeze a third register in and certainly our coolers and fridges need replacing – like old cars – there is only so much they can be repaired.

But here's the rub: Co-ops, in general and especially those of our age, are vastly undercapitalized which is why we do not have dollars for new refrigeration equipment or getting another location.

Unfortunately, this was by design. You see, Co-ops are grass-roots organizations and obtain their capital assets through its Membership in the form of Equity payments and Donations. This made a lot of sense to most people when what the Co-ops offered was unique. If your Co-op disappeared, then what you needed it for disappeared too. Today – you'd just go to another natural food store such as Whole Foods or Natural Grocers. If our Co-op disappeared, it would be very sad but not devastating.

Co-ops usually require Members to purchase an equity share when you join. This is how money is raised for capital investments. Ours is on the high side at \$300 but paying for it is at \$20 a year for 15 years which is way on the low side. Most Co-ops are around \$200 an Equity share but require it paid in a year or two. Every Co-op is different.

The early Co-ops, and some still do today, had what is called a Patronage Dividend. If a Co-op made a "profit" (called surplus in a Co-op), it would be divvied up among the Members in proportion to what they spent at the Co-op over the year. There were no sales or specials – everything sold at shelf price. This gave the Co-ops a lot of extra surplus to tend to repairs, divvy up and/or to donate to worthy causes in their communities. We have a Patronage Dividend option in our current Bylaws if we ever make a profit and our savings are much, much higher. What Co-ops were bad at is saving money for new equipment or expanding: we keep giving it back to Members!

In today's day and age, we cannot sell things at shelf price and stay in business. Actually, we would love to do it but folks will shop elsewhere for the most part. So we have discounts and Member Appreciation Days (MADs – going on now!) and many Member Specials throughout the store – essentially giving Members their Patronage Dividend before we actually make it. This leaves very little operational surplus to pay for repairs or other essentials. We thus come back to the equity payments of \$20 a year. But the \$40,000 a year paid in is simply not enough for our capital needs (it's never used for operational expenses such as payroll except in a dire emergency) let alone save enough for security and other opportunities. All new refrigeration units would run us \$350,000 plus. Boy howdy, things are way expensive now-a-days!

Our Co-op is in good shape and not about to go out of business. That's not our challenge right now. The challenge is getting enough capital to get new equipment, fixing the roof and parking lot and taking care of all the deferred maintenance over the last 20 years as well as squirreling some away.

It all comes back to how much do we value our Co-op?!

Next Month – Equity and becoming part of the solution!



# Help Your Friends & Family Afford Healthy Food

## BUY \$50 GIFT CARD



Directly  
fund fresh  
food!

## GET AN EXTRA \$5

*Free Produce!*

*Year-Round!*

DURANGO  
NATURAL  
FOODS  
CO-OP



**DOUBLE UP FOOD BUCKS**

**WE'LL MATCH YOUR EBT DOLLARS**

**We'll match your EBT/SNAP dollars, up to \$20/day!**  
**Redeem Double Up Food Bucks for fruits and vegetables!**

Utilize  
resources  
such as  
**Double Up  
Food Bucks!**

# LET'S MEET QUINN!

Quinn is both a manager on duty and front end staff. He has been working at DNF since January, 2022



1. Where are you originally from?
  - a. I've been in Durango since I was 3! I stay because I like the mountains and the desert.
2. When not working at DNF, how do you spend your time?
  - a. I like getting out into the wilderness in South-East Utah! I recently went to the top of Comb Ridge and it was amazing to see signs of ancient cultures.
3. Why is supporting the local economy important to you?
  - a. I think it's tough to have a small business and we got to look out for each other. Small businesses bring new, interesting products, quality goods, and a place that someone can work that isn't soul crushing.
4. What is one of your favorite things about working at the Co-op?
  - a. I like that we're a non-profit. DNF is a cool alternative business model since we aren't trying to squeeze every last dime out of our workers and customers.
5. What are your favorite products currently being sold at DNF?
  - a. I really like the Sinto Gourmet Kim Chi!
6. Why do you support local, organic, and healthy food?
  - a. Healthy food is good for me and the planet! And it tastes better.
7. What is your favorite food at the deli?
  - a. The veggie and vegan burritos get me going in the morning! I also really like the soup.



# coop deals

NOV 30 - DEC 13, 2022

gather  
in the  
kitchen



## GRAB THE WHISK

Create some of your favorite recipes for the season. The co-op makes baking together for the holidays easy. Find everything you need — including Earth Balance Vegan Buttery Sticks, a great option for making yummy treats and desserts.



5.49

Earth Balance  
Buttery Spread or Sticks  
13-16 oz., selected varieties



4.49

Organic Valley  
Whipping Cream  
16 fl. oz.



5.99

King Arthur  
Baking Company  
Flour  
5 lbs., selected varieties



5.99

Enjoy Life  
Chocolate  
Baking Chips or  
Morsels  
9-10 oz., selected  
varieties



Shop the co-op for holiday baking ingredients.

Get creative in the kitchen.

VISIT OUR WEBSITE FOR MORE CO-OP DEALS!

# ETHICAL GIFTING IN A HYPER-CONSUMERIST ECONOMY

Gift giving comes from a place of love. Thinking about someone and giving away an object is a sign of merit. Gift giving holidays can be useful and filled with love, but the utility of these holidays comes into question in America's hyper-consumerist economy. Buying junk that loved ones don't need or want is a waste of earth's resources. Additionally, buying something that will rapidly break or sit in a basement is no better, even if it brings joy on the special day. In a culture focused on making change with your checkbook, here are some tips on how to gift ethically this season. In short, think universal utility, genuine needs, creativity, or no gift at all. Spread love through mindful gifting, not throwing money at relatively useless junk.

## 1: Give items that have universal utility!

There are some items we all need on a recurring basis. Healthy food is one example. We all must eat, and we all have a budget for groceries. Buy a gift card to Durango Natural Foods to make sure that your loved one can eat fresh, local, and organic foods. If you spend \$50 or more, we will load another \$5 on your gift card. Have a lazy loved one or a loved one not used to healthy food? Try buying them healthy products directly. Maybe a fresh broccoli will inspire a healthy meal!

## 2: Find gifts that fit the genuine needs of your loved one!

Even in our hyper-consumerist economy, we still need material things. Make sure that you are not guessing what your loved one needs to avoid buying gifts that will have little use. Try asking them what they need directly. Or maybe they have been talking about something that they have not gotten a chance to buy yet. Did you overhear a conversation about their socks getting holes or getting to the final pages of a journal/notebook? In that case, come find organic socks at uniquely designed notebooks at Durango Natural Foods!

## 3: Make it yourself and get creative!

Effort is what really matters. Try making something, even if it does not turn out perfect. You can draw a card, paint an important scene, knit something to keep warm, cook a delicious dessert, or anything else! The options are limitless. Just keep in mind your audience when making a gift.



## 4: Write a card and wait until next year!

Maybe your loved one has had a bout of extreme material luck. If there is no physical object they need that is fantastic news! Maybe write a card and call it a holiday season. A card shows thought, effort, and can bring a heartwarming sense of gratitude. DNF has many cards from local artists you can choose from. Or you can make your own! It's simple, art on the front, writing on the back. Card giving is an age-old, sustainable way to show love. You could even save some money for a more elaborate gift next year if needed.

## 5: Skip the gift wrap!

Gift wrapping is unnecessary. Think about all the packaging that encapsulates the products you buy daily. Recyclable or compostable gift wrap is still more single-use trash. Even if wrapping gifts is tradition, it's a tradition we must let fall to history in order to bring about a more sustainable future.

Enjoy your sustainable holiday season!





## SOUP RECIPE

### DNF DELI

#### CREAMY ITALIAN QUINOA SOUP (CAN BE MADE VEGAN) FIND SERVED ON ROTATION IN OUR DELI



#### INGREDIENTS

- Olive Oil
- Yellow Onion, Diced
- Carrots, Peeling and Diced
- Celery Stalks, Diced
- Garlic Cloves, Minced
- Vegetable or Chicken Broth
- Chickpeas
- Quinoa, Uncooked, Riced & Drained
- Tomatoes, Diced
- Tomato Sauce
- Italian Seasoning
- Red Pepper Flakes
- Fresh Arugula, Chopped Coarse
- Half & Half, Vegan or Dairy
- Salt & Pepper

#### Preparation:

1. Heat oil in a large stock pot over medium-high heat. Add onions, carrots, celery, and garlic. Season with salt and pepper. Sauté for 5-7 minutes or until vegetables are soft.
2. Stir in stock, chickpeas, quinoa, tomatoes, tomato sauce, and Italian seasoning. Bring to boil, reduce to simmer, partially covered, for 20-25 minutes.
3. Turn off heat, stir in spinach and half & half.
4. Cool and enjoy!



# Rice bowls are back!

Come check out our Chimichurri, Turmeric Tahini, and Teriyaki Bowls at the Durango Natural Foods Deli.





# Sustainable Holiday Gifts



BUY \$50 GIFT CARD



GET AN EXTRA \$5



# At Durango Natural Foods





# Sustainable Holiday Gifts





# At Durango Natural Foods





# MESSAGE FROM THE BOARD



**Weston Medlock  
Co-President**

Greetings Co-op Community,

It's hard to believe that we are already rounding the bend on the 2022 year! The DNF Board is immensely grateful for your patronage throughout this year and for choosing to support local by shopping at your community Co-op. The DNF Board conducted its annual retreat in November with Sagebrush Limited facilitator, Sandhya Atkinson. One of our retreat objectives was to develop a clear and unifying "Board Mission Statement" to help guide current and future DNF Board members. We hope to display the mission statement in the store this Winter! The remainder of the retreat was focused on refining some of the Board's operations and procedures that aim to increase efficient communication, project execution, and enhance our effectiveness as a board. I'm so grateful to be a part of such a dedicated, qualified, and cohesive board.

Also in the month of November, the Finance Committee convened for its quarterly finance meeting, organized by Kate Randall, our new DNF Board Treasure! During our time, the committee reviewed the Co-op's finances (obviously) and discussed strategies for how to proceed into 2023. One of the challenges that our Co-op has faced this past year, like all of us, is inflation and the rising costs of goods. Our talented management team and GM, Joe Z, carefully and continuously monitor this tricky situation and strive daily to keep prices as low as possible. The Winter season is historically DNF's "slow" season, and by choosing to shop at the Co-op over the Winter months makes a significant difference for our bottom-line. We hope that you choose the DNF for your holiday groceries! The Finance Committee is happy to welcome new members who want to see our Co-op thrive and have experience in business or finance. If you or someone you know might be interested in participating in the quarterly meetings, feel free to shoot me an email: [westondmedlock@gmail.com](mailto:westondmedlock@gmail.com).

The DNF Board wishes everyone a happy holiday season with good food, good company, and a little bit of rest! We look forward to seeing you around the store or on the slopes this Winter.

Kindly,

Weston Medlock  
DNF Board Co-President

# DNF'S SOUNDING BOARD



**WE WANT TO HEAR FROM YOU!**

**DO YOU HAVE SOMETHING YOU'D LIKE THE BOD TO ADDRESS AT THEIR NEXT MEETING? PLEASE EMAIL US AT [BOARD@DURANGONATURALFOODS.COOP](mailto:BOARD@DURANGONATURALFOODS.COOP)!**

**OUR NEXT MEETING IS WEDNESDAY, DECEMBER 21ST  
FROM 5:30 PM - 7:30 PM**



Sheryl McGourty  
President



Weston Medlock  
Vice President



Elise Boulanger  
Secretary



Kate Randall  
Board Member



Chrissy Mosier  
Board Member



Hadley Bevill  
Board Member



Cody Reinheimer  
Board Member

**YOUR VOICE MATTERS!**

**[BOARD@DURANGONATURALFOODS.COOP](mailto:BOARD@DURANGONATURALFOODS.COOP)**





# FOLLOW US

THANKSGIVING  
OPTIONS VIA  
INSTAGRAM

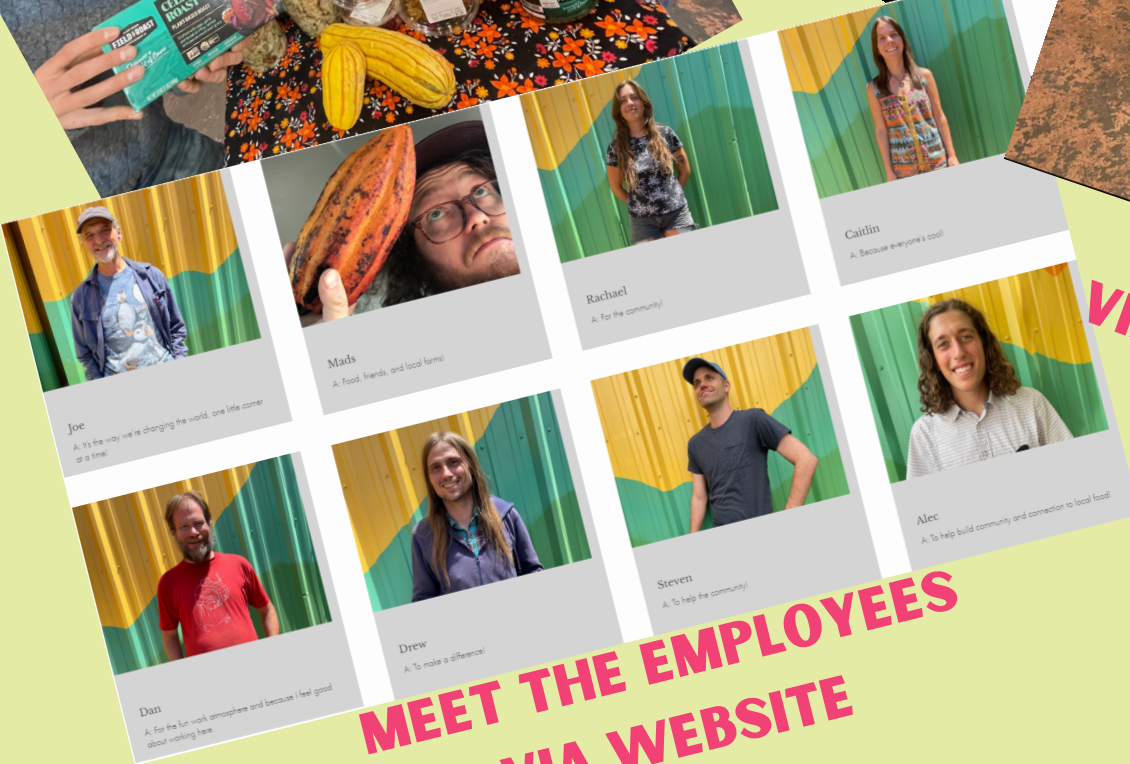


WEEKLY MEMBER COUPON

WEEKLY MEMBER  
COUPON VIA EMAIL



COOP DEALS  
VIA FACEBOOK



MEET THE EMPLOYEES  
VIA WEBSITE



DURANGONATURALFOODS.COOP

# HAPPY HOLIDAYS!

## Store Holiday Hours

Christmas Eve	8am-3pm
Christmas Day	CLOSED
New Year's Eve	8am-9pm
New Year's Day	Noon - 9 pm

We hope you have a happy  
and healthy holiday season!

- Durango Natural Foods Co-op

