

**GOOD
THYMES**

**MAR
24'**



**DNF CO-OP'S
MONTHLY NEWSLETTER**

**HALF A CENTURY
IN DURANGO, CO**

DNF IS TURNING 50!

CELEBRATE WITH US ALL MONTH LONG



READ ON FOR AN INVITATION TO OUR 50TH BIRTHDAY PARTY ON MARCH 29



O' JOE



50 years is a long time, right? It sure is to me but if you ask folks my age, they all say the same thing (myself included): "But it went so fast!"

Time doesn't speed up as we age as many suspect. It just plods along relentlessly. It doesn't slow down either although some mind altering substances can make it appear so. For myself, 50 years ago, I was graduating High School and starting my college ordeal. Doesn't seem so long ago and when I think back on the world then, it doesn't seem that different than today's world. While we can get picky, the only real change (and it's a big change) is the personal computer and smartphones (same thing -ones just bigger than the other).

Standing in 1974 and thinking back 50 years - the world was very different. 1924 existed in grainy photos with folks wearing very odd clothing. Cars looked bizarre. Movies were black and white with no sound. No TV or internet. Which some might think was great but communications were difficult and challenged. But the modern age was starting only to be set back by a huge depression and a pretty big war.

But by 1974, we've already been to the moon, color talky movies (and TV) were "so what", oldies in the music industry were the Beatles and Rolling Stones, cars evolved into pretty much what they look like today and most (not all) racist and sexist laws that have persisted for forever, had been struck down.

A "new" movement was forming though. New is in quotations because it wasn't really new - being around for over a hundred years. But it was different enough it was considered a New Wave - the New Wave Co-ops.

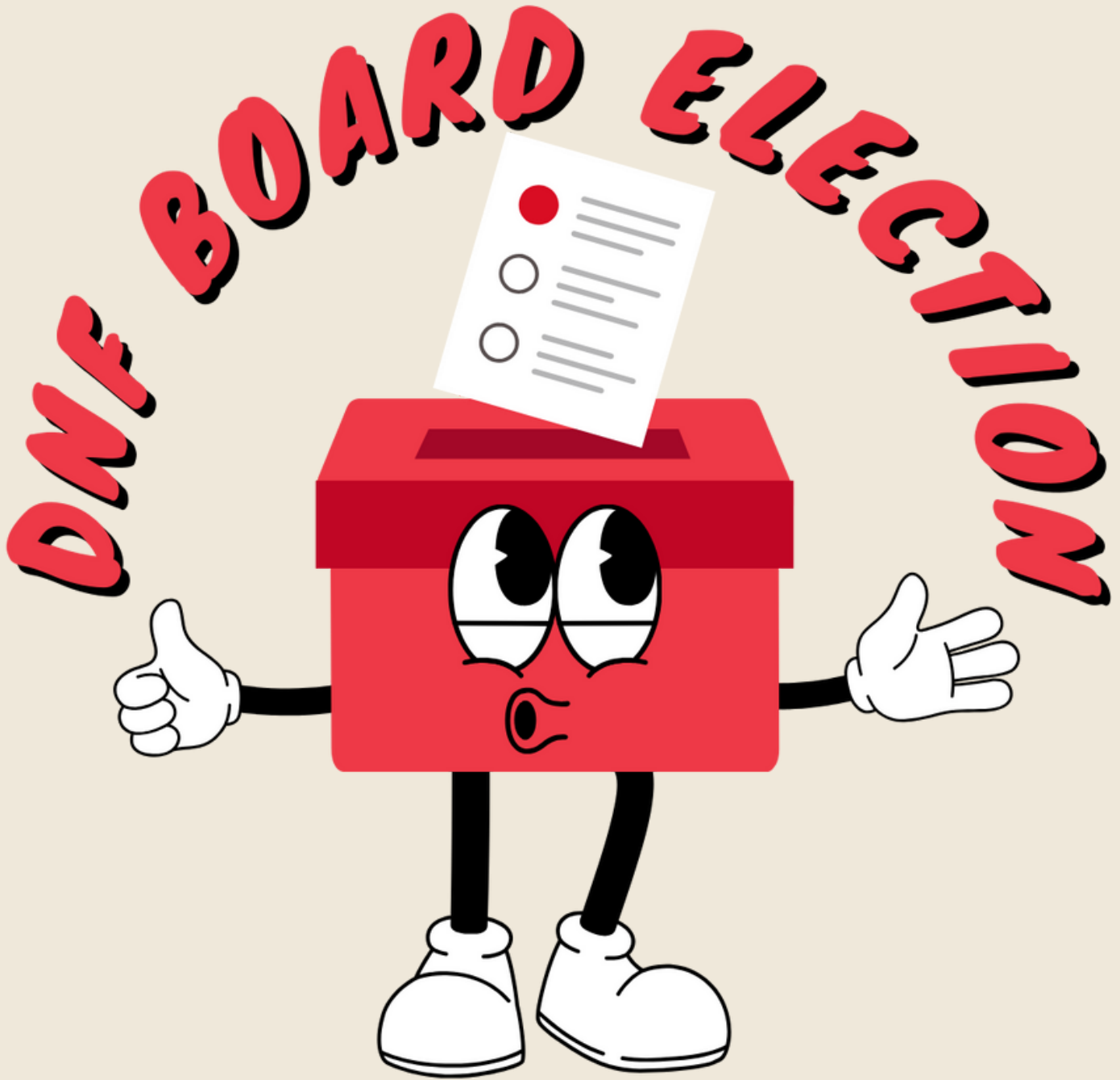
It has been said that between 1969 and 1979, around 10,000 Co-ops sprang up across the country as well as 33 Cooperative warehouse distribution centers. Centered around natural and organic foods - items mostly unavailable in supermarkets - these rag-tag endeavors changed the food landscape. Most of them are gone with only a handful remaining of which we are one.

50 years ago, the Durango Natural Food Co-op was born! A small endeavor stoked by visionary people, our little Co-op endured many challenges as well as two much larger similar private businesses coming to town. The last challenge was in 2018 when we almost collapsed but we certainly persevered again, over doubling our Membership and Revenues. Wow!

But the past is prolog and while we love telling the story of our success, our vision is set on the next 50 years. What could we do? What SHOULD we do? We are close to our maximum of what this tiny space can accommodate. Revenues are through the roof (which is no longer leaking). We cannot stretch our parking lot and the lines can get long during peak times. Of course we should expand but that is easier said than done.

CONTINUED ON PAGE 8!

IT'S TIME FOR THE 2024...



OUR 2024 BOARD OF DIRECTORS
ELECTION WILL TAKE PLACE FROM:

APRIL 15TH-24TH

AND YOU SHOULD RUN!

APPLICATIONS CAN BE FOUND ONLINE + AT THE REGISTER IN-STORE

APPLICATIONS DUE MAR. 24

WHY I LOVE MY 50 YEAR OLD CO-OP

This month, we reach a milestone both humbling and exhilarating—Durango Natural Foods Co-op turns 50. It's a moment of reflection, celebration, and gratitude, marking half a century since our doors first opened to the Durango community.

In 1974, a group of individuals planted a seed with a simple yet profound idea: a grocery store owned and operated by the people who shop there. A place where decisions are made not by distant shareholders, but by local members invested in their health, their environment, and their community. That seed has since grown into a thriving co-operative, but the essence of our founding vision remains unchanged.

Being part of a co-operative means more than just shopping or working at a grocery store. It's about being part of a movement—a collective endeavor to foster sustainability, health, and equity in our food systems. It's about knowing that every purchase supports local farmers, fair trade practices, and the reduction of waste. But, most importantly, it's about community.

Over these 50 years, we've seen how a community can come together to support one another, through good times and bad.



Ryan W.

We've celebrated milestones, faced challenges, and, through it all, grown stronger together. The co-op is not just a store; it's a testament to what our community is capable of when we unite for a common purpose.

As we celebrate our 50th birthday, we're not just commemorating a date, but honoring the countless individuals who have been part of this journey. From the members who volunteer their time + suggestions, to the staff who pour their hearts into their work, to the customers who choose to shop with us -- each one is a vital thread in the fabric of our co-op.

This anniversary is a time for gratitude.

Thank you for believing in the power of cooperation, for supporting sustainable and ethical food choices, and for making Durango Natural Foods Co-op what it is today. It's an honor to be a community organization that has not just endured, but thrived, thanks to your support.

With gratitude and admiration for this place,

Ryan W.
Marketing + Communications Manager



AUGUST 1998



MAY 2000



JUNE 2000



Have old DNF photos you'd like to share?

Reach out to us at:

Ryan@Durangonaturalfoods.coop

SAVINGS ARE COMING



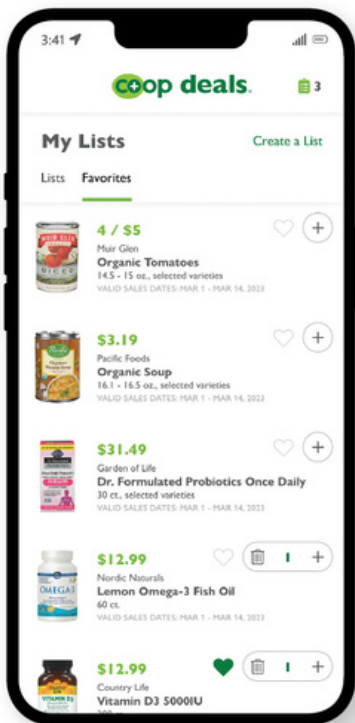
Introducing the Co+op Deals app!



The great deals you love in our printed sales flyer are now available on your smartphone. Browse deals on the go, find information about our co-op (or nearby food co-ops when you're traveling!) and never miss sales on your favorite items.

Download the Co+op Deals app in the Apple App Store and Google Play.

Or visit <https://www.deals.coop/> for more info.



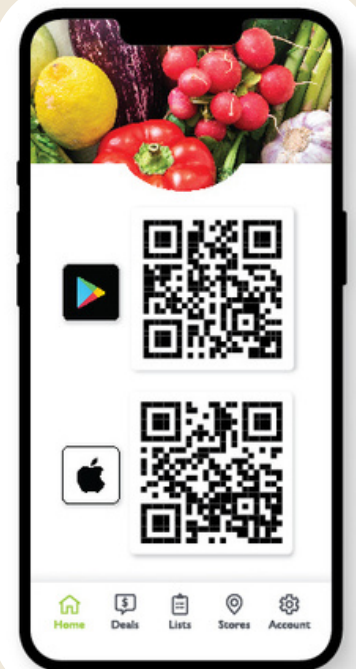
Download the App!

Find your closest
food co-ops
See what's on sale
Never miss your
favorite deals



Scan the QR Code
below for a direct
link to download the
Co-op Deals app!

*PLEASE NOTE: *Sale items are spread out over two- or three-week promotional periods, monthly. Because Co+op Deals is a national promotions program for food co-ops who are members of National Co+op Grocers, not all products featured in the flyer will be available at all co-ops.*





HERE'S WHAT COOKING AT THE DNF DELI THIS MONTH



DINNER BURRITOS

No longer are we just the best BREAKFAST burrito spot in Durango, DNF is soon to be offering fresh, delicious DINNER BURRITOS in our hot case !

Available now!

EXTENDED HOURS

In case you didn't hear --our deli is now OPEN LATE Monday-Saturday. Swing by for dinner as we're open 8a-7p M-Sat.

M-Sat Hours: 8a-7p



PASTRY OF THE MONTH

NEW to the DNF Deli, check out our new pastry of the month as we explore unique, mouthwatering treats that will surely sweeten your day.

Check the case!





cup O' JOE



CONTINUED FROM PAGE 2...

We still have some loans out and while our bank accounts have more than we ever did before, it's a mere pittance as to what would be needed to get a bigger place. Or maybe we should open up a second location on the north side of town (or maybe a different town) - which is also more than we can afford right now.

Some might say, "Just stay as you are. There is no need to grow. Bigger is not necessarily better". And that's a very valid point. The problem with it though is that costs of running a business is ever increasing. That's why we ran into trouble 5 years ago - we were complacent where we were and when costs rose and outside forces challenged our Co-op, such as the forest fires in 2017, we were too weak to withstand the pressures.

All businesses are vulnerable no matter their size. We've seen behemoths go down in the last 10 years. Remember Sears, at one time the largest retailer in the world? There were many reasons for their failure as a premiere company to bankruptcy in less than 10 years. Sad for a company that started in 1887. I can list many businesses that were fine one year and suddenly, they were no longer relevant. Before the New Wave Co-ops began 50 years ago, there was a huge Old Wave Co-op which started in 1938 on which much of the New Wave Co-ops were modeled after.

At their peak, they had 12 locations, over 116,000 Members and a number of other spin-off businesses such as a book store, a gas station and a funeral service. That was the Berkeley Co-op. They certainly expanded but they did it poorly and they collapsed in 1988 - right at 50 years!

We know we will be experimenting and changing over the next 5 decades. 50 years is 18,263 days. That's a lot of days to do many things. There will be great days and not so good days. But for now - we are celebrating our past as well as our future.

Our actual birthday is March 29th, 1974. At least that's the day we incorporated as a Co-op. We actually started the year before as a buying club - our gestation period. While we will be rejoicing all year, we will have special in-store specials that weekend. Currently, every week we have a different product at 50% off for Members (limits apply). You can find what product that is by checking your weekly Monday email from us (dnfconnect).

50 years from now, I'll be 117 years old (43,734 days). I'm pretty sure I'll have to give up Mountain Biking by then and will be limited to road riding - probably an e-bike (sigh). We'll take our future day-by-day, week-by-week, month-by-month and year-by-year. Exciting things will be happening and before we know it, another 50 years will go by!

**JOE Z. -
GENERAL MANAGER, DNF**



HAPPY BIRTHDAY

DNF CO-OP!



JOIN US AT 12PM ON...

MARCH **29** 2024

FOR A BIRTHDAY CELEBRATION

@ 575 E 8TH AVE, DURANGO CO

COSTUMES, CUPCAKES, GIVEAWAYS, AND MORE...

A MESSAGE FROM THE DNF BOARD

Hello!

With the arrival of March, we're greeted by the promise of spring and a renewed sense of energy. But March 2024 isn't just the start of a new season; it's also DNF's 50th anniversary. This milestone not only symbolizes the passage of time but also encapsulates the remarkable journey we've shared over five decades, from our humble beginnings to becoming a cornerstone of conscious consumption in Durango.

As we take a moment to reflect on our remarkable history, we're filled with gratitude for the visionaries who established our Co-op, the farmers and producers who provide us with their goods, and the countless individuals who have steadfastly supported the Co-op through their patronage.

Now, with a strong foundation laid, let's embrace the future with optimism; it's brimming with opportunities and possibilities. At 50 years young, we stand on the threshold of a new chapter filled with innovation, resilience, and a renewed sense of purpose. Our commitment to promoting sustainability, supporting local growers, and fostering community connections remains unwavering.



Ryan
Erickson

As we gaze ahead, let's continue to nurture change, foster collaboration, and cultivate a culture of compassion and inclusivity. Together, we possess the power to shape a future for the Co-op that is vibrant, equitable, and thriving for generations to come. With this in mind, keep an eye out for forthcoming special, call-to-action emails from the Co-op. One will address updates to our By-Laws, while another will focus on the next Board of Directors election. As valued members of the DNF Co-op family, both of these matters present opportunities for you to share feedback, provide input, and/or take action in a manner that can help pave the way for continued success.

So, here's to 50 years of nourishing bodies, minds, and communities. Here's to the next 50 years of growth, fortitude, and abundance. Here's to us, looking great at 50 and ready to thrive into the future, together.

Best,
Ryan Erickson
Board Member, Durango Natural Foods Co-op

coop deals®

FEB 28 - MAR 12, 2024

ready-to-eat protein

Wild Planet Tuna is a delicious and versatile option for any meal of the day. Try this protein-rich tuna in salads, sandwiches, kimbap rolls, quesadillas or pasta recipes. You'll feel good that Wild Planet uses sustainable practices, and tuna is rich in omega-3s. Get it at the co-op — on sale now!



2/\$5
Wild Planet
Skipjack Tuna
5 oz., selected varieties



2/\$6
Stacy's
Pita Chips
6.75-7.33 oz., selected varieties



2/\$7
Rebbi
Organic Elixir
12 fl. oz., selected varieties

INCLUSIVE TRADE PARTNER

South of France is a woman-owned company. We still kettle cook small batches of our soap using a traditional Marseille recipe.



2/\$7
South of France
Bar Soap
6 oz., selected varieties



3.79
Pacific Foods
Organic Broth
32 fl. oz., selected varieties



3.99
Unreal
Chocolate Bars,
Cups or Gems
3.2-5 oz., selected varieties



Stop by the co-op and find delicious deals.
Fresh and easy meals.

MEMBER SALES

(15% OFF THESE PRODUCTS/BRANDS)

ALMOND BREEZE

32 oz + 64 oz, all flavors
ALL Almond Breeze milks are on SALE!



Bachans BBQ Sauce
17 oz, all flavors



Nut Thins
4.25 oz, all flavors



OLIPOP
12 oz, all flavors

CHEDDIES CRACKERS

4.2 oz., all flavors

