

GOOD THYMES

DNF CO-OP'S MONTHLY NEWSLETTER

DEC 23'



UTTER-LY GREAT GIFTS

START AT THE CO-OP



HOILDAY GIFTS ARE HERE! PLUS, GIVE THE GIFT OF DNF CO-OP



cup O' JOE



Love. It's a good idea, isn't it? I bet most people believe it is a good thing and wish there was more of it. Doesn't seem to be that much of it on the world or national stage, does it? It does thrive in personal relationships and families and small communities, though.

Of course, there are those who scoff and believe that hate and violence are better ways. Ehh – that's been the history of humans – fighting and screaming. Nothing new there. At least as far as we know. Over the eons, if there were groups or societies that were built on kindness, sharing and cooperation, they almost certainly got wiped out by their violent counterparts.

Love is not a new concept and we have early writings that espouse its virtues. Great religions put it at the forefront (but then practice violence against others – what's up with that?).

Let's face it – love is a concept that we must fight for no matter the obvious incongruity in this statement. But by whom? Are there organizations that can gain grass roots support across our country (planet)? And so we have to ask, are our Co-ops love? Are our Co-ops the right venue to carry the love banner?

Of course, I say yes. In the earlier days of our New Wave Co-ops (those that were started in the late 60's and 70's), the concept of love was embedding in the fabric of these small groups.

One can certainly argue that our Co-ops did not implement this concept in their growth and there were notable early violent episodes, but as someone who watched this evolution, it was always there though seemingly unattainable.

Some of that is human nature (maybe), some of it is our competitive society and some of it is just plain old fear but love is a concept that is difficult to integrate with these forces tearing it apart.

There is nothing in the Co-operative principles or values that mention love. And to my mind – that is a problem in this day and age. Especially as Co-ops grow and have proven to be the only businesses that are dedicated to the people, to our communities and to each other.

If I had my druthers, I would make the vision statement of Co-ops worldwide as such: "We are independent businesses (based on cooperative values and principles) acting as social change agents to improve the health and well-being of all people, powered, emboldened and motivated by love in all that we do."

Why not? Seems to be a good thing and right for who we are. That is - if we really know who we are. I'm sure if we opened up that statement to all the Co-ops, it would get watered down, the word love would be eliminated by a concern that we would be branding ourselves so community members who don't care about love might not feel comfortable in our stores. Only people who love can produce this concern for other folks who think love is a joke.



cup O' JOE



But you know what? It really is time to brand ourselves with love regardless what the other national and international Co-ops do. Maybe we would become an influence on them. Maybe our little Co-op in tiny Durango can become a shining beacon to those who believe that businesses should be concerned more about people than they care about making dollars.

Now I'm not talking about being filled with people who float on the air, give hugs to everyone and always turn the other cheek. Those folks are always great to have around. But the bleeding heart is often outmatched by greed and unconcern. So what does an organization powered by love act like?

Now that is the big question and I don't think I have definitive answers. When I look around, many companies claim they are about love. I just watched a TV commercial by Budweiser Beer saying how much water they bottled over the years that was sent to emergency situations. Many companies highlight how much money they give to folks in need and the supposed altruistic nature of their companies. Yet many of those same companies treat their Staff and vendors like crap, have little regard for their customers and will move their companies to another county, city, state or country if it can save a few bucks regardless how those moves affect the communities where they currently are.

Knowing Cooperatives over time and distance, I imagine if we wanted to empower the concept of love in our business, we would have to first spend years debating and defining the definition of love. We could then produce a hundred pages of what is love and what is not love in stark unbending words.

That's cynical, isn't it? Cynical, yes but probably accurate to a large degree. Perhaps the concept of love is still too nebulous to be effective. Yet that does not mean we should not strive for it. While we can ruminate on what a business powered by love looks like, I am pretty certain that the base of it must be respect and civility to all who encounter our business from the outside and definitely on the inside. That's a start at least.

It was Dr. Martin Luther King who said, "power without love is reckless and abusive, and love without power is sentimental and anemic."

So what is love? Here is something that I'm sure everyone has heard somewhere along the line. It is from a religious text but speaks a universal truth: "Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. Love never fails."

JOE Z., GENERAL MANAGER

THE GREAT BIG BONANZA EQUITY DRIVE 2023!!

What is Equity?

Equity is Member's investment in their Co-op. It's how a Co-op capitalizes itself instead of deep pocketed owners or investment firms. *It's the original crowd-funding mechanism (starting in the 1850s)!!*

In the Durango Natural Foods Co-op, Equity is set at \$300 payable over 15 years (\$20 per year) so that everyone is able to afford it!

Equity funds are generally used for fixed assets but are also available for emergencies. Recent uses of our Equity Funds include resurfacing the parking lot, a new commercial juicer; and some refrigeration repairs.

This year we implemented *The Great Big Bonanza Equity Drive 2023* so that we can move forward faster. Some future possible projects include redesigning our register area for easier and quicker flow; a camera system for security; finishing the parking lot; a mezzanine for the back to increase storage space; awnings on the north side; and new refrigeration units!



THE \$100 DRIVE!!

This is the Most Exciting part of the drive!!

**INVEST \$100 AND
YOU'LL GET:**

- * Three **15%** off everything coupons!
- * Five **20%** off coupons - one each for:
 - > Supplements
 - > Bulk
 - > Frozen
 - > Deli
 - > DNF Merchandise
- * Not being asked for \$20 for 5 years!!
(limit: 2 drive packages)

Reach **full Equity (\$300)** by the end of this year and you'll receive **5% off ALL** your purchases going forward (no expiration planned)

**WE HAVE OVER 2200
ACTIVE MEMBERS!**

The Drive ends Dec 31st 2023 – Coupons are good through 2024



NEW PRODUCTS ON OUR SHELVES NOW!



HOLIDAY NOG

A dairy-free, egg-free seasonal treat from Califia Farms made simply with plant-based ingredients! Find it in the refrigerator in Aisle 1!

Los Angeles, CA

GINGERBREAD PECAN BUTTER

Taste this holiday season by the spoonful. Plus, feel good knowing this product is made with only seven natural ingredients!

Oakland, CA



PETIT POT

Check out our new Pistachio flavor of this organic, creamy French pudding dessert. Check out how to re-use the glass jars, too!

Emeryville, CA





MEET KOA

**SAY HELLO
TO A BELOVED
MEMBER OF
OUR CO-OP'S
FRONT-END
TEAM**

**LET'S
CHAT**



Check in every month for a
DNF feature celebrating the
people who make our Co-op run

1. So, where are you from?
 - a. Denali National Park, Alaska
2. And how did you get here?
 - a. My partner grew up here and we recently moved back!
3. When you're not at DNF, what are you getting up to?
 - a. Skiing, rock climbing, or swimming in the river
4. Anything that might surprise shoppers about you?
 - a. I grew up off the grid without electricity or running water
5. Favorite things about working at the co-op?
 - a. Easy accessibility to healthy, sustainable food
6. What is something you are excited to bring to the store?
 - a. I bring a positive attitude to the co-op for both staff and members
7. In preparation for an outdoor adventure, which three DNF products would you bring?
 - a. Borvo Bone Broth, DNF Deli Sandwich, and ProBar Bolt Gummies
8. In ten words or less, how would you describe our Co-op to an out of town visitor?
 - a. A non-stressful, great option for speciality and healthy items.



MEMBER-OWNERS GET 15% OFF AN ENTIRE SHOP THIS MONTH!

MIA!

MEMBER APPRECIATION DAYS





Happy Holidays!

CHECK OUT SOME OF THE SEASONS BEST GIFTS, RIGHT HERE AT THE CO-OP!



1



2



3



4



5

Plus, we've got sustainable gift wrapping ready!



Some DNF staff favorites include:

- (1) Matr Boomie Gift Wrap
- (2) Matr Boomie Earrings
- (3) Dick Taylor Chocolate Treats
- (4) DNF Merchandise
- (5) Incense Holders
- (6) Microcosm Publishing Books
- (7) Local + Organic Soaps
- (8) Local Red Wolf Coffee
- (9) Cribbage Board + Games



Find even more books, treats, and great gifts ideas at the co-op!



You can even give the gift of DNF Co-op this year!

Be on the lookout for emails, check our website, or talk to staff in our store to learn more about gifting memberships to loved ones this holiday season!

THE FUTURE IS KIND future kind+



MEET THE FUTURE OF PLANT POWER

We're always on the lookout for new and innovative companies that share our values of sustainability, ethics, and plant-based living. That's why we're excited to now offer Future Kind, a new line of **vegan vitamins and supplements** to help create balance and restore wellness in your life.

Founded with the belief that **the future starts with what we put in our bodies**, these supplements are made from plant-based ingredients that are ethically sourced and **100% sustainable**. From vitamin B12 to Vitamin D3, Omega-3s, and daily multivitamins, Future Kind has a range of products to help support your health *through the power of plants*.

Another thing we love is that Future Kind shares our **dedication to kindness for the planet, for animals, and for our bodies**. Their supplements contain zero artificial colors, flavors or preservatives, only high-quality, natural ingredients.

Future Kind supplements deliver nutrition that you can feel good about as its production process has a **low carbon footprint**, and their packaging utilizes recycled materials.

So if you're looking for vegan supplements made with care for you and the planet, be sure to check out Future Kind, now available at the Co-op.

LET'S BUILD A GREENER, MORE COMPASSIONATE FUTURE TOGETHER. THE FUTURE IS KIND.

A MESSAGE FROM THE DNF BOARD



Kate Randall

Hello Co-op friends,
It's December! Amazing.

With the cold weather come two glorious opportunities.

- 1) Getting soup at the deli. Yay and wow! Thanks to our outstanding DNF cooks, the soups this year are absolutely delicious.
- 2) You have one more month to get a 5% discount on all future purchases! When our equity drive ends on December 31, all members who have paid forward their remaining equity balance will get a 5% discount on every purchase for the foreseeable future.

Alternatively, if you are able to pay just \$100 forward, you will get three coupons for 15% off your entire purchase plus five coupons for 20% off particular departments. With those coupons, you will probably be able to earn back your \$100 right away! For details on the equity drive: [Equity | dnfcoop](https://equity.dnfcoop.org) (durangonaturalfoods.coop).

This past month, the DNF Board met for our annual retreat at a cabin at Vallecito Lake. We began the day early with a lovely breakfast from the Co-op, which we shared in front of the fire. Afterwards, our co-president Sheryl brought the meeting to order by saying that it can be a wonderful thing to spend time with each other in a new environment. She was absolutely right. We got to know each other better, we had fun, and we got a lot accomplished.

The day was a perfect combination of relaxing together and working hard on some big projects we've been wanting to delve into. We had two delicious meals and we took an energizing hike on Vallecito Creek Trail.

In between those bonding activities, we spent a good part of the day looking at the Strategic Plan that was created in 2019, a time when DNF was struggling to survive after a terrible downturn. The Strategic Plan is a road map of the board's vision for the future of the Co-op, clarifying the priorities while providing goals and a framework for success.

We split into small groups to look at different portions of the Strategic Plan. (My group met in a yurt, which I loved.) When we all came back together to discuss our findings and new ideas, what was most striking to us was how amazingly far DNF has come since 2019. In terms of financial stability, the difference is staggering (in the most positive way). At the same time, DNF has created a thriving work culture; expanded accessibility (healthy food for all) through the Double Up Food Bucks program; and become a hub for local farmers/producers as well as for a growing membership. These are just a few of the many 2019 goals that have already been accomplished, which was exciting for us all to see.

It also became clear during our discussion that we would need more than one day to envision and refine a new Strategic Plan. Where do we see DNF five years from now, and how do we get there? We will meet again in the next 6 weeks to work on answers to those questions.

As a board, we are thankful beyond measure to our General Manager Joe Zwiebach, who was hired in September of 2019. Without a doubt, his experience, skillful management, and vision changed the Co-op's situation from dire to thriving. We are also thankful to every member of the hardworking and talented staff, including and especially Assistant Manager Mads Root whose considerable skills and energy have added significantly to the management team's success. Kudos to you all for nurturing the Co-op and bringing it into beautiful bloom.

Kate R., Board Member, DNFC

MEMBER SALES

(15% OFF THESE PRODUCTS/BRANDS)

NOOSA YOGURTS

ALL flavors are on sale
right now!



Aura Bora Sparkling Water
12 fl oz., all flavors



Ithaca Hummus
10 oz, all flavors



**Loacker Quadratini
Wafer Cookies**
8.82 oz, all flavors

CLEAN Cause Sparkling Yerba Mate

16 fl oz.,
all flavors

