

GOOD THYMES

DNF CO-OP'S MONTHLY NEWSLETTER

NOV 23'



IT'S SURVEY SEASON AT DNF

AND TURKEY SEASON, TOO!



HELP US IMPORVE OUR CO-OP! TAKE OUR SURVEY + EARN SAVINGS!



cup O' JOE



Have Co-ops served their purpose and are no longer necessary? That is a point of view expressed to me by a gentleman who was quite serious. He said that Co-ops were designed to bring good healthy foods to communities and now that other businesses are carrying organic and natural items, the Co-ops have outlived their function.

Of course, I didn't agree. Co-ops are not simply an economic function though that does remain primary. And while bringing good foods to communities, that is only one aspect of Co-ops though it may be the most tangible.

Since their noticeable inception in the mid-1850s, Co-ops represented an alternative to "business as usual". They were the anti-corporate entities that challenged the "anything for a buck" mentality that pervaded the open market.

Listen: I'm not sure that much has changed in the marketplace. Our lives are dominated by corporations and businesses who again and again demonstrate that their main concern is making profit at the expense of their workers, their suppliers, their shoppers and their integrity. Co-ops stand up to all that and are a different way of doing business.

We here at our Durango Natural Foods Co-op are part of a world-wide movement and yet are totally autonomous. The International Co-operative Alliance was formed to give voice and empowerment to all forms of Co-operatives. Over the years, the ICA have nurtured and tweaked the Co-operative Principles that were handed down from the Roachdale Co-op in England in the 1850s.

Those principles are pretty basic in today's world and are endlessly interpreted. You can find those principles on the wall at the front of our store. They've been there for years but most folks don't give them much notice. Of particular importance is the fact that they say nothing about bringing good foods into communities.

But here's something that isn't displayed anywhere in the Co-op: The Co-operative Values. Yep, the principles that we tout are actually derived from defined values. The ICA states our values as such:

*Co-operatives are based on the values of **self-help, self-responsibility, democracy, equality, equity and solidarity**. In the tradition of their founders, Co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.*

Now I think that's pretty cool. Those are great values. I'd add "love" to those values but I'm silly that way. I think any Member, shopper and Staffer can take great pride in being part of an organization that rallies around such values.

Again, nothing about food. Co-ops are not only important for what they can do, in our case providing the best foods available to Durango, but also that they just are. The very existence of Co-ops provide a viable alternative to our economic systems. Though not always in the promotional forefront of changes, the Co-ops have historically heralded the coming changes in society and have been breeding grounds for experimentation and progressive thoughts.

But let's take one more step back and actually define what is a Co-op. We'll let the ICA succinctly explain it:

A Cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.



cup O' JOE



Nothing about food. But what a statement! Compare that to a corporate or regular business definition as “the business is to return a profit to the investors or business owners”. What an incredible difference! Co-ops are important for what they are not just what they do.

I know what “economic needs” may be but what the heck are “social and cultural needs and aspirations”? Each Co-op determines this for itself which is why few Co-ops operate the same way. But however those get defined, you can be sure that regular businesses never even considers this.

And yeah – that democratic principle. It is a Co-op’s greatest strength, greatest challenge and greatest weakness.

Democracies are messy and often non-efficient. That may be okay in society at large (debatable) but in a business environment it can become stifling. Co-ops have an infamous history of quarrelling over very minor decisions because - - they can. But in that storied process, Co-ops have learned what works and what doesn’t. Sometimes ideals are jettisoned because, while noble, simply don’t meet the realities of the marketplace. And sometimes ideals are held on to simply because they are right.

And what works for a small start-up buying club/Co-op doesn’t necessarily work in a Co-op our size. And what works here probably won’t work in a large Co-op with multiple locations such as the La Montanita Co-op in Albuquerque. But we all keep working on it. It is a continual process as we all grow and learn.

Personally, I want good healthy organic and natural foods. And I want to buy it from a place that I know is treating all who encounters it, be they customers, suppliers and workers, in the best possible way and spirit. Just because a multi-conglomerate, or even dedicated independent food stores, offers the same product we do doesn’t mean we are comparable.

Co-ops will always be chipping at the edges of the corporate dominated economic systems. Co-ops are more than stores. They are a different way of empowering us with dedication to each community we serve.

Is that idealistic view important in today’s changing world? Actually more so then ever. While the Co-ops may have spawned the Organic/Natural food movement, our work is far from finished. Inequities abound in this world and part of our mission is to engender a more even economic playing field.

That mission doesn’t go away simply because the moneyed corporations decide that there is profit to be made by offering the same foods that we have. The fact that they educate more folks to organics and naturals is a good thing. But we are the real thing: doing what we do for the right reasons without exploitation of anyone.

That is a good thing. That is a necessary thing. The work of our Co-ops has just begun.

Joe Z.
General Manager



**TAKE OUR
SURVEY!**

**VISIT THE DNF
WEBSITE**



**TAKE OUR CO-OP MONTH SURVEY AND
GET A 20% OFF PRODUCE COUPON!**

**PLUS, BE ENTERED TO WIN A
\$50 DNF GIFT CARD!**



NEW PRODUCTS ON OUR SHELVES NOW!



THE BOOK NOOK

Check out our new selection of books (near our plants/freezer section) packed with subjects like sustainable cooking, fungi, farming, and more!

Publishers Vary

AFRICAN MARKET BASKETS

Fair Trade, hand-made baskets helping support locals in the largest town in the Upper East region of Ghana.

Bolgatanga, Ghana



FUTURE KIND +

A vitamin and supplement company using 100% vegan ingredients, with science and environmental sustainability at the core.

Jackson, WY



MEET CELESTE

SAY HELLO TO A BELOVED MEMBER OF OUR CO-OP'S PRODUCE TEAM

LET'S CHAT



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

1. So, where are you from?
 - a. Here, Durango!
2. What's something only a local would know?
 - a. Main is for tourists. Shh.
3. When you're not at DNF, what are you getting up to?
 - a. Thrifting - a lot. Estate sale picking. That sort of thing!
4. Anything that might surprise shoppers about you?
 - a. I am a farmer! I've sold some of my own produce here.
5. Favorite things about working at the co-op?
 - a. The customers, they're so nice and they share food <3
6. What is something you are excited to bring to the store?
 - a. Lots of organization is what I bring to produce. And making stuff look ~pretty~
7. In preparation for an outdoor adventure, which three DNF products would you bring?
 - a. DNF Deli power bites, filtered water in my water bottle, and a good local apple.
8. In ten words or less, how would you describe our Co-op to an out of town visitor?
 - a. The best and most relaxed shopping experience in Durango.

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

LET'S TALK ABOUT RECYCLING, DURANGO



Every year, Keep America Beautiful – a **sustainability non-profit based** in Stratford, CT – hosts a nationwide celebration of recycling and green living. Observed on November 15th each year, this signature recycling program encourages Americans to purchase more recycled goods, and live with a greener ethos.

25% OF PEOPLE RECYCLE INCORRECTLY...

Might you be one of them?

About **25% of all recycling picked up by its trucks is CONTAMINATED!** Contamination occurs when non-recyclable items are mixed with recyclable items or when recyclable items are not properly cleaned or sorted. Contamination can reduce the quality and value of recyclable materials + increase the cost and difficulty of processing them. As a result, the entire truck load is at risk of not being recycled and ending up in landfills.

WHEN IN DOUBT, RINSE IT OUT!

The city accepts single stream mixed recycling, which means that paper, plastic, metal, and carton items can be placed together in one bin. However, because it is single stream, that means **it is crucial to rinse out items** to minimize contamination.

HERE'S A QUICK GUIDE TO DURANGO RECYCLING:

ACCEPTABLE CURBSIDE ITEMS:

- **Paper:** newspapers, magazines, catalogs, junk mail, office paper, envelopes, paper bags, phone books, paperback books, cardboard, paperboard, pizza boxes (if there is no food or plastic in the box)
- **Plastic** (rinsed out): bottles, jugs, tubs, cups, containers, lids, caps, clamshells, trays, buckets, toys, flower pots
- **Metal** (rinsed out): aluminum cans, steel cans, tin cans, aerosol cans, aluminum foil, pie pans
- **Carton** (rinsed out): milk cartons, juice cartons, soup cartons, broth cartons

UNACCEPTED CURBSIDE ITEMS:

(MUST BE TAKEN TO DURANGO RECYCLE CENTER LOCATED AT 710 TECH CENTER DRIVE)

- **Glass** (can be dropped off at the recycling center and other locations such as Albertsons, City Market North/south, FLC Student Union, Smiley café, and Three Springs Plaza Parking Lot)
- **Electronics**
- **Batteries**
- Fluorescent **light bulbs**
- Household **hazardous waste**



**Electronics can be dropped off at the Durango Recycle Center on Wednesdays from 9:00 a.m. to 5:00 p.m. for a fee based on weight. Fluorescent light bulbs can also be dropped off on Wednesdays for \$0.50 per bulb.*



OUR 3RD ANNUAL DNF HARVEST FESTIVAL!

A.K.A. our co-ops annual meeting + a free celebration of all things local -- food, live music, culture, and anything else that screams Durango. As we wrap up the height of harvest season, we use this fest as an opportunity to celebrate the season's bounty + bring together the community. Take a peek at a few snaps from this year's fest!



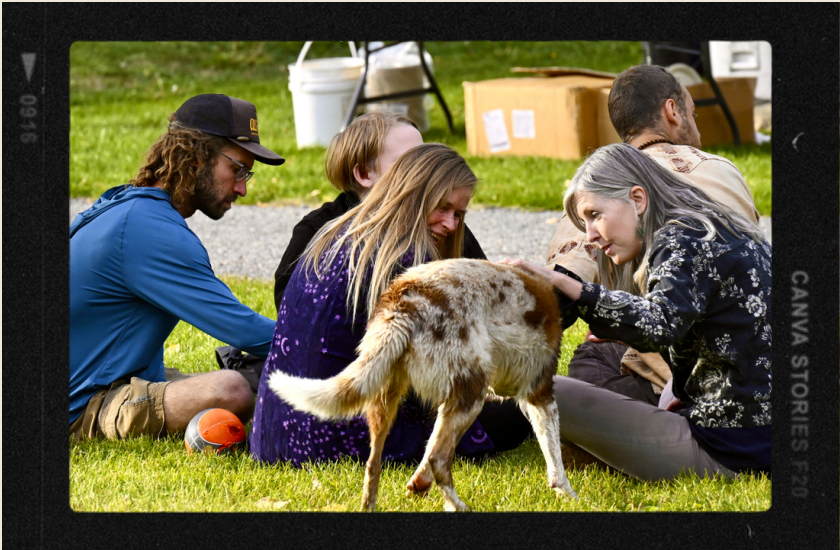
CANVA STORIES



CANVA STORIES



CANVA STORIES



CANVA STORIES F20



CANVA STORIES F20

A MESSAGE FROM THE DNF BOARD

Hello and Happy Fall,

As we dive into the social season, this is an excellent opportunity to highlight what makes DNF a unique and essential local shopping destination in our wonderful community. At DNF, we take great pride in consistently maintaining well-stocked shelves and offering a diverse range of products that cater to your varied needs while upholding the cooperative values that define us. So, whether you are in search of wholesome snacks to enhance your gatherings, premium ingredients to elevate your culinary creations to gourmet heights, or distinctive seasonal items to add warmth and charm to your home, rest assured that DNF is your comprehensive, one-stop solution.

Additionally, in the spirit of reflection and appreciation that November traditionally encourages, we, the Board, wish to extend our gratitude to our valued members and our dedicated staff. Your support is sincerely appreciated, and your contributions are invaluable to the cooperative spirit we all share.

Now, let us delve into another integral aspect of our co-op: the Board Retreat. The Board Retreat plays a vital role in the governance and strategic planning of our cooperative.



Ryan Erikson

These retreats provide us with an invaluable opportunity to pause, assess our progress, and chart a clear course for the future. Our upcoming retreat, scheduled for mid-November, holds particular significance. It will focus on refining DNF's strategic plan, aligning it with the ever-evolving needs of our community, and ensuring the effective realization of our mission.

By dedicating time to these retreats, we equip ourselves to better serve you, our members, and the broader Durango community. This deliberate process enables us to identify areas for improvement, streamline our operations for greater efficiency, and fortify our co-op's sustainability. Our commitment remains unwavering, as we are dedicated to mindful growth and evolution while staying true to the core values that define DNF.

More updates will be shared at the conclusion of the Board Retreat. In the meantime, may your November be filled with healthy food and the knowledge that your choices are actively contributing to a more sustainable and mindful world.

Warmly,
Ryan E.
Board Member, Durango
Natural Foods Co-op

HOLIDAY TURKEYS!



*Turkeys vary in weight (5-20lbs),
ask staff about availability!*

**TURKEYS ARE FIRST
COME, FIRST SERVE!**

**With any questions about
availability or pricing,
feel free to drop by the
store and ask a staff
member or call ahead!**

(970) 247-8129

HERE'S WHAT IN STOCK:

JAKE'S FARM

Whole, local turkey @ \$7.49/pound

ORGANIC PRAIRIE

Whole, organic turkey @ \$5.99/pound

FERNDALE

*limited stock***

Whole, free-range turkey @ \$2.79/pound

Free-range turkey breasts @ \$3.99/pound



MEMBER SALES

(15% OFF THESE PRODUCTS/BRANDS)

PATAGONIA PROVISIONS!

All Patagonia products are **ON SALE** right now!



Straus Creamery
473mL, all flavors



gimme Seaweed Snacks
.32 oz, all flavors



Health-Ade Kombucha
16 fl oz, all flavors

Evolution Fresh Cold-Pressed Juices

15.2 fl oz,
all flavors

