



February 2023

Good Thymes

DNF CO-OP'S MONTHLY NEWSLETTER



**MEMBER
APPRECIATION
DAYS!! M.A.D.**

**10% OFF ONE ENTIRE
SHOP FOR MEMBER-
OWNERS!**



Did you see the fanfare? Were you able to feel the excitement? Probably not. Mainly because there was no fanfare – just an announcement in last month's Good Thymes and the excitement was mainly from our Frontend folks who exclaimed, "I don't know how to do this or what it's about!" as well as our tech folks (actually me mainly) who lamented, "the technology is fighting us!"

But we persevered and solved the issues and **The Great Big Bonanza Equity Drive 2023** is upon us! It's a good thing! It's a great thing! And it's a Big Bonanza for those who take advantage of it. We structured it so it's a win-win for everyone!

2018 was a year of despair as our mighty little Co-op struggled with its very existence. Many changes needed to be made if our enterprise was to remain viable. One of those changes was raising the Equity (money invested in our Co-op by our Members) from \$100 over 5 years to \$300 over 15 years (or so).

This was very important as Equity investment is used for infrastructure expenses as well as having a buffer in case of hard times (forest fires, storms, construction, snow, etc).

It was structured this way (\$20 over 15 years) to keep it accessible to those with personal budget constraints and to make joining easy. None of this is changing.

Moving to the \$300 amount was a Bylaws change that was voted on by the Members of our Co-op (democracy!). It wasn't the Board or Management that did this although it was developed and supported by both because the reality of the financial situation was apparent.

Many Members, though, didn't understand as they had \$100 "lifetime" Memberships. Well, the Co-op died. Okay – not exactly but it was in the critical care unit with poor prospects. And if it did actually die, that "lifetime" Membership would be worthless with no Co-op around.

\$300 over 15 years did not save our Co-op as it was "too little, too late". But combined with other aspects, it gave the boost that was needed. Yay!

And our Co-op has performed awesomely the last 3 years! We have doubled sales as well as the number of Members. And all this through the Covid Craziiness. Crazy!

If everyone increased their Equity investment to \$300, we'd have well over \$400,000 to use as needed. Of course we would lose that annual income provided by the \$20 a year but we really need the funds now to make up for the last 25 years of deferred maintenance – not even looking at rainy (snowy) day emergency funds or expansion needs.

Now, let's be real: Not everyone can afford the extra to get them to \$300. And for those who can only afford \$20 a year, we want you here; our system was designed to make our Co-op accessible to you and you are fully equal to those with more invested!

At the same time, our Equity Drive is clever! And if you can afford the upfront cost, you will reap a Bonanza of Saving!!

Get this: for a \$100 equity investment, you would get the following back (besides a healthy viable Co-op):

Three 15% off coupons for your entire purchase! WOW! Five 20% department coupons (Bulk; Supplements; Frozen; Deli; DNF Merchandise)! How cool is that!!

Now there are a few limits: You cannot combine the coupons and you cannot use them with other discounts such as MADs (Member Appreciation Days – 10% off in Feb, June and Sept. 15% off in Dec. Members choose one day in those months for their discounts).

But you CAN combine them with Co-op Deals (the green signs) and Member Sales (the kinda burnt reddish orange signs. I see them as red but others see them as orange (do any of us see colors the same way ??))

BONANZA!! But wait! If you have room before you reach \$300, you can get TWO \$100 Equity Drive packs! Double those coupons!!

Remember, each \$100 investment is good for 5 year! So we won't be asking for any Equity payment each year! And you can get two too!

Oh wait!! I forgot the most important part! When you get to \$300 investment in Equity, as gratitude, we are extending a 5% discount on all your purchases and you can combine them with MAD discounts and all other promotions! And there will be a 20% off everything coupon yearly (okay –that one you can't combine with a MAD discount!

Truthfully, this type of promotion (which will end at the end of this year) is unheard of in the Co-op world. Many Co-op "experts" huffed and puffed when I explained The Great Big Bonanza Equity Drive to them. "No!", they exclaimed! "People must invest because it's the right thing to do – not for discounts". Sure, I get that. But.....

But, we are in the modern world where other stores aggressively compete with us and let's face it: food is expensive now-a-days. Offering a win-win situation is a good thing!

And sure: we are your buying agent for quality foods; we support progressive movements in the food industry such as Organics and Fair Trade; we provide more local foods than any other outlet; we support our community; we are a diverse safe-haven where everyone is equal and accepted; we stand for you and for us together; we are funded by the Members for service to everyone; we are the good folks (okay – we have some flaws but we're working on them); we pursue energy efficient infrastructure; we create an empowered involved Staff who are paid competitive wages; we are the anti-corporate entity that puts people before profit (well - we do need to be profitable too but you know what I mean); Co-ops are growing around the world because we are a better way forward!

Join us! Invest in your Co-op! Let's make winners out of all of us!!

coop deals

FEB 1 - FEB 14, 2023

extra crunch

With Valentine's Day around the corner, find Chocolove bars on sale at the co-op! Chocolove's almonds & sea salt flavor is sweet and crunchy – perfect for sharing with your loved ones.



2/\$4

Chocolove
Chocolate Bars

2.9-3.2 oz., selected varieties



2/\$7

C2O
Coconut Water
33.8 fl. oz., selected
varieties



3.99

Quinn
Pretzel Nuggets
5-7 oz., selected
varieties



2/\$7

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



2/\$7

Chickapea
Organic
Chickpea Pasta
8 oz., selected
varieties



3.99

Tazo
Tea
20 ct., selected varieties



5.79

Eo
Hand Soap
12 fl. oz., selected
varieties



Buy One, Get One

FREE

special offers inside!

**BO
GO**

LET'S MEET JES!

Jes works as a cashier, stocker, grocery receiver, and hype man. She has been working at DNF since August, 2022.



1. Where are you originally from?
 - a. I'm from Colorado Springs but I've called Durango my home for two years! I moved to Durango to study at Fort Lewis and for the outdoor opportunities.
2. When not working at DNF, how do you spend your time?
 - a. I like the river! I love spending my time rafting, snowboarding, and climbing. Any outdoor adventure really.
3. Why is supporting the local economy important to you?
 - a. Cause its better than supporting corporate things! Supporting local helps give back to the community. It's more rewarding helping people like yourself instead of unethical corporations.
4. What is one of your favorite things about working at the Co-op?
 - a. I love the community and the amount of fun groovy people you get to meet! And how awesome the food is, especially our produce.
5. What are your favorite products currently being sold at DNF?
 - a. Bitchin sauce, especially cilantro lime. Also Yerba Mate cause I can't live without it.
6. Why do you support local, organic, and healthy food?
 - a. Healthy food keeps your mind and body fueled! It also makes you feel better all around so you can always keep going on those swaggy adventures!
7. What is your favorite food at the deli?
 - a. The vegan burritos and teriyaki tofu!



**OWN YOUR
GROCERY STORE!**

**\$20/YEAR
MINIMUM EQUITY
\$300 EQUITY
TO COMPLETE YOUR
OWNERSHIP**

THE GREAT BIG BO

**CROWD-FUND YOUR CO-OP! V
TO FINANCE CAPITAL IMPRO
YOUR**

**AFFORDABLE
OWNERSHIP
\$20/YEAR**

**FAST-
OWNE
\$100 IN**

DURANGONATURALFOODS.COOP

**WELCOME MEMBER-OWNER!
ENJOY MEMBER SALES,
VOTING RIGHTS, & MORE.**

**YOU HELP IN
CO-OP! ENJOY
BIG BONANZA
YOUR S**

MESSAGE FROM THE BOARD

Hey There Co-op Community!

**Hadley Bevill
Board Member**

Being the month of February, I found it fit to write about some of the things I love most about our Co-op. For starters, it's pretty darn amazing that Durango has the privilege to be home to a community-owned natural foods store. They are becoming a rarity as our world continues to grow more and more corporate. Think about how lucky we are... walking into a grocery store where you have the opportunity to be an owner, you typically run into at least 1-10 familiar faces, and you know where many of the farms that grow your veggies. Then, think about how most of our world walks into a Sam's Club to do their regular, Sunday shopping. Like I said... pretty darn amazing.

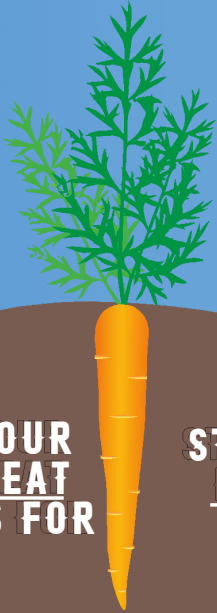
Over the years that I have been involved with the Co-op, what I have grown to love the most is its community. It was one of my first jobs in Durango and led me to meet some of the best people. From friends, to small-business owners, to learning the lives of regulars, to meeting and connecting with all of the wonderful board members. I love walking into DNF and seeing people hug, chat, share stories, and ask about each other's lives. At most grocery stores, people are hustling and bustling down the aisles, listening to their airpods, and maybe even annoyed with other shoppers getting in their way. At the Co-op, people are connecting and caring.

BONANZA EQUITY DRIVE

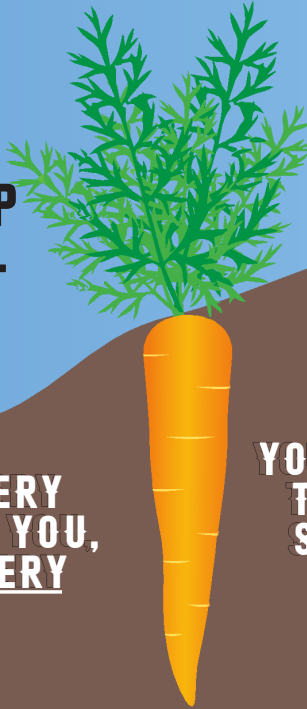


WE RELY ON ALL OUR MEMBER-OWNERS
IMPROVEMENTS. HELP US GROW BY UPPING
EQUITY TODAY!

ON-TRACK
OWNERSHIP
INCREASE



COMPLETE
OWNERSHIP
\$300 TOTAL



DONATION
OWNERSHIP
\$300+

IMPROVE YOUR
JOY THE GREAT
A COUPONS FOR
SUPPORT.

YOU OWN A GROCERY
STORE! AS A THANK YOU,
ENJOY 5% OFF EVERY
SHOP!

WE LOVE YOU!
YOUR SUPPORT ALLOWS US
TO COMPLETE CRITICAL
STORE IMPROVEMENTS.

Speaking of the community showing they care, many of our Co-op members have been contributing to our Great Big Bonanza Equity Drive! As a small, community-owned store, the Co-op relies on our member equity to provide capital improvements to this ever-growing business. We want to improve the quality of our products, our fridges, our roof, and the livelihood of our hard-working staff. You can help support the needs of the Co-op by taking part in this campaign. After all, co-ops are one of the original crowd-funders! Please take a look at our equity drive poster for more information.

We, the Durango Natural Foods Co-op Board of Directors would love to know what you LOVE about your Co-op. If you would like to share, please email board@durangonaturalfoods.coop your experiences, stories, friendships, favorite grocery items, and so on that you have gained from DNF.

Much love,

Hadley



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!

**OUR NEXT MEETING IS WEDNESDAY, FEBRUARY 15TH
FROM 4:30 PM - 6:30 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



WINTER CITRUS SALAD RECIPE

WINTER CITRUS SALAD, BY NATIONAL COOP GROCERS (NCG)

[HTTPS://WWW.GROCERY.COOP/RECIPES/WINTER-CITRUS-SALAD](https://www.grocery.coop/recipes/winter-citrus-salad)

The winter citrus harvest is a gift of sunshine in the middle of a cold, dark winter. Just in time for your post-holiday reboot, juicy, colorful citrus of all kinds appears at your co-op to save the day. Make this tasty salad and celebrate the bounty. If you can't find blood oranges, substitute tangerines.



TOTAL TIME:
20 MIN
SERVES 6

INGREDIENTS

Dressing

- 1/4 tablespoon extra virgin olive oil
- 2 tablespoons white wine vinegar
- 2 tablespoons orange juice, freshly squeezed
- 2 tablespoons honey
- 1/2 teaspoon salt
- freshly ground black pepper

Salad

- 1 large red grapefruit
- 2 large Cara Cara or navel oranges
- 2 large blood oranges
- 1 small romaine heart, torn
- 2 cups radicchio, thinly sliced
- 1/2 cup toasted pistachios, coarsely chopped
- 1/2 cup pomegranate arils (optional)

Preparation:

1. For the dressing, combine the olive oil, vinegar, orange juice, honey and salt. Add a few grinds of pepper and whisk to mix.
2. Peel and slice citrus thinly. Remove any seeds.
3. Spread the romaine. Arrange the radicchio and citrus sections on top of the romaine, with the blood oranges on top. Sprinkle with pistachios and, if desired, pomegranate arils. Drizzle with the dressing.

CELEBRATE LITTLE LABELS WITH FAIRTRADE AMERICA, MARINE STEWARDSHIP COUNCIL AND THE NON- GMO PROJECT



If you're like many shoppers, you want to know how the food you buy affects people and the planet, including how it was grown, harvested and produced. You seek out greater transparency from stores like ours, as well as from your favorite brands and the companies who produce your food.

We, too, believe you have a right to know if what you're buying aligns with your values! That's where third-party certifications play a big role. When you see the little labels by independent third-party certifiers on your food, you know that product underwent a rigorous evaluation to ensure it met a set of strict standards.

To highlight the positive impacts these labels make, this January we're celebrating Little Labels, Big Impact all month – honoring Fairtrade America, Marine Stewardship Council and the Non-GMO Project! By looking for the Non-GMO Project Butterfly, Fairtrade America and Marine Stewardship Council labels, you can shop sustainably throughout our store! Read on to learn how they are driving big, meaningful change in our food system!

What is Non-GMO Project Verified?

GMOs (or genetically modified organisms) are living organisms whose genetic material has been manipulated in a laboratory through genetic engineering, creating combinations of plant, animal, bacteria, and/or virus genes that do not occur in nature or through traditional crossbreeding methods.

Non-GMO Project verification means that a product is compliant with the Non-GMO Project Standard, the most rigorous third-party standard for GMO avoidance, which includes stringent provisions for ingredient testing and traceability and the most up-to-date definitions around new GMO techniques.



What is Fairtrade America?

Every day, we enjoy products planted, grown, harvested and transported by farmers and workers around the world. . These farmers and workers often do not earn enough to have a decent living – that is, to eat nutritious food, send their kids to school, have adequate shelter and weather a crisis (like COVID-19). Many live on less than \$2 per day.

The Fairtrade Mark works towards rebalancing trade. By choosing Fairtrade, you are choosing to prioritize the farmers and workers behind our everyday purchases. You are choosing products that are certified to meet the rigorous standards developed in partnership with producers.



What is MSC Certified?

The MSC blue fish label is an ecolabel that can be found on seafood products from fresh, canned, and frozen seafood to omega-3 supplements and even pet food. It can also be found alongside seafood items on menus. The blue fish helps shoppers and diners identify seafood that is wild-caught and that has been independently verified for environmental sustainability, because a healthy ocean is vital for people and the planet. By purchasing products with the MSC blue fish label, you are directly supporting well-managed fisheries that have been assessed by a third-party on its impacts on wild fish populations and the ecosystems they're part of.

When you see the MSC blue fish label on packaging, you can feel good knowing you are supporting continuous changes on the water to help protect the ocean for the future. 95% of MSC certified fisheries make improvements so they continue to meet the high bar of the MSC Fisheries Standard. Learn more at msc.org.



Why do we need such labels on food anyway?

“Natural” food and “fair” food are big business these days and greenwashing has become a serious problem. By making unverified or uncertified claims about how their food is grown, caught, or processed (“self-made” marketing claims), some unscrupulous companies capitalize on shoppers' desire for high-quality food because it supports people and the planet. In response, there is a sea of different labels popping up with claims that sound really good, but have little backing them up.

How does an informed shopper know what label is supported and which are empty marketing words? Choosing well-recognized, independent, third-party certification labels on products is the best place to start. Labels like the Fairtrade Mark, Marine Stewardship Council (MSC) Certified, and Non-GMO Project Verified represent rigorous standards with requirements that must be followed in order to receive the label. This may actually require laboratory testing and supply chain accountability that allows for “identity preservation.”

Fairtrade America, Marine Stewardship Council, and the Non-GMO Project are all nonprofit organizations driven by their collective mission to change how food is harvested or made in order to better serve people and the planet. Fairtrade has been operating internationally since 1989, MSC's sustainable fishing standard has been in effect since 1998, and Non-GMO Project has been verifying products since 2010. The nonprofits publish their Standards on their websites to give shoppers full transparency. Brands both large and small showcase this compliance by including the Fairtrade, MSC, or Non-GMO Project labels on their packaging. This further gives shoppers assurance that it's not a fad but a sustainability tool used by brands to have a true, positive impact.

What you can do

Shop the labels! Our store will be highlighting products that are Fairtrade, MSC Certified and Non-GMO Project Verified throughout January. Support brands working towards a more sustainable future, and try something new.