



JANUARY 2023

# GOOD THYMES

DNF CO-OP'S MONTHLY NEWSLETTER



**HAPPY  
2023!**



**ENJOY HEALTH-ORIENTED  
DEPARTMENT & DELI SALES**



# O' JOE



## \$300 Members

The \$300 equity amount was established by a vote of the Membership in 2019. Previously, the top amount was \$100. The hope was that a significant portion of our Membership would immediately pay the \$200 difference and create a cash cushion for our store. Everyone else would contribute \$20 per year (for 15 years for a new member).

Great idea!! After all, at that point, our Co-op was close to going out of business and Members would certainly see the benefit.

The problem at the time was that, while it seemed to be publicized greatly, most

Members never knew that the Co-op was at near-death, so the needed investment never really materialized at the levels hoped for.

Get a load of this: today, there are only 42 Members that have invested \$300 into our Co-op. Not only that, other than a “Gee, Thanks”, we barely recognize the

contribution of these individuals.

That changes today (okay – not actually “today” today – rather it changes on Jan 16<sup>th</sup>, 2023)!

For anyone that has \$300 invested equity in our Co-op, we are extending a 5% discount on all purchases every day! For anyone who reaches that amount in the future – they will also receive that 5% discount!

In addition, each year, the \$300 Members will receive a bonus 20% one-time use coupon in addition to the 4 MAD (Member Appreciation

## Equity!

Quick quiz: who is the first crowd-funding organization? If you said, “The Co-ops”, you would be very correct! Dating back to the mid-1800s, the Co-ops came up with the idea that if we each gave a little, we can create great businesses and organizations!

The biggest difference between a Co-op and most modern crowd-funding manifestations is that the Co-ops efforts produce viable businesses that the contributors actually become part-owners!

There is a lot to be said about how Co-ops are organized and how they empower all folks but I have so much to announce here and don't have the space to delve into Co-operative theory. My column last month talked about this somewhat and you can read it on our website at

[durangonaturalfoods.coop](http://durangonaturalfoods.coop).

The important things to know are:

- \* To be a Member of a Co-op, you must invest dollars which become equity in the business.
- \* Equity funds are used mainly to capitalize the business – purchasing fixed assets.
- \* According to our current bylaws, there is a \$300 ceiling to our equity payable at \$20 (or more) a year!

## Co-op Decentralized Funding



**Capital raised from a large number of member-owners**

Days) discounts per year (the two discounts can't be combined though).

But what about the rest of us?? So now, I'm announcing for a limited time a wild equity drive starting also on Jan 16th!!

## The Great Big Bonanza Equity Drive!

\$20 per year Equity payments are great! It allows \$40,000 per year to be invested in our infrastructure and as a reserve fund.

Unfortunately, the needs of our business are much greater: our refrigeration is old and problematic, our roof leaks, Deli equipment is old and rickety and there are many thousands of dollars of maintenance necessary.

We have saved our business since 2019! We are strong and viable! We've doubled our business and Membership since then. Wow!!

Now it's time to take care of all the deferred maintenance and get this Co-op in Ship-Shape shape! We can say: "Hey folks, please invest more Equity dollars into our Co-op" and many will. But I think, for those that choose to invest more this year when it can really be put to great use, you should get something in return in addition to the better Co-op it will create. So, for 2023 – to get ready for our 2024 50<sup>th</sup> Anniversary - I'm announcing the Great Big Bonanza Equity Drive!!

Here's how it works:

\* Invest \$100 in Equity to our Co-op and you will receive our Big Bonanza Pack (limit 2) which will have:

> Three 15% coupons off your entire purchases (cannot be combined with MAD discounts – expires at the end of 2024)!!

> One 20% coupon off Bulk products!

> One 20% coupon off Supplements!

> One 20% coupon off Frozen Items!

> One 20% coupon off Deli items!

> One 20% coupon off DNF Merchandise

\*\* These coupons can't be combined with MAD Discounts or Department Sales.

No need to pay an Equity Payment for 5 years! 10 years if you get two packs! We will also be starting a new crowd-funding effort on the internet but that will be donations and not go towards the \$300 Equity requirement for Membership – more on that as it's set up!

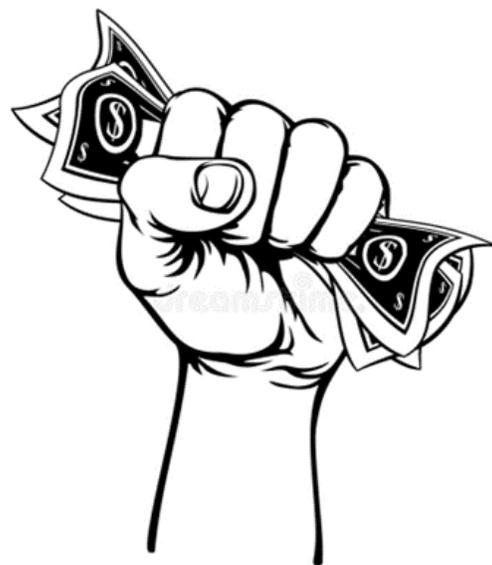
## WIN-WIN-WIN!

Everyone wins! How cool is that?? As I mentioned, next year is our 50<sup>th</sup> Anniversary. We have dug ourselves out of a hole the last three years and we are getting ready for a proper celebration.

We all donate dollars to a lot of causes. Here's an opportunity to donate to your Co-op – a real tangible benefit to you and our community. There are so many places that aren't blessed with a Community Natural Food Cooperative – Phoenix, for example, doesn't have one (but Tucson does).

We'd all like to see our Co-op sparkle for another 50 years! Investment in the real things that we believe in is how we get there.

I'll keep all of you informed on how we are doing over this year. By coming together, we can achieve mighty goals that individually we would not be able to obtain!





# BE YOUR OWN SUPERHERO!

**START YOUR NEW YEAR OFF  
RIGHT WITH HEALTHY CHOICES!**

**RECEIVE 15% OFF**

**HEALTH-ORIENTED DELI  
ITEMS JANUARY 1 - 15**

**FOLLOW ME  
FOR HEALTH!**

**15% OFF DEPARTMENT SALES**

**SUPPLEMENTS: 1/1 - 1/8**

**BODY CARE: 1/9 - 1/15**

**BULK: 1/16 - 1/22**

**PRODUCE: 1/23 - 1/29**



# LET'S MEET DAN

Dan is our fridge, meat, and cheese buyer as well as lead receiver. Dan has been at DNF since June 2020.



1. Where are you originally from?

a. I'm from the Boulder / Longmont area. I first moved here in '98 but didn't fully settle down until '11.

2. When not working at DNF, how do you spend your time?

a. I like hiking, backpacking, making art, and reading! I'm a professional artist that makes dreamy, illustrative stuff with weird humor. I'm represented at Studio & located downtown. I'm also a DJ of the Horse Show featured on KDUR, Saturdays 6-8pm.

3. Why is supporting the local economy important to you?

a. A local economy makes a thriving community! Durango has a great community but it always needs more support. I love places like the Coop and Studio & because they are integral parts of the community. Local institutions are interconnected and work to build community.

4. What is one of your favorite things about working at the Co-op?

a. I enjoy the work culture! It's always really good people even with high turnover. It's cool to work at a small store that serves different types of people.

5. What are your favorite products currently being sold at DNF?

a. I love Bubbies pickles and our canned fish selection!

6. Why do you support local, organic, and healthy food?

a. Because keeping money in the community supports local agriculture and ending our reliance on global supply chains.

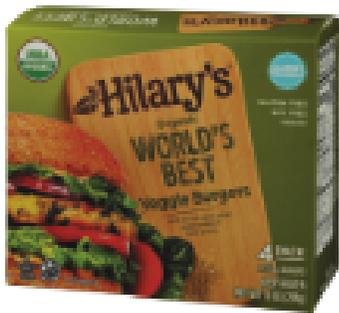
**15% OFF ALL  
DELI JUICE!**



**JAN. 1-15  
WHILE SUPPLIES LAST!**

on sale now!

# coop deals.



**2/\$8**

Hilary's  
Veggie Burgers

10-11 oz., selected varieties



*new year,  
more sparkles*

**2/\$5**

Kevita  
Organic Probiotic Drink

15.2 fl. oz., selected varieties



**1.49**



**2/\$5**



**2/\$6**

**VISIT OUR WEBSITE FOR MORE CO-OP DEALS!**

# MESSAGE FROM THE BOARD



**Cody Reinheimer**  
**Board Member**



Greetings Co-op Community,

With the turning of the new year often comes reflection upon the year passed, and a renewal of our intentions and goals for the new cycle ahead. At this time, all of us at DNF would like to heartily thank you for being part of something that is more than just a grocery store. Deep gratitude for voting with your dollars for the kind of world you want to see, where local farmers and artisans are supported and celebrated, where our vitality and health is valued over numerical wealth, where decisions are made in regards to our living planet rather than at her expense, and where people and connections are valued over shareholder's stock prices. Member-owners are the shareholders and we consider your return being the discounted and continued access to as much local, organic, fair trade, and ethically sourced products as possible, in unison with a shopping experience that is actually enjoyable. At DNF, quality of life matters.

We hope that you will take a moment to appreciate all that DNF has to offer and to consider how it has served you in 2022. How do you feel when you are in the store? How do you feel interacting with the people? How do you feel after a meal made from our organic ingredients?

If you are feeling good, we invite you to hop back on the ride with us on this little Community Co-op that could! Perhaps 2023 is the year to really improve your quality of life and elevate your level of fulfillment in all aspects of this thing we call life. Certainly food and the energy of the people we interact with is ultra important to reaching a state of satisfaction. DNF has got you covered when it comes to living the good life;)

Not only does choosing DNF support you, it also supports our community of fellow member-owners, farmers, artisans, small businesses, vendors, staff, and many more. So, with that awareness held in our hearts and minds, we extend an invitation to see you in the Co-op even more in the new year!

And remember, we got your hot soup and hot coffee, made up fresh every single day, with hot meals available from the deli as well. So let's stay warm together and enjoy the feeling of owning a grocery store with our friends and community. And if you are reading this and have not signed up to be a member-owner yet, please consider doing so today! It's just \$20 a year and earns you all kinds of discounts that will more than surpass your \$20 equity contribution. That money is solely dedicated to capital improvements like keeping our fridges running and our roof repaired. At DNF we don't have corporate investors, we have each other.

Thanks everyone for being in this together! Wishing everyone a Happy New Year and Wondrous Winter!!

Sincerely,  
Cody Reinheimer  
DNF Board Member

All your favorite brands

# Warm up with winter savings!

Look for more than 60 coupons throughout the store.





## HUMMAS RECIPE DNF DELI

### BEET WALNUT HUMMUS (VEGAN, GLUTEN FREE) FIND AT DNF DELI



#### INGREDIENTS

- Red Beet -- 1 large, boiled and peeled
- Walnuts -- 1.5 cups, toasted
- Tahini -- .75 cup
- Lemon Juice -- .75 cup
- Olive Oil -- .75 cup
- Sea Salt -- .75 tbsp
- Black Pepper -- .5 tbsp

**NOW 15%  
OFF**

#### Preparation:

1. Blend beets with olive oil, transfer to bowl
2. Combine all ingredients, except beet puree, into food processor and blend until very smooth.
3. Mix in beet puree, stir until combined.



# REP YOUR COOP! WHILE SUPPLIES LAST



# 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[AT]DURANGONATURALFOODS.COOP!**

**OUR NEXT MEETING IS WEDNESDAY, JANUARY 18TH 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 BEVIL**  
BOARD MEMBER



**CODY REINHEIMER** BOARD  
MEMBER

**YOUR VOICE MATTERS!**