



“Bloomingfoods at 40” by Tony Alongi

On July 23rd, Bloomingfoods will turn 40 years old! That is as good a reason as any to have a party. Join us on Saturday, July 23rd for a piece of birthday cake at our East and West stores to help us celebrate and to kick off an entire year of celebrations for our 40 years of being Bloomington's healthiest grocery store and giving back to the community.

Now is also a good time to both reflect back on those 40 years as well as look forward. As I have met and spoken with more of you over the past several months it has been interesting to learn that Bloomingfoods is no stranger to living on the edge. I have heard stories about several times in the past 40 years when our continued existence has been threatened. Each time we manage to survive, reinvent ourselves, and continue doing what we do best – provide high quality food and reinvest the earnings back into the community. Exactly what we are going to continue to do.

But I keep hearing that this time is different, and that we are no longer unique. Everyone sells what we sell. Well, I don't agree with that – that argument is too simplistic. We are still unique, because unlike our competition we are locally owned. What does that mean? It means that 100% of anything we earn is reinvested back into our community – just like in the past. That could be in stores, equipment, infrastructure, staff – anything, but it all stays right here in Bloomington, Monroe County, Southern Indiana – however you want to look at it. All of it. Some years are better than others, meaning that some years we can reinvest more than others but it ALL gets reinvested. That, to me, is unique. Lucky's, Kroger, Whole Foods, Fresh Thyme, Marsh can't do that. And as for the argument that “everyone” sells what we sell – no they don't. While it is true that a significant amount of natural and organic foods have become somewhat commoditized, we offer more local products as a % of our total product offering than anyone else in Bloomington. We have produce and other items that you simply will not find at the other stores. And I am betting that there are plenty of people who aren't looking for the “Whole Foods experience” or who don't want to take half a day off of work to navigate a 100,000 square foot grocery store to ensure our continued existence.

However, to ignore the changing landscape of food would be foolish. We have plenty of work to do if we want to celebrate our 50th birthday let alone another 40 years. But what should Bloomingfoods look like in 5 to 10 years. Is “continuing our existence” enough? It shouldn't be. This Co-op was founded by a group of people who were visionaries. People who wanted something different. What do today's visionaries want? What is the next evolution of the food co-op? It clearly isn't 1976 anymore (just try those bell bottoms on and see what I mean). What worked then most likely won't work now. But there is an answer and that answer comes from the next generation of cooperators. In the coming months, you will find opportunities to offer your vision for the future of Bloomingfoods. Put on your big-picture, long-term vision hat and join the discussion. And in the meantime, Happy Birthday Bloomingfoods!

Owner Appreciation Day: 40th Birthday Edition

July 21-23, all Owner Members will receive 10% off all purchases (excluding beer & wine)

On Saturday, July 23rd, from Noon - 4pm, we'll be at both locations sharing our birthday cake with everyone who walks in the door, plus you'll have the opportunity to sign up to win some awesome prizes! We'll have giveaways from [Salt Creek Cycles](#), [King Dough](#), [Vibe Yoga](#), [Global Gifts](#), and our [Co-op Basics](#)! Please plan to stop by and celebrate with us!



July Featured Local Vendor: Zeitgeist Organic Creamery Bloomingfoods Shoppers receive 25% off on all Zeitgeist treats!



[Zeitgeist's](#) delicious ice creams, premium fresh fruit sorbets, and indulgent vegan frozen treats are created artisan-style using the best organic ingredients. Zeitgeist founder, Steve Schroeder, "is a proud member and supporter of the Bloomington community and collaborates with other local businesses and restaurants to drive growth and awareness of organic foods and products."

Positive Change Supports Conservation & Environmental Education

Bloomingfoods' shoppers have lost no momentum in rounding up at the register! In June, our shoppers donated \$3,803.49 to the [Sycamore Land Trust](#) through our community-driven fundraising campaign, Positive Change. "Sycamore Land Trust has worked to protect the natural places that make southern Indiana so special for 26 years, and Bloomingfoods has been helping make and keep Bloomington special for even longer," said Christian Freitag, the Trust's Executive Director. "We're proud to team up with a partner so dedicated to our home. We look forward to many more years of success for us both!"



July beneficiary – [Shalom Community Center](#)

"Shalom provides hunger relief, housing, social services, financial support, life essentials (like laundry, showers, and mail) and other health and human services to hundreds of people each day and thousands of people each year."

New Owner-Member Benefit: Free Notary Services!!

We are adding another great benefit to being a Bloomingfoods Owner-Member. Beginning mid-July, we will be able to offer notary services to members at no charge! You will find at least one notary on staff during most of our opening hours at both our East and West stores. Just ask any of our front-end staff and they will track down one of our notaries to help you.

Calling All Entrepreneurs: Proposals Being Accepted for Garden Center Business

Bloomingfoods is now accepting proposals from independent groups or individuals to re-establish a garden center business on the grounds of the East store. For a variety of reasons, Bloomingfoods will not be re-opening its former Garden Center. However, due to interest expressed by several members/community groups, Bloomingfoods has decided to accept proposals from outside groups to re-establish a garden center. Bloomingfoods is willing to contribute to the success of a new garden center by leasing a dedicated space for \$1 per year to the new group. For further criteria, please see the details listed on this website ([available here](#)). The deadline for proposals to be considered is August 5, 2016.

Thursdays are Picnic Days at East

All summer long you can enjoy flavorful, picnic-style offerings on the food bar at East. With options like pulled pork, BBQ chicken, grilled tofu, baked beans, slaw, potato & pasta salads, and fresh fruit, every Thursday can taste like a summer cookout!



Sliced to Order Deli Meats Now at Near West Side Store!

Replacing the seafood case is a new sliced-to-order offering for our deli meats and cheeses! Do you want $\frac{3}{4}$ of a pound of chipotle turkey shaved? No problem. Just ask one of our friendly deli staff who will be happy to now slice any of our deli meats and cheese any way you like!



Seafood Case at NWS Store Being Repurposed

Those of you who do your shopping at the NWS will have already noticed that the seafood case in the deli no longer has any seafood in it! After careful consideration, we discontinued the dedicated seafood case based on a lack of sales combined with extensive labor to maintain the case. In short, we simply weren't selling enough seafood from the case to justify its continued use for that purpose. All of our top selling items (shrimp, salmon, seafood salad, etc.) will continue to be available in the NWS deli, just in different locations. If you are looking for your favorite, please ask one of our super deli staff for assistance.

Grocery Re-set at East

In late July, shoppers at the East store will be seeing a major reorganization in the center of the store in order to improve the overall shopping experience. We will be moving some products around, adding some and dropping others. We will be emphasizing our local choices, our Field Day brand, which is our most economical organic "house brand" and making sure our selection and prices are serving you best.

Sharing Special Orders Made Easier

In conjunction with our re-set, it seems like a good time to remind owner members that we can special order nearly any product available to us for you by the case. And as an added benefit, you enjoy a 10% discount on most special orders as well. We are also making it easier for those of you who wish to share special orders. The customer comment board at the East store has changed to include a section where members interested in sharing a special order with others can make their interests known. This service will only be available at the East location for the time being.

Board News & Updates

2016 Bill Krejci Memorial Award



The Bloomingfoods Board of Directors is now accepting nominations for the 2016 Bill Krejci Memorial Award. This award was created in 1999 to honor Bill for his lifetime commitment to the cooperative way. The award has been given annually (with the exception of 2015) to a Bloomingfoods owner-member, staff member, or a past or present director that exemplifies Bill's spirit of giving of themselves to better Bloomingfoods. The award will be given at the 2016 Annual Meeting to be held on Wednesday, October 19th.

If you would like to nominate an individual for the award, please complete the nomination form found on the Bloomingfoods website ([available here](#)). Completed nominations should be returned to Bloomingfoods at the following addresses no later than September 1, 2016.

Via U.S. Mail:

Bloomingfoods
Attn: Board Administrator
316 West Sixth Street
Bloomington, IN 47404

Via email:

board@bloomingfoods.coop

July forum: Something New Instead

Instead of having the regular member forum in July, the board decided to help celebrate our July 23rd birthday by kicking off an informal member survey during "cake time" (12-4 p.m.) in the stores. Directors will be there to answer questions but more importantly to ask one: "Why do you shop at Bloomingfoods?"

Two owner-members, Barb Bonchek and Diane Jung, who designed this mini-survey, will be conducting this survey throughout the month of July, asking the same question. If you happen by one of the stores, be sure to talk to a board member on cake day, or if not then, to Barb or Diane. Your answers will help us understand what you like about the co-op, what we should keep on doing, and what we might improve.

Bylaw Review

Board president Caroline Beebe and a small working group have begun a thorough review of the co-op's bylaws, which are outdated and convoluted by many ad hoc changes over the years. The group hopes to have a new, completely revamped version of the bylaws ready for your approval in the September election.

Key issues include whether or not the co-op should have "legal entity" memberships. This would allow organizations to have memberships as well as individuals. Another important revision will be a clearer distinction between "active" and "inactive" members. For a list of bylaw focus group meeting dates and other news, please visit [BOARD NEWS](#) on the Bloomingfoods web site.

Board of Directors Meetings*

Regularly scheduled monthly board meetings are held the last Thursday of the month at 6:30pm. Board Meetings are open to co-op owner-members and guests of the board. Familiarity with the Bylaws, Policies, and the Policy Governance Method will enhance your understanding of the board meeting process.

Thursday, July 28th @ 6:30pm

Thursday, August 25th @ 6:30pm

*For the time being, the meetings will be held at the former Elm Heights store, located at 614 E 2nd St.

Owner Member Linkage Committee Meetings*

Wed, July 20th @ 6:15-7:15pm, East store patio

Wed, August 17th @ 6:15-7:15, East store patio

*New meeting time & location

Save the Date: Annual Meeting

Wednesday, October 19, 2016

WonderLab Museum, 6-9pm

At this year's annual meeting we'll be celebrating our 40th birthday, as well as covering the business side of things. This will be a RSVP event, so please stay tuned for details!

Community News & Events

Tuesday Market

The [Tuesday Market](#), held from 4 - 7 p.m. each Tuesday from June through September, is located at the corner of Sixth and Madison Streets. This year's market offers a delectable assortment of prepared food vendors, as well as an allstar line up of farm vendors and live music! This market is right next door to our Near West Side location, so be sure to stop in and say hi!

Homegrown Indiana Farm Tour: July 24th

Take a tour of Maple Valley Farm, followed by wine tasting, a vineyard tour, and a farm-to-fork meal at Olivery Winery's Creekbend Vineyard. \$45 per person; for more information and registration visit the [City of Bloomington's](#) website.



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