

## Bloomingfoods Owner News



**BLOOMINGFOODS**



“Aldi + IKEA = 365 by Whole Foods!”

By Tony Alongi

Many of you have approached us about how we are going to combat the impending arrival of “Whole Foods” to Bloomington. For those who don’t know yet, a new-concept store by Whole Foods, called 365 by Whole Foods is scheduled to open at the College Mall in a newly built space that previously housed the Sears in late summer of 2017 (rumored opening is August 20<sup>th</sup>).

In early August, several members of Bloomingfoods management visited the newest 365 by Whole Foods that opened in Portland, Oregon in mid-July. This is only the 2<sup>nd</sup> store in the country – the first being in Los Angeles. To say that it was different than we all expected is an understatement. First, and most importantly, if you are familiar with what a Whole Foods store is, then you, too, will be surprised. This is not the Whole Foods that you are used to – not by a long-shot. The title above is what a couple of your store management deemed the new concept and I have to say that it describes the experience to a T. If you are familiar with an Aldi Store and you have ever shopped at an IKEA then you will recognize the 365 by Whole Foods aura. Very Euro! Those of you expecting (and in some cases hoping for!) a Whole Foods are going to be disappointed.

This is not to say that the 365 by Whole Foods is not going to be a formidable competitor – it will be. I, personally, still don’t see it as the end of Bloomingfoods. The store will appeal to some, but my guess is that it will not appeal to the core Bloomingfoods shopper – at least not in the long term. The store is geared towards the “millennial” shopper – nearly all house brand products (365), little to no customer service and a limited selection. Very much a place to buy staples. Much like other house brand products, some will work for you and some will not.

We made the trip to figure out what we are up against and to develop an action plan to prepare ourselves over the coming year. It was an extremely worthwhile trip from that perspective. We have some work to do at Bloomingfoods, but we had that work to do regardless of whether 365 was going to open or not.

We took a whole bunch of photos of the store and I would be more than happy to share them with you so you can see for yourself. Feel free to stop in my office and have a look (they are all digital) or drop me an email and I can share a link to them for you.

Thanks for your continued support.

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## September Featured Local Vendor: Uel Zing Coffee

All shoppers receive 25% off all Uel Zing products!

Bloomington's own [Uel Zing](#) "specializes in super strong, super smooth cold brew coffee. Steeped for 24 hours, our signature ZING blend is nice and chocolaty, sweet yet smoky... Uel Zing...bringing Quality coffee to the masses, for the love of zingin'."

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### Save the Date: Annual Meeting

Wednesday, October 19, 2016

WonderLab Museum, 6-9pm

At this year's annual meeting we'll be celebrating our 40<sup>th</sup> birthday, as well as covering the business side of things. There will be an online RSVP required for this event, so please stay tuned for details!

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### Positive Change Supports the Interfaith Winter Shelter

"On behalf of the guests and volunteers of the Interfaith Emergency Winter Shelter of Bloomington, the Shelter Board is grateful to the patrons of Bloomingfoods for their support and interest in the Shelter and its mission," said Dan Watts, Shelter Board President. "We are beginning our fundraising for the coming season and this donation from the customers and management of Bloomingfoods will be very helpful in the operation of the Shelter. We thank you all very much."

Bloomingfoods' shoppers have continued to aid folks experiencing poverty and homelessness in our community! In August, our shoppers donated \$3743.51 to the [Interfaith Winter Shelter](#) through our community-driven fundraising campaign, Positive Change.

Positive Change raises funds by giving shoppers the opportunity to round their purchase up to the nearest dollar, or donate more if they wish. Each month, Bloomingfoods has a new recipient organization, and 100% of the proceeds go directly to the organization.

The Positive Change campaign continues at the East, Near West Side and Ivy Tech Bloomingfoods locations. In September, the co-op will be raising funds for [Bloomington Meals on Wheels](#).

### September beneficiary – Bloomington Meals on Wheels:

"Bloomington Meals on Wheels has been serving our neighbors for over 40 years. Founded in 1973, our program provides nutritious meals to homebound people who are unable to cook for themselves."



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### Near West Side Now Opening @ 7:30am!

You asked, we listened! In order to better serve your early morning needs, the Near West Side location is now opening at 7:30am!

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Miller Amish Country Poultry: We're proud to carry this local poultry!

September is National Chicken Month, and we're celebrating the fact that Bloomingfoods' best-seller [Miller Amish Country](#)

[Poultry](#) is now [Non-GMO Project](#) approved! Oh, and [here](#) are some great chicken recipes to try today!



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#### Where did all the local bread go?

We have received numerous comments on the lack of good, local bread on our shelves these days. This is not by choice. For whatever reason, great tasting local bread that is in good supply seems to be a product that is devilishly hard to come by in Bloomington these days. Earlier this year, two of our most popular local breads disappeared from our shelves within days of each other. One baker shut down his operation and the other can no longer supply us because of distribution channels (you would think that Bloomington is on Mars, as we have lost several products based on distribution channels). Thus far, we have failed to identify replacements for these items that meet our quality standards and that can be supplied to us on a regular basis. This stinks! We are working hard on a daily basis to identify viable local replacements. In the meantime, do try some of the other breads that are on our shelves. Aunt Millie's is actually a local bread, being headquartered in Fort Wayne. And you might see packaged loaves of Dave's Killer Bread on the shelves. Dave's is a very popular west coast product and is, well, killer! In the meantime, if you have a secret local favorite please let us know. We think that we have scoured the Indiana countryside, but we may have missed something interesting.

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#### Let's Talk Turkey



After a one year hiatus, Bloomingfoods is bringing back Thanksgiving turkey pre-orders with one slight change – we are going paperless! This year, all orders for fresh turkeys will be done online through our website. We'll also be carrying both organic and conventional frozen turkeys on a first-come, first-served basis throughout the month of November. Please stay tuned, as we'll release more details closer to the holiday.

Also, because it is important to us that all of our employees spend valuable time with friends and family, we will be closed on Thanksgiving Day this year!

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#### Board News & Events

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##### It's Almost Election Time!

As summer draws to a close, Bloomingfoods owner-members begin to look for news about the board election and the annual meeting. This is an important election! Six board seats are up for grabs. Bylaw changes and revised Articles of Incorporation will be submitted for a vote. New community organizations will be chosen for the second year of our very successful Positive Change program. Candidate statements and election details will be released in the next few weeks, and voting will be available online, and in stores. Democracy is a fundamental cooperative value, so please plan to vote!

##### 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, September 29<sup>th</sup> @ 6:30pm

Thursday, October 27<sup>th</sup> @ 6:30pm

\*Meetings are held in the Patio Room at the East store, located at 3220 E 3<sup>rd</sup> St.

Owner Member Linkage Committee Meetings

Wed, September 21<sup>st</sup> @ 6:15-7:15pm, East store patio

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## Community News & Events

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23<sup>rd</sup> Annual Lotus World Music and Arts Festival: September 15<sup>th</sup>-18<sup>th</sup>

"Celebrate the diversity, beauty, and joy of music and arts from cultures around the world. For a spectacular long weekend, more than 140 individual artists in 30+ bands will ignite a global explosion of music and dance performances, workshops, and stunning art installations in multiple venues throughout the heart of downtown Bloomington, Indiana.

This year's music line-up features Cuban son and Zimbabwean Afro-fusion alongside Swedish swing and Israeli electronica, complemented by delicate Nordic vocals, timple genius from the Canary Islands, and even some big Austrian brass. Powerful sounds from the steppes of Mongolia share the stage with mesmerizing Sufi Qawwali, or you can enjoy one of the biggest names in reggae after getting your fill of American old-time, Irish trad, Ethiopian dance, and sizzling Afro-Cuban grooves. And that's just the tip of the 2016 iceberg!"

Visit [www.lotusfest.org](http://www.lotusfest.org) for up-to-date Festival artist, schedule, and ticketing information.



6<sup>th</sup> Annual Garden Gala: Saturday, September 24<sup>th</sup>

This Mother Hubbard's Cupboard benefit event will raise money for Garden and Nutrition Education Programs. Join the Hub for an evening of local food, including The Uptown Cafe, C3, Blu Boy, Rainbow Bakery, No Coast Reserve, Hopscotch Coffee, and more. The Vallures will provide entertainment and Cardinal Spirits will be serving up a signature cocktail. Enter the raffle drawing for a chance to win 4 tickets to Disneyland, and other treats from local and regional businesses. Tickets will be available soon [online](#) and at Bloomingfoods!

Homegrown Indiana Farm Tour: Sunday, September 25<sup>th</sup>



This year's fall Homegrown Indiana Farm Tour is a study in contrasts. First, we'll visit [Good Life Farm](#), a hydroponic operation that harvests many pounds of tasty greens from tiny trays and containers in a fraction of the space that soil-based growers need to attain the same yield. Good Life Farms also recently enjoyed their first commercial button and Portobello mushroom harvests from small, climate controlled rooms that can produce hundreds of pounds per batch. Next, we'll go down the road to the [Red Frazier Bison ranch](#) and tour an operation based on the production of these massive bovines.

The evening will culminate in a simply delicious meal of bison chili, vegetarian soup, bread from Muddy Fork Bakery, and cookies from Bloomingfoods as we enjoy a view of the pastures where these noble beasts roam.

Click [here](#) for more information and to register.

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