

Bloomingfoods Owner News



BLOOMINGFOODS



Co-ops Grow Communities: Celebrating Co-op Month

Co-ops around the world share a set of guiding principles with Bloomingfoods, including “cooperation among cooperatives,” and “concern for community.” When you purchase delicious, healthy food at the co-op, you’re supporting a business that cares about people and contributes to a livable, sustainable community. And when you choose products from co-op farmers and vendors, that impact grows and grows!

In October, we’re proud to join with nearly 150 food co-ops around the country to celebrate the many stories of how cooperative companies, suppliers, manufacturers and farmers are growing strong, healthy communities around the world. Together with our co-op shoppers, we can make a difference!

The participating companies in the October promotion work with cooperative suppliers and manufacturers or are cooperatives themselves, and as such, work to build strong bonds between the people who purchase their products and the people who supply them. Co-ops offer a way to transform how business is typically done; co-ops give you the opportunity to get the products and services you need on a daily basis while strengthening the community around you. Participating companies include [Alaffia](#), [Alter Eco](#), [Divine Chocolate](#), [Dr. Bronner’s](#), [Equal Exchange](#), [Guayaki](#), [Maggie’s Organics](#), [Organic Valley](#), Shady Maple Farms and [Theo Chocolate](#).

These companies along with National Co-op Grocers are aiming to raise \$80,000 for the [La Riojana Co-op](#), an Argentinian producer of wine and olive oil. Through their cooperative business model, La Riojana has been able to significantly improve the well-being of their member communities. With the funds raised, La Riojana Co-

op can obtain organic certification for almost two villages, which equates to 80-95 growers.

Annual Meeting: Celebrating 40 years of Bloomingfoods!

Wednesday, October 19th, 2016

WonderLab Museum, 6-9pm



At this year's annual meeting we're mixing business with pleasure while celebrating our 40th birthday! In addition to our short business meeting we've got plans for great food, drinks, and live music by [Jesse Lacy](#). Due to the limited capacity of the Wonderlab, we are requiring an online RSVP to attend this year's meeting. [Click here to RSVP!](#)



October 20-22, all Owner-Members will receive 10% off all purchases (excluding beer & wine)

On Saturday, October 22nd, several of our musically-talented staff members are planning a jam fest at the East store. There will be food prepared specifically for this event, and available for sale. This fiesta is in the making as we speak, so stay tuned for more details, and please plan to stop by!

October's Local Focus: Capriole Goat Cheese

Bloomingfoods shoppers receive 25% off all Capriole products!



Located in Greenville, Indiana, [Capriole](#) is a “farmstead production using only their own farm produced goat milk to make their cheeses.” Capriole owner/cheesemaker, Judy Schad, believes that “if a cheese is perfect and memorable, the message will follow—sustainability, locally grown, family farmed, natural, humane. All these are important, but first, it’s got to be about taste.” Capriole produces a variety of fresh, ripened, and aged raw milk cheeses in a traditional, hands-on process that begins & ends with the fields and animals.

Saying Goodbye to Bud Smith

We are sad to report that local farmer, and long-time Bloomingfoods partner, Bud Smith has passed away. Bud’s commitment to his family, his farm, and his community was of incredible value, and we will miss him so. At Bloomingfoods, Bud will always be the [King of Cantaloupe](#)!



Positive Change Donations Still Rollin’ In for Bloomington Meals on Wheels

“Bloomington Meals on Wheels is grateful to Bloomingfoods and their members for this big-hearted donation from the Positive Change program. Meals on Wheels could not carry out its mission without the generosity of civic-minded individuals and businesses like Bloomingfoods,” said Kathy Romy, Executive Director, Bloomington Meals on Wheels. “This donation will go directly to support our commitment to feed those in our own community who desperately need our services.”

Bloomingfoods’ shoppers continue to keep the donations rolling in! In September, our shoppers donated \$4,259.07 to [Bloomington Meals on Wheels](#) 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 October, the co-op will be raising funds for the [Hoosier Hills Food Bank](#).

October beneficiary – Hoosier Hills Food Bank:

The Hoosier Hills Food Bank “provides over three million pounds of food annually to nearly 100 other non-profits serving people with low incomes and personal challenges, children and seniors.”



Now Delivering Bloomingfoods Deli:



We're excited to announce that we've partnered with [Btownmenus](#) so that you may now have your favorite Bfoods deli sandwiches delivered to your door! Delivery is available from both our East & Near West Side locations, and items include our signature sandwiches and wraps, build-your-own sandwiches, salads, sides, drinks, and even dessert! You even have the option of ordering early to schedule your delivery time. Visit the [Btownmenus website to order](#), and please let us know how it went!

*From October 17-23 we will be offering a Btownmenus meal deal for \$7.99 which includes any sandwich, choice of any side, choice of drink, and choice of dessert.

What a deal!!!



Local, Organic, Fresh, or Frozen: Bloomingfoods can help this Thanksgiving!

Thanksgiving Meal Online Pre-Orders Now Open

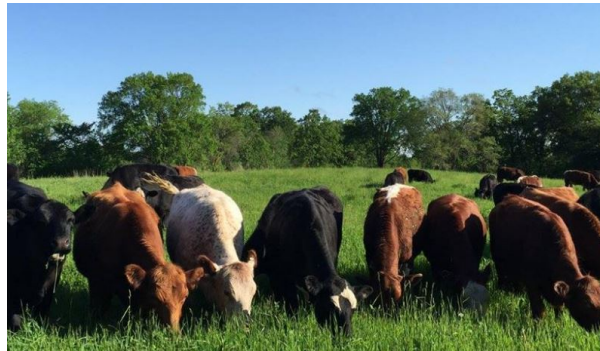
Thanksgiving pre-ordering is back and we hope to meet your needs better than ever!

This year all orders must be done online, and you may submit your order beginning today! Pre-order meat options include fresh, local, whole turkeys from [Becker Farms](#); whole turkeys and bone-in breasts from [Bowman & Landes](#); and boneless half hams from [Beeler's](#). Pre-orders are also available for side dishes and pies! We'll be offering frozen [Ferndale](#) and [Plainville Organic](#) turkeys, Beeler's spiral-sliced hams, and [Maple Leaf Farms](#) young ducklings in our stores throughout the month of November (while supplies last) for those of you who don't wish to order ahead. Side dishes and desserts will be available in stores as well. For more information about our Thanksgiving offerings, and to place your order, please click to visit [our website](#).

100% Grass Fed (& finished) Beef Coming to Co-op Basics

Bloomingfoods will soon be selling 100% grass fed beef from [Thousand Hills Cattle Company](#) at our East and Near West Side locations. We will start by offering their 80/20 ground beef at \$6.49/lb. as part of our Co-op Basics program in mid-October.

Depending on feedback from our customers, we will begin adding additional products from their line, which includes NY strips, sirloin, ribeye, all-beef hotdogs, and all-beef sausages. This is an awesome product, that not only tastes fantastic, but the company cares about the kind of cattle they are using (no dairy cows or imported cattle), and the land they are grazing.



Organic Produce with a Purpose: White Violet Center for Eco-Justice

Bloomingfoods has partnered with the [White Violet Center for Eco-Justice](#), who maintains 343 acres of certified organic farmland. We're now carrying a variety of

their local and organic produce at our East and Near West Side locations. Items that are currently in season, and available in stores are: basil, ginger, arugula, collard greens, kale, and radishes.



East Store Wine Reset

A product of cooperation at its' best, Ben & Jacob of the East store worked directly with our wine vendors to create a wine set that is sure to impress! Organized vertically by grape variety, we are now offering more nationally recognized wines. We kept staple wines that have sold well for us historically, and brought in new ones that sell well in the area, including an integrated mix of local and organic wines. Grab a bottle the next time you're in the store, and let us know how "grape" it is!



"Why did my favorite product disappear?" by Tony Alongi

The single most frequent comment that we receive is about products that are no longer available on our shelves. Products disappear for one of two reasons; either the product didn't sell enough for us to continue offering it or the product is simply not available to us any longer (which happens more than you might think). The second reason is much simpler to explain. Food producers, distributors and suppliers come and go. Sometimes they still make the product, but there isn't enough demand in our area for our suppliers to carry or distribute it here (Hartzler glass bottle milk is an example of this). I have been somewhat shocked since I got here about just what isn't available in south central Indiana. You would think that being just to the south of one of America's great cities would be a benefit, but it doesn't seem to work that way. Someone brighter than me told me that Bloomington isn't on the way to anywhere. There is a lot of truth to that, apparently, when it comes to food distribution.

A product not selling well is much more difficult to explain. Bloomingfoods' stores

are small; 6,000 square feet of retail space at East and a mere 4,900 square feet at West. Contrast that to Lucky's at 30,000 square feet and what seems like a bazillion square feet at Kroger on the East side. As such, we have limited shelf space. Products have to earn their spot on the shelves. It's called "turns" and most grocery operations, including the vast majority of Co-ops, use turns as a way to determine whether a product stays on the shelf or not. Each year there are something like 14,000 new products introduced in the grocery world. In order to put only a handful of these on already packed shelves, others need to leave. One of my favorite stories from my former life was a nice member who sent us a nasty letter lambasting us for pulling a product from our shelves. It was a product that she bought "all the time." When we pulled the information she was right – she bought it once a year, at Thanksgiving, and for the three years running we sold exactly one per year. In this case, we also determined that we had actually taken an entire product category (it was a white cake mix) off the shelves so we brought it back, leading me to my next point.

We are not perfect and sometimes we make mistakes! It was recently pointed out to me that an entire category of product had disappeared from our shelves. Clearly, not a good idea and it will be fixed. My point, though, is that there is a method behind the process. We aren't taking things off of the shelves to tick off our shoppers. Nobody does. Even Kroger uses turns (by store, actually!) to determine what to stock. It's just that with a bazillion square feet of shelf space their criteria is different than ours.

A couple of final things on product selection to keep in mind. We can special order virtually anything packaged for you. You need to be willing to take a case of the product, but, in return, we give members a 10% discount on case orders. In addition, we recently designated part of our East bulletin board as a "share a product" request space for members. Want a product, but don't want a case? Put a notice up on the board and find another member willing to share the case with you. And finally, if something that you want isn't in the stores, fill out a product request form. While we might not be able to bring a product in based on a single request, if we get enough requests it will definitely be put on our radar. And our great and knowledgeable staff might be able to recommend an alternative for you that might become your new favorite product.

Thanks for your continued support.

Board News

It's Election Time!



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](#). Election details and voting are available [online](#), and in stores. Democracy is a fundamental cooperative value, so please vote by October 19th!

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, October 27th @ 6:30pm

*Meetings will be held in the Patio Room at the East store, located at 3220 E 3rd St

Community News & Events

[Hoosier Hills Food Bank Community Book Fair](#): October 6th-11th @ Monroe County Fairgrounds

"Over 80,000 books, DVDs, CDs, tapes, games, puzzles, posters, and more..." All proceeds benefit the food bank.

[49th Annual Hilly Hundred Weekend](#): October 21st- 23rd

"This 3 day event is a classic bicycling event designed for the touring cyclists. If you like a bicycling challenge that includes entertainment and fellowship with more than 4,000 cyclists from over 40 states and several foreign countries, the Hilly is for you."

[Food Day](#) Celebration: Saturday, October 22nd @ Mother Hubbard's Cupboard



"Join us for a Pie Potluck, a fruit tree demonstration with [Bloomington Community Orchard](#) and a cheese making demo with The Hub.

Bring the kids for food stories and hot cider with the Monroe County Youth Council, while the adults tackle food and poverty policy with [BTCC Bloomington - Building A Thriving Compassionate Community Bloomington](#). Join us for pie, learning, fun and Food Justice.”

[Soup Tasting](#): Saturday, November 5th @ the Bloomington Community Farmers’ Market

“Local chefs from area restaurants celebrate the late season gifts from farm and field with a delightful array of savory soups. Soup Tasting features vegan, vegetarian and meat soup options. Soup Tasting is free, and sampling is warmly encouraged!”

Save the Date



[The Last Crop Documentary Screening](#)*: Thursday, November 10th @ The Monroe County Public Library

Bloomingfoods is sponsoring this "intimate exploration into the lives of small family farmers Jeff and Annie Main of California’s Central Valley. Inextricably woven within these organic pioneers’ story is their ten-year pursuit to ensure that a farm need not be imperiled at the end of every generation."

*Film director, Chuck Schultz will be in attendance for a Q & A session



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