

February Co-op News



BLOOMINGFOODS



Game Day Sale: February 1st - 5th

The big game is this weekend, and to help you enjoy it, we're having a big sale!

The sale kicks off today, Feb 1st, and we'll be scoring touchdowns with samples of great game day eats throughout the stores this weekend! We've also done the meal planning for you. Download this [*Game Day Planner*](#) for a full spread of the delicious game day eats available in stores, appetizer ideas, and even a guide to help you plan how much you'll need to make.



Wellness Sale: Starts Today!

25% Off Select New Supplements & Body Care Products

You've started the new year off right! You're exercising more, and eating better, but we all need a little help. Supplements are perfect for filling the gaps in nutrition, addressing a specific issue, or providing a little boost! Megan, our wellness category manager, has been hard at work looking for ways to improve our wellness offerings to better serve you. She has brought in some great new products, and to encourage you to give them a try, she is putting them on sale! Sale items include our [NutriGold](#) line of vitamins, minerals, and herbal supplements; the [Garden of Life Sport](#) product line for optimal performance; [Vibrant Health](#) and [Amazing Grass](#) superfood green powders, and more! This sale is going on in conjunction with the game day sale, and it's one you'll definitely want to take advantage of!



New: Expanded Owner Appreciation Days!

We will now be having monthly *Owner Appreciation Days*! Beginning in February, owner-members will receive 10% off all purchases (excluding beer & wine) on the 14th & 15th of the month, every month! We're excited about expanding this great benefit for our owner-members!



BLOOMINGFOODS

**OWNER
APPRECIATION
DAY** **2 DAY
SALE!**

**10% OFF
ALL PURCHASES**

EXCLUDING BEER AND WINE

14-15 MONTHLY

EAST

**WEST
SIDE**

**IVY
TECH**

February's Local Focus: Piccoli Dolci

Bloomingfoods shoppers receive 25% off all [Piccoli Dolci](#) authentic Italian cookies & pastries!



"Piccoli Dolci, which means "little sweets" was created by an Italian woman in Bloomington, who has a passion for putting a modern spin on traditional sweets. Our Italian tarts and cookies are made from scratch in small batches to create remarkable textures and flavors. Our heirloom and classic recipes are thoughtfully selected to bring you the best of European pastry traditions."

Positive Change: Bloomingfoods' Shoppers Support the Bloomington Winter Farmers' Market

In January, Bloomingfoods' shoppers voted for local food by donating \$5,087.43 to support the [Bloomington Winter Farmers' Market](#) in their efforts to extend the availability of fresh

produce and locally-produced goods into the winter. What a way to start the year!

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.

In 2016, the campaign raised a total of \$58,688.73 for the following organizations:

Boys & Girls Clubs of Bloomington \$4,689.32

Local Growers' Guild \$3,712.04

Community Kitchen of Monroe County \$5,210.30

Mother Hubbard's Cupboard \$5,323.49

Bloomington Community Orchard \$4,033.46

Sycamore Land Trust \$3,803.49

Shalom Community Center \$4,224.63

Interfaith Winter Shelter \$3,743.51

Bloomington Meals on Wheels \$4,259.07

Hoosier Hills Food Bank \$6,043.85

Farm to Family Fund \$6,276.01

Middle Way House \$7,342.63

Bloomingfoods would like to extend our gratitude to the owner-members, shoppers, and staff who are making Positive Change a success! It is so incredibly inspiring to see how small change can make such a big impact!

The campaign continues at the East, Near West Side and Ivy Tech Bloomingfoods locations. In February, the co-op is raising funds for the Boys & Girls Clubs of Bloomington.



February beneficiary – [Boys & Girls Clubs of Bloomington:](#)

The Club's *Healthy Lifestyles & Nutrition* programs include gardening and cooking clubs, where children of all ages are taught not only how to grow food, but also how to prepare meals with foods harvested from their own gardens! The Club tells us that they intend to use all Positive Change funds to benefit these *Cooking & Gardening* programs!

February is for Lovers!

Whether you're snuggling up with a sweetie, or celebrating "Galentine's" style, let us supply your goodies! We've got wine and chocolates, beer and baked goods, cheeses, teas, bath and body items, and more! Fresh roses will be available in stores beginning the 13th, and don't forget, we'll be sharing the love on the 14th with *Owner Appreciation Day*!



New at Bloomingfoods: NutriGold Nutritional Supplements

We're excited to introduce [NutriGold](#), our newest line of vitamin, mineral, and herbal supplements available in stores now. The NutriGold company has created its' line of supplements guided by a philosophy of excellence in manufacturing, sourcing, sustainability, transparency, and accountability. Whether it be their commitment to source clean ingredients, extensive testing for contaminants and potential allergens, or the desire to keep fillers out of their products, there is a lot to get excited about when it comes to this line of supplements! Don't just take my word for it, their [website](#) is chock full of information that proves that when it comes to transparency, NutriGold puts their money where their mouth is! If you can't wait to try them, don't! Our entire NutriGold line is 25% off now through February 5th!



Lessons for the future: Elm Heights and the East Store
by Tony Alongi, GM

On Wednesday, January 25th the equipment at the Elm Heights store that was not included in our proposed lease with Switchyard Brewing was auctioned off. By auction standards, we did reasonably well, grossing \$48K for the equipment that sold. It was painful, nonetheless. The sale of the equipment will result in a very large non-operating charge on our books for “loss on disposal of equipment” as the book value of the equipment was substantially higher than what it was sold for. Almost like death and taxes, this is nearly a guaranteed result when dealing with used grocery or restaurant equipment. Cooler doors that cost \$3,000 per door brand new are worth \$500 per door (maybe) two days later. We did look at moving some of the equipment to our other stores, but the cost to uninstall, transport and reinstall was prohibitively expensive. Interestingly, the auction company conducts upwards of 300 auctions just like this every year. They were moving from here to Indy, then to several auctions in Wisconsin all for equipment just like ours – but in much bigger stores.

What does this have to do with the future? Well, as most of you probably know, our lease on the East store expires in July of 2020 and the likelihood of our staying in that location is probably pretty slim. We are just now turning our attention to the future of the East store and the high probability that we will need to relocate the store. Much of the equipment in the East store is old and tired and likely will not make the trip. And while brand new, shiny equipment is always enticing...it isn't even remotely necessary. A grocery store in Baton Rouge, LA just bought 21 nearly new cooler doors from us at auction for 20% of the cost of new. Add another 20% for transport and installation and you have a nearly new system for less than 50% of the price of buying brand new. We will be just as smart when the time comes to possibly move and outfit a new store on the East Side.

If I recall, Bloomingfoods spent nearly well over \$500,000 on new equipment for the Elm Heights store. If we pay attention and do this the right way, we should be able to fit-up a store twice that size (Elm Heights was 5,500 square feet while our East store is around 9,000 square feet), better configured for a modern grocery operation, with some full service options (meat, seafood, deli anyone?) for 50 to 75% of that cost.

Lesson learned.

Opening Soon: Deep Roots Garden Center

Deep Roots Garden Center is set to open in early April. Specializing in native plants (trees, shrubs, perennials, vines, grasses, etc.), Deep Roots will be featuring plants and gardening supplies from local vendors dear to the Bloomington community. [Backyard Berry Plants](#), [Bread and Roses](#), [Ecologic](#), Strangers Hill, and Linnea's Greenhouse will all be featured, along with some new and exciting product lines unavailable elsewhere. Grand opening info will be available soon.



Is This Bud Really For You?

Those of you who shop at the Near West Store on 6th Street may have noticed that there is now a giant Budweiser billboard in our parking lot. We have heard from a number of displeased owner-members about it, especially since it had been a Bloomingfoods ad for the longest time. We want you to know that Bloomingfoods does not own the billboard, despite the fact that it is located in our parking lot. We rented the billboard ad space, and because it was costing us in excess of \$10,000 per year to maintain the advertisement, we made the decision that it was marketing money that would be better spent elsewhere.

Did You Know?

In the first six months of the year, nearly 2% of Bloomingfoods' sales went to pay for credit card processing. That is \$0.02 of every dollar spent at Bloomingfoods or nearly \$149,000 during the first six months. Are you interested in helping to reduce these expenses? Consider paying with cash instead of using your credit card. Don't like carrying cash? Consider buying a Co-op gift card with cash and use it like a credit card. And gift cards are rechargeable!



Ins, Outs & Recalls:

Did you know we're now carrying [Four Sigmatic](#) mushroom coffees and Ball jar Sip & Straw Lids? In order to keep you better informed about the products you buy at the co-op, we've added a few new pages to our website. First, we've added a ["Product Ins & Outs"](#) page where we're sharing products that are new to our stores, as well as products we are no longer carrying and why. Next, we've added a ["Recalls"](#) page to inform you of products that

have been recalled by their manufacturer, and details about what to do with said products. Both new pages can be found under the "News & Info" tab along the top of our website. Be sure to let us know if these pages are useful to you!

Board News

Since our election in October of 2016, the board has experienced the resignation of two directors. We thank Claire Cumberland and Dave Debikey for their service to Bloomingfoods and are happy to announce that we have appointed two new directors in their place. Please join us in welcoming Spyridon "Strats" Stratigos and Tom Gallagher to the board. Strats brings with him 40 years of co-op membership as well as 5 years of previous service on our board, 3 of which he served as President. Tom is also a long-time member of the co-op and works with Bloomingfoods in a real estate capacity. Both new directors hold a wealth of business knowledge which will serve the co-op well in this climate of heightened competition.

The Bylaw review is still chugging along and we expect to be fully finished and ready to share a proposed edition with you this spring. Stay tuned!

Directors are getting ready for the February retreat (Feb 10-12), where we will engage in strategic planning and visioning. This is a chance for us to focus on the future and discuss the many different possibilities that are ahead of us. This is certainly a great opportunity for us to evaluate ourselves and look at the ways in which we can improve. We are aware that Fresh Thyme Farmer's Market is opening within a few months on the West side of Bloomington, and the construction of the Whole Foods 365 store on the east side of town is well underway. What does this looming competition mean for us, and what can we do now to steel ourselves for it?

Outreach and fellowship with our shoppers is crucial to the success of the co-op, so your directors will now be spending more time in the stores! At our January meeting, we decided to each dedicate an hour a month interacting with shoppers and members on the sales floor. When you see a director in the store, say hi! To make sure you can recognize us, we'll be wearing name tags. Our photos are also available on the website already by clicking [here](#). We look forward to seeing you!

Another form of outreach we'll be taking on is a monthly blog post from one of your directors. Be on the lookout on our website for some interesting topics that are relevant to Bloomingfoods and the natural foods industry.

Cooperatively,
Natascha B. Jacob

Upcoming 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, February 23rd, 2017

Thursday, March 30th, 2017

Community Connections

[Bloomington Winter Farmers' Market:](#) Saturdays, December 3rd – March 25th (except Dec 24th), 9am - 12:30pm @ Harmony School

"Want to keep getting your favorite farmers' market goods all winter? The Bloomington Winter Farmers' Market has over 30 vendors with a diversity of produce, meats, eggs, dairy, soaps, flowers, plants, mushrooms, honey, syrup, prepared foods, and holiday items. Come for breakfast, live music, and a great variety of local products."

[Trunk Show with Sarah Dye:](#) Saturday, February 4th, 9am 4pm @ Bloomingfoods East Patio Room

Shop for local, handwoven, Earth-inspired textiles that have been naturally dyed using herbs & flowers. Sustainable clothing & accessories - Shawls, ruanas, totes, and more...

[2017 Seed Swap:](#) Monday, February 13th, 5pm - 7pm @ Mother Hubbard's Cupboard

Stop by the Hub for seed trading, seed saving resources, treats and snacks! All seeds welcome, whether vegetable, flower, or others, commercially produced or home grown! Just make sure your seeds are well-labeled so folks know what they're taking home.

[23rd Annual Soup Bowl Fundraiser for the Hoosier Hills Food Bank:](#) Sunday, February 19th, 5pm - 7pm @ Monroe Convention Center

Quick! Buy your tickets at Bloomingfoods before it's too late! Nearly 700 attendees will experience what every sell-out event has featured to date: a smorgasbord of beautiful handmade bowls, tasty soups and bread from over 25 local restaurants and great local entertainment. The Hoosier Hills Food Bank collects and distributes over 4 million pounds of food annually to nearly 100 non-profit agencies in Brown, Lawrence, Orange, Owen, Martin and Monroe counties.

[Solarize Bloomington Campaign:](#) When Bloomington's City Hall and Police Headquarters

go solar this year, residents will be able join in at bargain prices. The city has asked solar installers to offer a discount to local residents and businesses as part of the project for the city buildings. The campaign will kick off in January 2017 with public information sessions



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