

March Co-op News



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Wellness Wednesdays have Arrived!

Wednesday is a great day to get your wellness on! Every Wednesday during the month of March the entire Wellness department is 20% off*, and on the 15th all Co-op owners will be able to stack this discount with the Owner Appreciation discount for a full 30% off! We're proud of the improvements we've made to our selection of vitamins, supplements, and health and beauty products, and want to encourage you to come check us out!



* Co-op Deals & the Local Focus vendor, Pronounce, are excluded from Wellness Wednesday pricing.



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March's Local Focus: Pronounce Skincare

Bloomingfoods shoppers receive 25% off the entire [Pronounce Skincare](#) line!



"I started the original [Scratch Mommy](#) blog in January 2013 to share my exploration into health and natural skin treatments. The overwhelmingly positive response and readership encouraged me to keep learning, healing, and creating new things from scratch, which led to the inception of Pronounce. [Pronounce](#) is a local skincare line that is "handcrafted with fair-trade, sustainably-sourced, raw, certified organic ingredients that you can...Pronounce!"

Meet the Pronounce crew, and try out their products during these in-store demo events:

March 4th & 14th, 12-2 PM @ Near West Side

March 11th & 15th, 12-2 @ East

Bloomingfoods Shoppers Round Up for the Boys & Girls Clubs of
Bloomington

In February, Bloomingfoods shoppers supported cooking & gardening education for children by donating \$5,705.43 to support the [Boys and Girls Clubs of Bloomington](#) 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!

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.

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.



March beneficiary – [Bloomington Meals on Wheels](#)

"Founded in 1973, our program provides nutritious meals to homebound people who are unable to cook for themselves. We ensure that our clients receive two good meals a day delivered by a friendly visitor."

New at Bloomingfoods: Boulder Canyon Riced Vegetables

Boulder Canyon Authentic Foods Riced Vegetables are available now at the East store! Whether you are looking for a grain-free side dish or a simple way to increase your vegetable intake, these "riced" veggies promise to make healthy meal planning quick and easy!



Deep Roots Garden Center's Grand Opening Event: Saturday, April 8th



Deep Roots Garden Center invites one and all to its' grand opening on April 8th from 10 am to 7 pm at the East store. With refreshments, music, and plants galore, this is an event you won't want to miss! 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.

More (Much More...) on Payment Card Processing...

By Tony Alongi, General Manager



Last month, we inserted a small piece on “credit card” processing fees into this newsletter. That small insert generated a bunch of questions. So much so that I thought it would be worthwhile to address the questions in more detail this month.

First, and most importantly, since the piece referenced “credit cards” people started contacting me wondering if debit cards were cost free. That one is on me. “Credit cards” was used generically in that piece. In short, any kind of card that is swiped (or even waved today via Apple Pay or Google) carries a processing charge – credit, debit and even gift cards. If it goes through the processing machine, we pay for it.

The second most popular comment was that debit cards must cost less than credit cards to process, right? Well, maybe....and maybe not. This is where the whole processing industry gets into the weeds. You see, there are hundreds of different combinations of fees that are charged depending on the type of card that you are using. If you asked what it costs us to process your particular card, I most likely would not be able to tell you exactly. A good way to look at it from a 30,000 foot level is this: the more “perks” your plastic carries with it, the more expensive it is for us to process that card. You know the kind of cards that I am talking about – double point, double miles, free car insurance, no foreign transaction fees etc... The thing is, there are perk-laden debit cards out there as well. Use it seven times a month and get \$10 credited to your account. My point here is that it just isn’t as black and white as saying debit cards are less expensive than credit cards to process.

In general, the hierarchy of payment expense for your business is as follows: Credit cards, Debit cards, gift cards, checks and then cash. I often get a puzzled look from owners when I tell them that even cash isn’t free for us. We pay transaction fees when making deposits to the bank. So that \$10 purchase might only net us \$9.98. But you get the picture.

This, folks, would be termed a “racket” where I grew up (Detroit, if you are interested). Or more professionally, it is an oligopoly. And it is one that isn’t going to go away. Suggestions have been made that we not take cards (not even going to think about that) or give a cash discount (actually not legal per agreements with Visa and MasterCard) or post something at the registers (also not legal per our agreements)....you get the picture. But we can have an impact voluntarily. After last month’s newsletter, several people contacted me and let me know that they were switching to another form of payment. THANK YOU! While it might not move

the needle much, in a business like ours, every little bit helps. And if nothing else, we are all now better informed!

Thanks for your continued support of Bloomingfoods.

2017 Herald Times Readers' Choice Awards

Want the chance to vote for Bloomington's best breakfast spot, festival, barber shop, or bookstore? Voting is now open for this year's Readers' Choice Awards! Follow [this link](#) to voice your choices, and while you're voting, don't forget Bloomingfoods!



Ins, Outs & Recalls:

Did you know we're now carrying local [Salt Creek Brewery](#) beers, and Crofter's "Just Fruit" Spreads? 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

February was, as always, a short month, but lots of work has been done by your Board of Directors!

During the weekend of February 11, directors met on Friday, Saturday, and Sunday for the annual Board retreat. The retreat took place at Harmony School with facilitation and guidance provided by Leslie Watson, a consultant with the CDS Consulting Co-op. With so many new directors on the board this year, this retreat served to get us all on the same footing and set a solid foundation for our future working together. We discussed potential plans for the East store and incoming competition, analyzed our current strengths and weaknesses, and crafted a list of short- and long-term goals.

We're thrilled to share that the months-long bylaw review we've been working on is

now finished. Later this spring, the newly revised bylaws will be in stores and online to be shared with our owner-members. It's important to take a look at the new bylaws we're proposing, as owner-members will be voting on their approval this fall. We feel really good about the revisions and hope you will, too!

The last two Board meetings have taken place in the conference room at Noodles & Co. at Eastland Plaza. It's a comfortable (and free!) quiet space with adequate seating and plenty of room for members to attend! Check out the dates below and make plans to attend a meeting of your Board of Directors to get informed and involved.

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, March 30th, 2017

Thursday, April 27th, 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."

Pronounce Skincare Open House: Monday, March 6th, 5pm - 7pm @ Pronounce, 615 N Fairview St.

Bloomington Community Song Circle: Friday, March 10th, 6pm - 8pm @ Bloomingfoods East Patio Room

Everyone is welcome to join us for the joy of singing a mix of beautiful, fun, positive songs with others. You only need to show up. All songs are taught. All voices are welcome.

Parks & Recreation Outdoor Activities and Classes

Parks & Recreation Gardening Classes



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