

April Co-op News



BLOOMINGFOODS



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



DEEP ROOTS
GARDEN CENTER

Deep Roots Garden Center will celebrate its Grand Opening from Noon to 6 pm on Saturday, April 8th. Join us at the East store as we welcome Deep Roots and their impressive array of native, bedding, berry, and indoor plants, along with gardening supplies galore! Deep Roots will have snacks on hand, and music provided by Tom Roznowski and the Ruff Boys. Find out more about Bloomington's exciting new neighbor at www.deeprootsgc.com.



Earth Day Bulk Sale: April 17th - 22nd 25% off all bulk

(excluding bulk herbs, spices, & teas)

Did you know that if Americans purchased all their coffee from bulk bins for just one month, 20,000,000 pounds of packaging would be saved from landfills? With information like this, it's easy to see how small changes in our habits and purchasing practices can have a measurable impact on the environment. Grab some reusable containers and come celebrate Earth Day with us!



Bloomingsfoods Financial Forum: Thursday, April 20th

Join our General Manager, Tony Alongi, for Bloomingsfoods' second financial forum on Thursday, April 20th, at 6:30 pm in the East Store Patio Room. Here is your

opportunity to learn about the Co-op's finances, the current financial condition, and other topics of financial interest. At this forum, we'll cover the final FY2016 review and the impact of Elm Heights; updates on our search for a new Finance Manager, and a review of the Co-op's 2nd quarter financial results. We hope to see you there!

Wellness Wednesday: April 26th

Wednesday is a great day to get your wellness on! On April 26th, the entire Wellness department is 20% off*, and with the addition of several new product lines including [Alaffia](#), [NeoCell](#), [Acure](#), and Sovereign Silver, we've got plenty of reasons for you to shop! In addition to great deals on great products, we'll have the following product demos taking place at the East store on Wellness Wednesday:

[Garden of Life](#) 11am - 2pm

[Ancient Nutrition](#) 3pm - 6pm



* Co-op Deals are excluded from Wellness Wednesday pricing.

Introducing Alaffia: Fair Trade, Sustainable & Empowering!

Bloomingfoods is excited to bring back these high-quality and ethically superior products. We're especially eager to hear what you think of their new Coconut Reishi body care line! We'll be hosting Alaffia product demonstrations at both stores on Saturday, April 15th:

Near West Side 11am - 2pm

East 2pm - 4pm



"At Alaffia, when we speak of beauty, we are referring to holistic beauty, which looks beyond aesthetics. We believe our bodies, emotions, and environment are interconnected, and when they are in balance, holistic beauty is achieved. This leads to the peaceful coexistence of all life. Our products are born from this ideal and influenced by the science of Ethnobotany, which is the study of relationships between people and plants. We evaluate how each ingredient interacts with the product, the person using it, and the environment it comes from.

To Alaffia, fair trade means paying a fair price or wage in the local context, providing equal employment opportunities, engaging in environmentally sustainable practices, providing healthy and safe working conditions, being open to public accountability, and reducing the number of middlemen between producers & consumers. We believe fair trade should be environmentally, economically, and culturally sustainable and give local communities the opportunity to self-empower."

Alaffia's Eyeglass Donation Drive

Beginning April 1st and running thru June 30th Alaffia is collecting used eyeglasses for the Togo community. Alaffia hires an Optometrist to fit and distribute these used eyeglasses to people who are visually impaired. We'll have collection boxes in the East and Near West Side stores, so if you have glasses that aren't being used, please donate them today!



Arbor Day Tree Seedling Giveaway: Friday, April 28th @ East

A beloved Sycamore tradition continues! [Sycamore Land Trust](#) staff and volunteers will be handing out free tree seedlings to help make our region a greener place to live. Come get a free tree seedling donated by Indiana's Department of Natural Resources, or a shrub donated by Eco Logic. We'll be handing them out along with planting instructions, from 11:00 am to 7:00 pm at Bloomingfoods East. While you're there, purchase some cool Sycamore swag and sign up for a membership!



Spring Local Vendor Fair: Saturday, April 29th @ Near West Side



*It's time once again to celebrate our
love of all things local!*

*Join us on Madison St. next to Bloomingfoods Near West Side
as we party with Bloomington's Local Vendor Squad. Meet some
of the folks behind your favorite local products, enjoy samples,
and receive 10% off all their products!*

If local product sampling, entertainment, and delicious food interests you, this an event you won't want to miss! Join us Saturday, April 29th from 11am-3pm, for a block party event where our LOCAL vendors are the stars! At least 15 vendors, including [Hopscotch Coffee](#), [Chocolate Moose](#), [Piccoli Dolci](#), and [Sabun soaps](#), will be offering free samples of their wares and dishing their secrets (well, maybe not ALL their secrets), and we'll be offering discounts on their products in stores as well!

To add to the LOCAL love, [Bring Your Bag Bloomington](#) will host a reusable bag making workshop (bring your own t-shirt, or we'll have some on hand), [Salt Creek Cycles](#) will do a bicycle repair demo, [Know Yoga Know Peace](#) will conduct a free yoga class, the [Hudsucker Posse](#) will perform and share some interactive flow arts, and [Octopus Ink](#) will provide excellent entertainment for the kiddies!

Still want more? We're bringing back the Bfoods Burger Shack to grill up delicious [Fischer Farms](#) meats topped with [Local Folks Foods](#) condiments and other fixings, all wrapped up in [Cornerstone Bread Company](#) buns! Really, we meant it when we said this is an event you won't want to miss!

April's Local Focus: Rhodes Family Farm Eggs

Bloomingfoods shoppers receive 25% off all Rhodes eggs! In addition to selling these farm fresh eggs by the dozen, we're now selling Rhodes eggs in bulk at the East store. Look for the cooler near aisle one, and pick up one or twenty-one today!



Rhodes Family Farm, located in Greene County, is a 100-acre grass-based farm, and home to 80 cattle, 25 hogs, 30 sheep, 250 chickens, 25 ducks, and several goats. Their nutritious eggs come from chickens that are allowed to forage and soak up the sunshine. The farm does not use antibiotics, hormones, pesticides, fungicides, or GMO products. Bloomingfoods loves these eggs so much that we use them in our kitchens!

Shoppers Shatter Positive Change Record to Support Meals on Wheels



In March, Bloomingfoods' shoppers voted with their dollars and chose improved food access for homebound folks by donating a record-shattering \$8,691.84 to support [Bloomington Meals on Wheels](#), where people who are unable to cook for themselves receive two good meals per day delivered by a friendly visitor. This independently-operated local organization is one of more than 5,000 Meals on Wheels programs throughout the country, which deliver a combined total of nearly 218 million meals per year! We believe this incredibly successful month was our community's way of responding to the national conversation about where our tax dollars are best spent, and this significant contribution speaks for itself!

"WOW! On behalf of the Meals on Wheels Board of Directors, please accept our most gracious thanks to Bloomingfoods and its shoppers and members in their support of the mission of Meals on Wheels. Their donations through Positive Change help to make a difference in the lives of our clients. This donation will allow us to provide 2900 meals to those who cannot afford the daily meal fee."

Positive Change raises funds by giving shoppers the opportunity to round their purchase up to the nearest dollar or donate more if they wish. Bloomingfoods owner-members vote for the recipients we raise funds for each month 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 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 April, the co-op is raising funds for the Community Kitchen of Monroe County.



April beneficiary – [Community Kitchen of Monroe County](#)

"Community Kitchen provides free nutritious meals, nutrition education, referrals to other agencies, and a clean, comfortable social environment for patrons, staff, and

volunteers. Through daily operations and educational outreach, Community Kitchen works to educate the public about the extent of hunger in Monroe County, explain probable causes of hunger, and provide ways to respond to hunger needs."

Bloomingfoods Announces Contract for Sale of Elm Heights Building

On Wednesday, March 22nd, Bloomingfoods announced that it had entered into a contract to sell the building which was previously the Elm Heights store. Details of the same and name of the buyer are not available to be made public. The agreement is subject to various, customary, contingencies that will need to be satisfied in order for the sale to be completed. More information will be made available as we are able.

"An Outstanding Week with the Best and Brightest..."

By Tony Alongi, General Manager

Last September, Bloomingfoods was presented with a golden opportunity – one that I immediately jumped at. Having established an “in” at the Kelley School of Business MBA program through our board fellows, we were asked if Bloomingfoods would be interested in being the case study for the first year Kelley Connect MBA week in March. It took about thirty seconds to say yes!

Kelley Connect is the Kelley School’s online MBA program, a program that is currently ranked #3 in the country (times have changed since I received my MBA from Kelley in 19XX(!)). The idea behind the case study is that all involved in the Kelley Connect program are required to descend on Bloomington for one week during their first year and one week during their second year, where they all work on the same business case in small groups and in competition with one another. For the past three years, the first year case study has involved a local business (2016 was The Chocolate Moose!). The case was written by Kelley faculty members with input from several others beginning in the fall of 2016.

And then came the week of March 5th! The students arrived and throughout the day began hearing what the task was – in short, fix Bloomingfoods! Actually, it was a bit more specific than that. Each team was to come up with two initiatives based on Bloomingfoods current situation that could drive an increase in both sales and cash flow by 2020. On Sunday afternoon, they had their first chance at me – as I talked about Bloomingfoods with the entire group and answered their questions for over an hour. Monday was store tour day where myself and several of Bloomingfoods staff gave tours and answered more questions at the East store. Tuesday, Wednesday, and Thursday brought “office hours” with me, where I took up residence in the graduate business school building and answered increasingly well thought out

questions about our business.

On Friday morning, the groups made their final presentations to faculty and staff at Kelley. Seven of what were considered the best were then chosen to do a second presentation – this time to myself and two members of our senior leadership team and from those seven we were to choose a “winner.”

But what became apparent on that Friday morning was that the winner for the week was Bloomingfoods. The work, professionalism, and detail that the students put into the week and their presentations was amazing. We walked away with copies of all 28 groups’ presentations which we quickly devoured for ideas. While many of the ideas were not new to us, they served as validation of our work and where we are trying to take this organization. But hidden amongst the presentations were a couple of gems that we had not yet thought of – and one, in particular, that has peaked our curiosity enough to warrant a deep dive into whether we can actually pull it off (I will withhold what it is pending our investigation!)

It turned out to be an emotional week, for me personally. First, because I genuinely care about this organization and its long-term health and survival – this isn’t just a job to me. And second, on a personal level, because it allowed me to re-connect with the Kelley School in a meaningful way, as I had lost touch with the school in the years since I graduated. I remain in awe of what the school has become and, as I told the students that Friday morning, there is no way that as a first year MBA student I could have done the work that they did – work that if we are smart we will benefit from and make Bloomingfoods stronger!

Thanks for your continued support of Bloomingfoods.

Ins, Outs & Recalls:

Did you know we're now carrying [Good Day Chocolates](#)? 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

Fair Trade at Bloomingfoods
By Gracia Valliant, Board Secretary

Our Ends (Mission) statement states that because of Bloomington Cooperative Services, people in Bloomington and South Central Indiana will have a market for local, organic and healthy products, meeting the needs of consumers and producers. Therefore, it is incumbent on the Board to educate itself about foods that comply with that mission. To that end, it has considered how a healthy, organic product purchased through Fair Trade vendors is consistent with our Ends and values. Products sourced through fair trade markets are organically grown and are GMO-free thus fulfilling the End of providing access to organic and healthy products.

The Co-op supports local farmers by providing them with a market for their products. Products such as bananas and coffee cannot be grown locally. Just as when the Co-op sources products from local vendors, when it buys products from fair trade vendors, it supports small farmers in developing countries who are marginalized and face many barriers to finding markets for their products.

Bloomingfoods has sold Fair Trade coffee, cocoa and chocolate bars for many years. Fair Trade product selections now available to shoppers include quinoa, chocolate chips, bananas and sugar.

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, April 27th, 2017

Thursday, May 25th, 2017

Community Connections

[Bloomington Community Farmers' Market](#): Saturdays, beginning April 1st

[Spring Into Gardening](#): Saturday, April 8th, 1pm @ Hilltop Garden and Nature Center

[Timmy Global Health IU Vitamin Drive](#): Saturday, April 15th, 1-5pm @ Bloomingfoods East

[Parks & Recreation Outdoor Activities and Classes](#)

[Parks & Recreation Gardening Classes](#)



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