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## May Co-op News



# BLOOMINGFOODS



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## Local Vendor Fair



If local product sampling, entertainment, and delicious food interests you, this an event you won't want to miss! While the weather didn't cooperate with our first attempt at this event, we're ready to give it another shot! Our tentative date is **Saturday, May 13th**, but we'll release more details as soon as we can. Stay tuned...

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BLOOMINGFOODS

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

**10% OFF  
ALL PURCHASES**

EXCLUDING BEER AND WINE

**14-15 MONTHLY**

**EAST**

**WEST**

**IVY  
TECH**

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## May's Local Focus: The Virtuous Bee

Bloomingfoods shoppers receive 25% off all [The Virtuous Bee](#) luxurious, bee-based body care products!



*"Virtuous Bee products are made with carefully selected quality ingredients, right down to the material of the packaging to ensure all my hard work is protected, and nothing else gets in but what I want. Organic, extra virgin, fair trade, BPA free, are all terms I am very familiar with and are very important to me. If I wouldn't use it for my family, I won't make it for yours."*

A few of us at Bloomingfoods were lucky enough to get invited to Soggy Bottoms farm, the idyllic spot where Jennifer Bland lives alongside her husband Luke, son Jett, dog Coen, and her beloved bees. Here is where she creates her luxuriously local brand of bee-based body care products: Body butters, deodorant, and lip balms all created with beeswax, honey, and other natural ingredients. We suited up, grabbed our cameras, and got up close and personal with the Virtuous Bee Apiary. Please click [here](#) to visit our website and enjoy our interview with Jennifer!

Sample Virtuous Bee products at the Near West store on Monday, May 15th from 10 am to 1 pm!

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### Introducing Terra Natural Designs: Eco-Artwear

Just in time for Mother's Day! Our East & Near West Side stores are carrying an assortment of handmade, Amazon-inspired, and sustainably-produced bracelets, necklaces, earrings, coin purses, and scarves! Terra Natural Designs has a wonderful story, and you can learn more about their mission and artisans [here](#)!



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### Wellness Wednesday: May 31st

Wednesday is a great day to get your wellness on! On May 31st the entire Wellness department is 20% off\*, and with the addition of several new product lines, we've got plenty of reasons for you to shop!

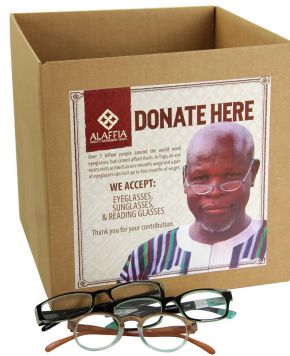


\* Co-op Deals are excluded from Wellness Wednesday pricing.

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## Alaffia's Eyeglass Donation Drive Continues

Now through 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 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!



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## Another Record Month for Positive Change

In April, Bloomingfoods' shoppers donated their change to help alleviate hunger in Monroe County with yet another record-breaking donation of \$8,696.31 to the [Community Kitchen of Monroe County!](#)

*"Community Kitchen is so incredibly grateful to Bloomingfoods and its shoppers for this most generous donation," said Vicki Pierce, the Kitchen's Executive Director.*

*"This donation is enough to provide nearly 4,000 meals to children and families in need. The Positive Change program is an outstanding example of how many community minded individuals, each doing just a little, can really make a big difference in the lives of others!"*

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 May, the co-op is raising funds for the [Hoosier Hills Food Bank](#).





*“Hoosier Hills Food Bank is a non-profit organization that 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. HHFB member agencies serve an estimated 7,500 people each week and 25,800 individuals annually.”*

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## **My Favorite New Word – “Localwashing”**

**by Tony Alongi, GM**

Last week I was in Durham, NC attending the bi-annual NCG meeting for General Managers, something that I am obligated to do as this Co-op’s current GM. That makes it sound like a burden – it is not. It is an outstanding opportunity to network with 130 or so of my fellow General Managers from around the country, to share ideas, talk about what is working or not for them and generally gather intelligence. It is amazing, shocking and frightening to see what is happening to Co-ops around the country as a result of competition. Not all of them, mind you, but a majority of them. In fact, upon my return, I received word that another 40+ year old Co-op (Amazing Grains in Grand Forks, North Dakota) had voted to close its doors – the fifth Co-op to do so since I came here about 15 months ago. That is a scary thought.

But that is a topic for another day. I was truly excited to learn a new word during one of the many seminars that I sat in on during the meeting. That word is “localwashing” and it is brilliant. It is a new term in the industry for what is happening at nearly all of our competitors. There is no definition yet in Merriam-Webster so let me try my hand at defining it – it is essentially hijacking the concept of all things “local” without actually supporting it, buying into it or supplying it. I don’t think my definition will make the dictionary, but you get the idea. Everyone is doing it – some more than others. Kroger is famous for it – big pictures hanging in the produce department of farms and farmers with their products nowhere to be found on the shelves. Defining local as an “8 hour truck ride” away. That means that they can sell “local” Okra from Montgomery, Alabama here!

Do you want local produce from three or four states away? I didn’t think so. Here is where we are different. Local means local – at Bloomingfoods and nearly every other food co-op in the country. Sure, everyone defines local somewhat differently.

For us, it is perfectly clear – grown in, produced in or majority value-added in the State of Indiana. For others, it is a 100-mile radius and for one co-op that I know in Oregon, they have taken it up a notch by identifying products as the same county, then contiguous county and then regional. This is brilliant stuff!

At Bloomingfoods, you can be assured that local means local. If it is produce, we generally know the farms and the farmers that are delivering to our stores. For other products, they are all vetted by our staff for quality, uniqueness and “tasteability” (another new word??).

Is there a drawback with local? Perhaps. Most local products are also “artisan” meaning that they are not inexpensive. It costs more to grow organic produce than conventional and there are good reasons that the local brownie costs more than a Little Debbie Cake (one of which is that you can pronounce the ingredients in the local brownie!). Another is more specific to Bloomingfoods and that is that we are not located in the Northeast or Pacific Northwest, hotbeds of local products of all kinds. There are many, many product categories where we simply do not have access to anything local here in Bloomington. That said, our staff is working hard to search out interesting new, local products to our stores. And in the coming months, our local products and producers will be receiving even greater visibility in our stores.

So don't be fooled by localwashing – here in Bloomington or in any other community you might shop in. There are great Co-op's all over this country – you are welcome at nearly every one of them so think about supporting them when traveling this summer. And thank you for your continued support of Bloomingfoods.



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### Now Open: Deep Roots Garden Center

Independently-owned, but part of the East store footprint, Deep Roots Garden Center is now open. Specializing in native plants (trees, shrubs, perennials, vines, grasses, etc.), Deep Roots features 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 are all featured, along

with some new and exciting product lines unavailable elsewhere. For more information, visit Deep Roots on the [web](#), or call (812) 822-2961.



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## Board News

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Are you a dreamer? Well, you're not the only one. Run for a seat on the Bloomingfoods board of directors and take your place dreaming (and building) the future of the co-op. Four positions will open this fall and we are excited to fill them with passionate people. Information packets are available at all three locations or download a copy [here](#). Applications are due June 14<sup>th</sup>, 2017. Learn more about how the board works by attending one of our monthly meetings. I am also happy to meet and chat – you can reach me at [Maggie@bloomingfoods.coop](mailto:Maggie@bloomingfoods.coop).

Our current board members want to meet you! We will be in the stores this summer to talk with owner-members and thank you for being members. We'd love to hear your thoughts on the future of the co-op and what made you choose to become a member. We also want to talk to you about proposed bylaw changes! Yes, we all know that bylaws are excellent reading material when you need to fall asleep. However, ours have also not seen any major revision since the late 1980's and it is time. The board has spent more than a year standardizing language, clarifying jargon, and bringing our bylaws up to date.

You may recall voting on two specific bylaw changes last fall:

1. Allow the specific dates of each fiscal year to be determined by the GM and the board each year;
2. Allow employees to serve as directors, with some limitations.

This fall we will ask owner-members to ratify a fully revised version of the bylaws including one other specific bylaw change that addresses member voting and the

challenges of reaching 12,000 owner-members. More information is coming soon, including the full text of proposed changes. (Don't worry – there will also be a cliffs notes version.) Thank you for participating in our representative democracy!

Cooperatively,  
Maggie Sullivan

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### 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, May 25th, 2017

Thursday, June 29th, 2017

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### Community Connections

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[Bloomington Community Farmers' Market](#): Saturdays, April – November

[Smithville Farmers' Market Annual Plant & Seed Sale](#): Saturday, May 6th, 8 am 12 pm @ Old Smithville School, 7555 S Strain Ridge Rd.

Garden starts, seeds, plants, and beautiful flower baskets!

[Ready, Set, Grow](#): Saturday, May 6th, 10 am - 12 pm @ Bloomington Community Farmers' Market

Mother Hubbard's Cupboard and Leadership Bloomington/Monroe County are sponsoring the 6th annual 'Ready, Set, Grow!' event with tips to help prepare you for the upcoming growing season! There will be handouts and demonstrations from local organizations and businesses on topics such as seed starting, composting, and more!

[Opening Day of the Nashville Farmers' Market](#): Sunday, May 7th, 12 pm - 3 pm @The Brown County Inn (parking lot)

Come on down and help us kick off the 2017 Market season the right way! Meet the farmers and your friends at the first Nashville Farmer's Market on May 7th, 2017! Enjoy a friendly atmosphere while shopping for delicious LOCALLY grown produce and other wonderful farm goods. There will also be live music by local band, The Hammer and the Hatchet!



Stamp Out Hunger Letter Carriers' Food Drive: Saturday, May 13th

All food donations will benefit the Hoosier Hills Food Bank

100 Men Who Cook: Saturday, May 13th, 6pm - 9 pm @ Monroe County Convention Center

All proceeds benefit The Children's Therapy Center

Lemonade Day Monroe County: Saturday, May 20th, @ Lemonade Stands all over Monroe County

*"Our mission is to help prepare youth for life through fun, proactive and experiential programs infused with life skills, character education, and entrepreneurship. The foremost objective is to help today's youth become the business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow. We want to build self-esteem and new mindsets that can propel youth to success they likely would not have pursued otherwise. "*

Spring Brunch - Fundraiser for Community Kitchen: Sunday, May 21st @ The Community Kitchen of Monroe County, 1515 S Rogers St.

*"Join us for our upcoming Spring Brunch fundraiser for Community Kitchen's hunger relief efforts. This three course brunch will be held on Sunday, May 21st at Community Kitchen and includes paired cocktails from Cardinal Spirits. The cost is \$50/seat. There are two seatings: 11am and 1pm. Reservations are required and can be made by calling us at 812-332-0999 or emailing [director@monroecommunitykitchen.com](mailto:director@monroecommunitykitchen.com). "*

Parks & Recreation Outdoor Activities and Classes

Parks & Recreation Gardening Classes



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## January Owner News



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