

Shop Online



National Co-op Month Owner Drive!



October is National Co-op Month! Help us grow the co-op and kick off our Co-op Month Owner Drive on Sunday, October 1!

For the month of October, the first 75 new members to join the co-op will get a swag bag packed with fantastic organic wellness products as well as local vendor squad goodness from Intelligence Tree, Chocolate Moose, Hopscotch Coffee, Teehaus Bath & Body, UGo Bars, Deep Roots Garden Center, Blustone Pesto, Lucky Guy Bakery, Face Plant Skincare, Kind Kombucha, Pronounce Skincare, Soapy Soap Company, and Muddy Fork Farm & Bakery. Over \$150 value in each goodie bag!

New owner-members will also automatically be entered into a drawing for a \$100 Bloomingfoods gift card. Now that's a lot of avocados!

Already a member? Get a friend to join and you'll both receive a \$10 gift card!

<https://youtu.be/BpG8wzx1qO0>

New Compostable Hot Beverage Cups and Soup Containers

What's better than a hot and toasty beverage or a warm bowl of soup from the co-op on a lovely fall day? One that is delivered in a 100% compostable package, of course!

We are happy to announce that our hot beverage cups, soup containers and lids are now fully compostable, helping our co-op and Bloomington meet sustainability goals and reduce landfill waste. Compostability is possible thanks to the use of polylactic acid (PLA), in the container linings and lids. PLA is a bioplastic, derived from renewable plant resources that will break down into soil when properly composted in commercial composting facilities. PLA-based packaging materials show environmental promise as an alternative to conventional petroleum-based plastics and they are one good way to help create a less polluted ecosystem.

Because we are committed to transparency, we want our customers to know that the hot beverage cups and soup containers we are sourcing utilize a corn-based PLA plastic (the most common kind) and the reality is that the vast majority of corn grown in the U.S. today is genetically modified. This means these new items are *partially produced with genetic engineering*, a label co-ops have opted to include on the bottom of the hot cups and soup containers because we believe that our customers have the right to know what they are purchasing and how it was made.

We work with our national purchasing cooperative, National Co-op Grocers (NCG), to source these items through Eco-Products, a national leader in compostable packaging. Both NCG and Eco-Products share our strong desire to source materials made from non-GMO sources, and are actively encouraging suppliers to bring viable non-GMO options to market. Since 2011, on behalf of food co-ops across the country, NCG has called on Congress to require food manufacturers to label GMO foods so that people

can make informed purchasing decisions.

We are proud to advocate for consumer rights and will continue to act as a force for change within the grocery industry, pushing for more sustainable packaging options for our customers. You make this work possible by shopping here, thank you!

RECEIPT DRIVE (THIS TIME WE MEAN IT!)

So.....we aren't perfect. Back in the July edition of this newsletter, we announced that we were introducing a receipt drive. Here is the announcement in its entirety:

Help Us Help You! Introducing Bloomingfoods Receipt Drive!

Most of us are shopping at more than one store for our weekly groceries. It's ok to admit it - we already know!! Now we want to know what you are buying at other stores. Why? Because just maybe these are products that we can bring in to our stores and you would buy them here instead! To that end, Bloomingfoods will be launching its first "Receipt Drive" sometime in July. We want your receipts! You will find boxes at both the East and NWS stores for you to drop your receipts from those other grocery stores around town – Kroger, Lucky's, Fresh Thyme – doesn't matter. We want to see them! Put your name, address, phone and member numbers and an email address on the back and you will be entered into a drawing for a Bloomingfoods gift card at month's end. Would you rather us not know who is buying what? That's fine too – just drop your receipts in the boxes without your contact information. Either way, you will be helping us help you by making better informed product selections for our shelves as well as allowing us to insure our prices are as competitive as we can be.

Look for the boxes in the stores soon!

Well "soon" apparently means October, because after announcing the program we never quite got the boxes out. Well, this time we mean it. Look for the boxes labeled "Big Box Corporate Grocery Receipts" near the registers at both the East side and NWS stores by the end of this week!

INTRODUCING THE \$3 DINNERS



Think it's too expensive to eat at Bloomingfoods? How about a full dinner for \$3! You read that right, a complete, hot dinner for 300 pennies! Starting the week of October 22nd, one night at both our East store (Thursday night) and our NWS store (Wednesday night) will be \$3 dinner night. Join us at each store, each week, for a special pre-set menu, with a vegan option as well, on our hot bar (regular hot bar fare will not be available at these stores on \$3 dinner nights). Menus will be posted on our website (www.bloomingfoods.coop). Bring your friends and family, take it to go or help us create a buzz in the stores!

2017 ANNUAL ELECTION



The [2017 Annual Election](#) is upon us and it's time to vote like your co-op depends on it! Now through Friday, October 20, Bloomingfoods owner-members have the opportunity to vote on a number of issues that will shape the future of the co-op and our community. Our election website is live now, and voting on the website has started. [Visit the website now](#) and vote like your co-op depends on it.



BLOOMINGFOODS

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

**10% OFF
ALL PURCHASES**

EXCLUDING BEER AND WINE

14-15 MONTHLY

EAST

WEST

**IVY
TECH**

Upcoming Demos

Frangipani Demo

Sat, October 7, 11am – 3pm

Bloomingfoods Market and Deli Near West Side

Garden of Life Demo

Sat, October 14, 11am – 2pm

Bloomingfoods Market and Deli East

Ancient Nutrition Demo

Sat, October 14, 3pm – 6pm

Bloomingfoods Market and Deli East

Frangipani Demo

Sun, October 15, 11am – 3pm

Bloomingfoods Market and Deli Near West Side

Bloomingfoods 2 U Has Arrived!



BLOOMINGFOODS **2U**

It's finally here! [Bloomingtons 2 U](#), Bloomingtons' new online shopping, pick-up, and grocery delivery service is now available to everyone in greater Bloomington. The great food that Bloomingtons offers with the convenience of pick-up or delivery straight to your door! Visit our website at www.bloomingtons.coop, click on the online shopping tab and get started today. Available to anyone who wants to shop, [Bloomingtons 2 U](#) is a particularly great value for owner-members of Bloomingtons (hint: it's only \$2.50 for owner-members to pick-up their groceries or have them delivered.) Not an owner? Check out the details of ownership on the website or stop by one of our stores and talk with one of our helpful staff.

Check out our website and have your favorite items delivered right to your door!

[Shop Online](#)

October Local Focus: Frangipani Body Products

Bloomingtons shoppers receive 25% off their natural body products for the month of October.



October's Local Focus is Frangipani Body Products! Bloomingfoods shoppers receive 25% off their Natural Skincare Products now through October 31st.

Positive Change for Interfaith Winter Shelter

In September, Bloomingfoods' shoppers helped those in need find shelter, by donating a record breaking \$9,920.38 to support [Interfaith Winter Shelter](#). The [Interfaith Winter Shelter](#) provides a low-barrier winter shelter for homeless individuals in Monroe County. The [Interfaith Winter Shelter](#) began in the late spring of 2009 when clergy and lay leaders from many faith communities came together to consider ways to respond to concerns for the health, safety, and well-being of men and women who are homeless. The project quickly "snowballed" and today involves over 20 faith communities, over 450 volunteers, and a number of public, private, and governmental entities working together to provide emergency winter shelter to Monroe County's homeless individuals.

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. This month, the co-op is raising funds for the Bloomingfoods Community Cooperative Fund (BCCF for short).



Our October Positive Change recipient, the [Bloomingfoods Cooperative Community Fund](https://www.bloomingfoods.coop/bccf/) (or BCCF), is a little different from the others. The BCCF is one of 40 individual food co-op funds which are aggregated in an endowment for investment in cooperative development.

The funds raised during the October Positive Change campaign will be added to the endowment. In exchange for participation, Bloomingfoods receives annual investment income from the TPCF. This investment income will be gifted to local nonprofits selected by the co-op, while the invested funds continue to support co-op development in our region.

David Thompson, President of the Twin Pines Cooperative Foundation explains, “There is much to be thankful for in the world of food cooperatives. Through a series of good deeds and contributions from co-ops, funders, and vendors, the Cooperative Community Fund grew in 2015 by leveraging another \$3 million of much-needed funds for co-op development. We call growing these funds the *Give Where You Live Campaign*. Each local fund serves as a means for local co-op owners, shoppers, and vendors to make donations to an endowment that donates to local nonprofit organizations.”

Be sure to round up your next purchase at the register to support co-op development and your local food cooperative!

<https://www.bloomingfoods.coop/bccf/>

So all the money we raise for the month of October will help increase the investment income we receive to give back to our community!

(insert big box grocery store here)

Tony Alongi
General Manager

You should expect a higher standard from Bloomingfoods than from (insert big box grocery store here). That is likely why you became an owner in the first place and should be an essential part of the co-op difference. While we are not a health food store, you should trust that the products on our shelves are chosen more wisely than at (insert big box grocery store here, again). And by and large (no, we are not perfect), I believe we fulfill that promise. You will not find excessive quantities of sugary foods on our shelves and our selection is highly skewed towards natural and organic (but not exclusively). Our kitchens produce food with the highest quality ingredients that we can afford. To try and match our offerings with what our owners want, those of you on our email distribution list were recently invited to participate in a brief product survey, which we will use as we develop our first ever product selection policy – a policy that we can use to insure that every product we offer in our stores meets a particular standard.

But can this higher standard be too high? I think so. I am the enthusiastic (seriously!) recipient of nearly every comment that comes into Bloomingfoods, aside from requests for specific products (we have category and department managers that handle those). At least once a month we receive a comment from a customer suggesting that because we didn't listen to them on a particular issue (or that as an owner they were not asked to vote on it) they are now taking their business to (insert big box grocery store here once again). I'll be honest; we have given up trying to reason with those customers. And you think that (insert big box grocery store here) cares what you think? Nope. Good luck getting *any* response from (insert big box grocery store here) when you suggest that they offer an all vegan hot bar menu seven days per week, let alone opening a dialogue with General Manager or CEO of the company (and, yes, I received that exact comment on multiple occasions.)

Sometimes we just smile, knowing that we can never make the shopper happy. Last week, someone walked into our offices to complain. They had purchased and consumed a piece of produce from our store and later on developed a headache. They were certain that the headache was caused by consuming said piece of produce. This customer was insistent that we should be obligated to indicate every(!) chemical used by the grower who grew and supplied this piece of produce. We were obligated to do this because it was labeled as local. It was not, however, labeled as organic. I suppose, that in some way, doing so would really differentiate us from the competition. But we would literally go broke trying to keep up with this mandate. It will be unlikely that you will see this kind of requirement in our product selection policy!

So continue to expect and demand a higher standard from your co-op, just realize that certain standards just aren't going to be attainable – at least not today. We have over 12,500 owners to listen to and we have to judge whether listening to one will ultimately alienate ten times that many.

Oh...I didn't finish the story about the customer with the headache. I mentioned that he insisted that we were obligated to label products in this way "because we were Bloomingfoods." But he finished by suggesting that if we didn't do this, he might have to start shopping at (insert big box grocery store here!).

TAKE THE PRODUCT SELECTION POLICY NOW!

A reminder that members still have time to take the product selection policy survey that was sent out earlier this month. If you have not yet taken the survey, please do so by clicking [HERE](#). Your input will help us put together a policy so that every Bloomingfoods shopper knows exactly what kind of products they are getting in our stores.

2017 Holiday Pre-order



Anyone who places a pre-order for their holiday meats will receive 20% off the rest of their basket when they pick up their order. The coupon is only valid on November 20, 21, and 22. Excluding member equity, beer & wine, gift cards, and pre-ordered holiday meats.

We'll also be offering the coupon for December holiday order pick-ups.

For more information click [here](#).

[Click here](#) for Thanksgiving pre-orders.

[Click here](#) for December holiday pre-orders.

Contact [Korri Clark](#) regarding dietary restrictions.

DID YOU KNOW.....

....that are Field Day line of products are 100% non-GMO? They are, indeed. Come and check you some of the more than 125 products that we offer in the Field Day line, with more coming soon!

Bloomingfoods Annual Report



**BLOOMINGFOODS
ANNUAL REPORT**

Board News

By the time this article appears I will have served my seven month stint as a Bloomingfoods Board member having completed a term that was vacated by a former Board member. I also served on the Board for five years in the early part of the 21st century. I hope to provide some perspective to where we were and where we are going as a member owned cooperative.

During my first term on the Bloomingfood's Board of Directors, the organic, local, and fair trade movements were almost totally in the domain of food co-ops around the country. Food co-ops were flourishing and expanding. Ten years later, we have seen the landscape change dramatically. We have seen our co-op go from a financially solvent organization to a business that found itself losing a significant market share and our financial situation becoming dire.

As has been mentioned in this column many times, BCS Board has one major responsibility and that is to monitor the policies set forth by the Board that hold the General Manager accountable as to whether he and the coop are compliant. We do not interfere with operational decisions. To be honest, although there are good reasons for this non operational interference, it is frustrating as a Board member in terms of giving store feedback. Let me be clear. Tony Alongi, our G.M. has been stellar in regard to having a grasp of our financial situation. He has provided detailed reports and excellent business plans and projections. Nevertheless, our sales are still lackluster. The proverbial bottom line is we need people and I mean all people in our community to vote with their dollars and support Bloomingfoods. Tough decisions have had to be made in terms of the number of products we carry, the amount of labor we can afford vis-a-vis our sales, and our ability to be involved in community programs that we in the past have participated. Those are things we can improve upon. This year for example we will once again be a presence at the Lotus Festival. Our program for Positive Change, the round up at the cash register, has provided thousand of dollars for non for profit organization in our community. This year we will initiate the, Give Where You Live, program that the Bloomington Cooperative Community Fund / TwinPines Community Fund that has been dormant for five years will be revived giving \$1000 a year to a worthy non-for-profit. This year's theme is Food and Hunger.

So, despite our financial situation we are moving forward to be involved once again with our community. The fact is we are locally member owned and the money spent in Bloomingfoods stays in Bloomington not shipped off to some corporate headquarters to pay CEO's exorbitant salaries. Voting with your dollar is not some detached slogan. It is real and we can make a difference both in providing local and organic products and being a vital part of the Bloomington food network.

For me personally, it has been an honor to work with the present Board of Directors. A Board that is predominately made up of a group a bright, dedicated, and social responsible women. The Board will have five new members after the Board election in October. I am confident that the hard work of the recent Board will set an example for the new Board members whom are all very capable candidates. We are a participatory democracy. I would urge member owners to not only vote but to volunteer for committees work that is much needed and appreciated. It is indeed your coop.

Bloomingfoods is a Bloomington institution. It is the antidote to the big box predatory grocery stores. These are difficult times for the coop movement but it is more important now than ever to support Bloomingfoods by if nothing more than spending money at the stores. It is clear to me that we lost the confidence of many folks who have supported and shopped at Bloomingfoods in the past. We have made mistakes. I can honestly say I am leaving the Board knowing that the fundamental elements of the coop and the cooperative principles are in place. We need people in the community to know we are committed to serving South Central Indiana and we need your help.

In cooperation,

S. G. Stratigos

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, October 26th, 2017

Thursday, December 7th, 2017

Community Connections

Bloomington Community Farmers' Market: Saturdays, April – November

Parks & Recreation Outdoor Activities and Classes

[Parks & Recreation Gardening Classes](#)



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Forward

October Owner News

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