



Thank you for your continued support of Bloomingfoods. As of April 16th, we have raised more than \$11,700 with our "Round up for Bloomingfoods" program! Perhaps more importantly, our spirits have been lifted by shoppers and members who tell us how thankful they are for Bloomingfoods. Whether you show your support by rounding up, paying cash, offering suggestions, bringing a friend, or simply sharing a word of encouragement with staff members, please know that it makes a difference.

Are you ready to continue our discussion about the future of Bloomingfoods? Please join us at [our next owner-member forum](#), Wednesday, May 2nd, from 7:00 to 9:00 at the Unitarian Universalist Church at 2120 N Fee Lane. The board will give an update on our financial situation and on the fantastic work that our staff is doing to turn our co-op around. We will speak briefly about additional plans for the next few months and then shift to a discussion of future concepts. We need your feedback and creativity as we

continue to consider how we can reinvent and revitalize Bloomingfoods.

What should Bloomingfoods look like in 2 years? 5 years? 20 years? The board has been considering all of these time frames, as well as how we might make the transition. For this forum, we will discuss four concepts that seem feasible to implement in the near future, meaning in 2-5 years. Some involve changing our business model, while others are just tweaks on our existing model.

In all cases, we want to emphasize these big picture goals based on our ends statement:

- Offer high quality, thoroughly vetted products based on our developing food policy
- Better integrate, support, and grow our local food production, including farmers and food producers
- Provide a strong sense of community by hosting a shared space for classes, workshops, meetings, and other activities centered around healthy food and green living
- Increase access to healthy foods for the entire population (including affordability programs and addressing food deserts)
- Mobilize our members as advocates for a sustainable and just food system through education, opportunities for political advocacy, and hands-on involvement with food
- Be a great place to work as well as a great place to shop and meet up with friends.

0-2 year focus while we develop a long term plan:

- Continue improving operational efficiency, customer service, outreach, and community involvement
- Develop a clear product policy
- Relaunch Bloomingfoods2U online ordering & home delivery (plus possibly CSA delivery)
- Consider relaunching our catering program with an emphasis on low or no waste options
- Highlight and expand our local food offerings
- Identify and take transitional steps towards our chosen 2-5 year goals

2-5 year ideas

Starting with your brainstormed list of 40 possibilities (gathered at the previous forum and gleaned from owner-member e-mails), we roughly outlined 4 potential business concepts that could revitalize Bloomingfoods as a leader in regenerative practices for the community and the earth. Moving forward, we are soliciting input from staff and owner-members on these four concepts before digging in to flesh out details and fiscal viability. Ultimately we'll develop a business plan for two or three preferred options. There are a lot of moving parts to consider – size, location(s), shopping habits, the learning curve of doing something different, etc. Over the next few months, we'll also need to create a clearer picture of how to transition from here to there.

At our meeting on May 2nd we'll be inviting your input on the following concepts:

1. Co-working Space with Expanded Café and Microstore

Bloomingfoods will open a café adjacent to a co-working business to create an inviting shared workspace with easy access to high quality fresh food options. The café would feature a salad bar; a hot bar; a juice/smoothie bar; house-made pre-packaged grab and go sandwiches, sides, salads, energy bars, fruit, and desserts; fresh coffee; and a small assortment of grocery items. It would also serve as a pick-up spot for larger grocery orders placed through Bloomingfoods2U as well as local CSA shares.

Our co-working business partner would operate its own space, renting out desks and offices access to shared office equipment, internet services, and additional services a la carte. The co-working space would also include a large meeting room (or two?) that could be used by Bloomingfoods for classes and workshops or rented by co-working clients for meetings.

2. Fresh Format Store with dry groceries available through online ordering

Bloomingfoods is leaping into the future and embracing our increasingly digital age while acknowledging that we still have a very human need to handle our own produce and interact with other people face to face. Our new Fresh Format Store offers high quality selections of produce, meat, dairy, bulk, and house-made prepared foods with a more limited selection of shelf stable dry groceries. Can't find your favorite breakfast cereal? You can still order it online through Bloomingfoods2U and pick it up at the store or have it delivered to your home.

3. Low Waste Store

Bloomingfoods is committed to helping our community live gently on the Earth. We all know that our highly consumptive and wasteful lifestyle is damaging our environment. Our new Low Waste Store gives shoppers the opportunity to minimize the amount of disposable packaging that comes with their food and other products. The store focuses around high quality fresh produce and an enormous selection of bulk items. In addition to a variety of grains, nuts, spices, dried fruits, and granola, we also offer pastas, crackers, bulk olives, pickles, honey, oils, soaps, shampoo, kombucha, and even local beer and wine! Milk, yogurt, and other products are available in returnable containers with a small deposit.

Fresh meats and cheeses are available wrapped in compostable paper or in returnable containers. Our deli offers a variety of freshly made entrees, salads, and sides in returnable containers – or bring your own. Need food for a special event? We provide zero-waste catering with completely returnable dishes and utensils. And don't worry, we still offer a selection of your favorite packaged products as we work with our vendors to transition to waste-free packaging.

4. Community Store with high quality, carefully vetted products

Organic food is now available in mainstream stores across the nation but what about food that is sustainably produced? Does the food you buy support the

consumer, the producer, and the planet? Come to Bloomingfoods and show your belief in truly sustainable food production. We emphasize local, organic, and fair trade but most of all we emphasize transparency. Know the source of the foods we offer and that they all are in compliance with our product policy. Learn about the difference in the options that we carry through our “Good, Better, Best” educational program. Make your own decisions about which products and companies align best with your values.

Longer-Term Concepts

Where do we want to go once Bloomingfoods is thriving again? Here are some of the ideas we’re thinking about and will revisit in future forums:

- Support the growth of local food production enough that it’s feasible to think about having a local-only store
- Identify the role we can play in expanding the local food system – perhaps we could be the center of a food hub for local farmers and producers matching supply with demand, coordinating production, and making their products available to individuals and institutions
- Investigate the possibility of a “City Market” or flea market/consignment model that brings together a variety of local producers under one roof to promote and sell their products

We Want Your Feedback

What do you think? Where would you like to see Bloomingfoods in 5 years? If you are unable to attend the forum, please feel free to reach out by phone, text, or e-mail.

Thank you again for your support of Bloomingfoods,
Maggie Sullivan
Maggie@bloomingfoods.coop
812-345-1592



SAVE FOR SUMMER CAMPAIGN

You may have noticed the thermometer posters in the East & West stores that are tracking the progress of our Save for Summer campaign. It was mentioned above, but it's important to take extra space to say THANK YOU for an incredibly successful first month of Rounding Up for Bloomingfoods!

Thanks to your round-up donations, we were able to break all previous monthly round-up records:

\$11,764.05

You can continue to track our progress by visiting these posters in our East & Near West stores - donations, new member equity, net sales, customer count, and basket size are updated weekly. Savings from cash vs credit/debit and others are updated monthly. We're still tabulating end of month savings, but it looks like we may have saved over \$100,000 this month! Look for a full report next week along with a recap of our owner-member forum.

BLUSTONE

PESTOS

May Local Focus - Blustone Pestos

Our may know him as the guy who has won countless times at the Bloomington Farmer's Market Salsa Contest, but we know Harold Adkisson as the owner and pesto genius behind the delicious Blustone Pestos!

Come pick up some of this scrumptious pesto any Saturday in May and receive 30% off! Meet Harold and try before you buy from 11:30am to 3pm on the following dates:

5/5 - West store
5/12 - East store
5/19 - West store
5/26 - East store



May 6 - 12 is International Compost Awareness Week!

In that spirit, Green Camino compostables drop-off service, a women-owned benefit corporation, will be setting up at Bloomingfoods East behind Deep Roots Garden Center! Saturday mornings from 9am to noon, they will accept compostables collected in their 1-gallon blue pails for \$2 per pail (cash only).

Come by, pick up a pail, and get composting!

Check out their [Facebook page](#) for more information.



Mother's Day is Sunday, May 13! We've set up some demos with our local wellness vendor squad so you can sample some of our best skincare products and preview some NEW items. Find the perfect gift for the amazing mamas in your life at the following dates and times:

Pronounce Skincare

Saturday, May 5 - West Store - 11:00am - 1:00pm

Saturday, May 5 - East Store - 2:00pm - 4:00pm

The Virtuous Bee

Wednesday, May 9 - West Store - 6:00pm - 8:00pm

Thursday, May 10 - East Store - 6:00pm - 8:00pm

Frangipani Body Products

Friday, May 11 - East & West Store - 3:00pm - 7:00pm

Face Plant Skin Care

Saturday, May 12 - West Store - 11:00am - 1:00pm

Saturday, May 12 - East Store - 2:00pm - 4:00pm

Be Our Experts!

We know our owner-members are passionate and knowledgeable, and we'd love to tap into your expertise and put your skills to work! Be an expert for Bloomingfoods! We're looking for folks who are interested in writing blog posts and/or leading events to educate our co-op community about subjects ranging from composting to taxes. Are you a personal chef who wants to grow your business? Write an article for us and get recognized, we'll include links to your business in the articles! Do you love Bfoods and just want to give back? Blog about your love for all things local, or why fresh food tastes better!

Blog topics could include, but are not limited to:

- Food (farming, gardening, security, composting, local, etc.)
- Wellness (exercise, skin care, nutrition, stress relief)
- Green living (natural housekeeping, houseplants, non-toxic products)
- Sustainability (Clean tech, Reuse, Reduce, Recycle)
- Business
- Finances/Taxes

Demonstration events could include:

- Gardening demos
- Info session for your advocacy group
- Simple cooking/ food prep demo
- What you need to know about the new tax laws
- How to build a budget
- Simple exercise/stretching demos

For more information, please contact Catie Schamel at catie@bloomingfoods.coop or 812-339-4442 ext. 114.



IGM Team Creates Change

The Interim General Management team has been hard at work bringing operational change to the forefront of rebuilding Bloomingfoods. Each member of the IGM team has been creating processes and procedures in order to gain valuable dollars. The team has introduced accurate purchase reports relating back to sales, updating the weekly sales report and daily monitoring reports in order to make quick and fast changes as they relate to sales. The “low hanging fruit” changes have already allowed for savings within our stores and overall.

We have seen a reduction in staff on the Administration side, mostly through attrition. This has reduced our administrative costs to less than 3% of our sales. While this has provided a savings to the organization, our staff has felt overwhelmed and challenged at times as each take on new roles. However, most of our staff has risen to the challenge and have been paramount to the ongoing success at Bloomingfoods. As you continue visiting our stores, please thank our staff for their continued hard work and dedication to the success of Bloomingfoods.

The Bloomingfoods Interim General Management Team:

Jennifer Riley (HR Manager)

Dee Bohler (IGM Team Lead)

Phil Phillipy (Near West Store Manager)

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.

Meetings are held at Noodles & Company Conference Room, Eastland Plaza,
2560 E Third St

Thursday, May 31st

Thursday, June 28th

Thursday, July 27th



Summer Garden Walk

Bloomingfoods is now selling tickets for The Bloomington Garden Club's 29th annual Summer Garden Walk! A \$10 ticket gets you access to the 2018 garden walk which will take place on Saturday, Jun 16 and Sunday, June 17 from 10-2pm each day. Proceeds of the annual Summer Garden Walk benefit children's gardening programs and civic planting and beautification.

May is Bikes Month and Bloomington loves bikes! The City of Bloomington has compiled [a list of events](#) happening all month long to celebrate cycling.

Hub Farm Stand

Join Mother Hubbard's Cupboard for the first Hub Farm Stand of 2018! Stop by on Thursday, May 10th from 4-6 pm to purchase fresh produce, handicrafts, eggs, seedlings, and more from Hub community members, all at fantastic prices! We'll also have live music and freshly-brewed iced tea available. All community members are welcome and this event will be family-friendly!

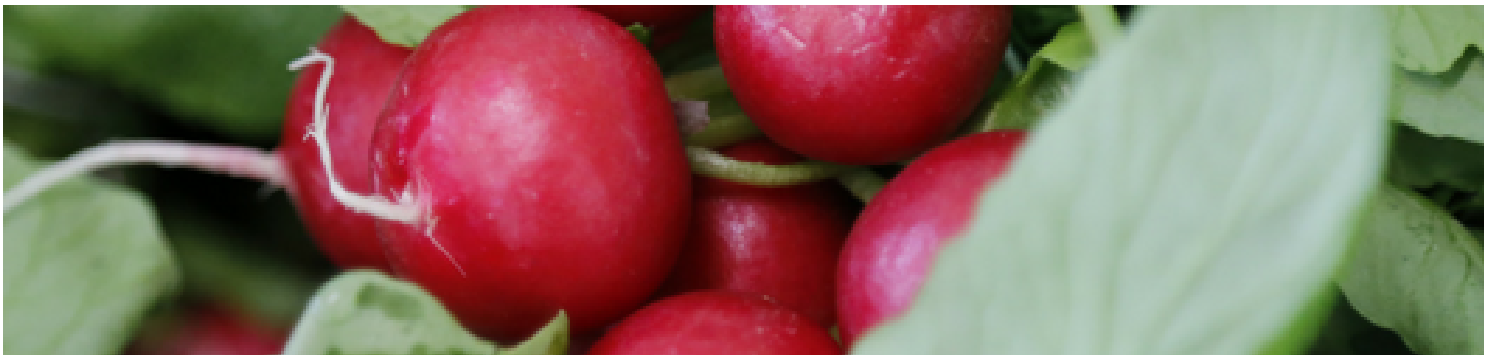
Solarize 2018 Kicks Off in May

Starting in May, homeowners, businesses, and nonprofits in Bloomington and surrounding counties will have another opportunity to install solar panels at favorable rates as part of the third round of the Solarize initiative. Learn more and sign up [here](#)!

Bloomington Community Farmer's Market: Saturdays, April - November

Bean Blossom Farmer's Market: Fridays, May 25 - August 31 in Bean Blossom (north of Nashville, IN)

Parks & Recreation Gardening Classes





Copyright © 2018 Bloomingfoods, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).