



BLOOMINGFOODS



Round - up in February for the Local Growers Guild



February Featured Local Vendor: Lucky Guy Bakery

Best Brownie in Town? You be the judge. Lucky Guy brownies are 25% off for Co-op Owners now thru the end of February! Joni McGary started Lucky Guy Bakery in May of last year and has been growing her business ever since. "Having Bloomingfoods was a real game changer for me. Because I'm well placed at the stores, and enthusiastically supported by staff, community awareness of Lucky Guy has been incredible. Without Bloomingfoods, I wouldn't be in business." When asked her favorite part of owning a brownie business, Joni responded that it's how the business has "connected me to the community. I've met so many wonderful people - Bloomingfoods staff, other small food manufacturers, customers - it's been very satisfying in that regard."

Positive Change Makes a Difference for Boys and Girls Club

Our 7th Cooperative Principle, Concern for Community, states "While focusing on owner needs, cooperatives work for the sustainable development of communities through policies and programs accepted by the owners." With this in mind, we launched our Positive Change community-based fundraising campaign



January 1st and were delighted when our shoppers donated \$4,689.32 for the Boys & Girls Clubs of Bloomington. "Everyone at the Boys and Girls Clubs of Bloomington is delighted and humbled to receive such generous support from Bloomingfoods! These funds will allow us to ensure that ALL local youth have access to our nurturing and empowering program," said Jeff Baldwin, Boys & Girls Clubs Executive Director. "Bloomingfoods is without a doubt, one of our community's greatest treasures." The Positive Change program raises donations by giving shoppers the opportunity to round up their purchase if they wish. Each month, Bloomingfoods will have a new recipient organization. During February, Bloomingfoods is raising funds for the Local Growers Guild; in March, donations will support Monroe County Community Kitchen.



Spring Time is closer than we think!

With the warm temperatures outside this weekend, it's time we all start dreaming about our backyard gardens. Bloomingfoods is happy to announce the East Store will soon be carrying [High Mowing Organic Seeds](#) from Vermont, as well as local garden seeds from [Wylie House Heirloom Garden](#) and from [Red Rosa Farm](#).

Starting in April, the East Store will feature bedding plants: annual vegetables, flowers, perennials, and natives, including starts from [Stranger's Hill Organics](#). Look for more announcements next month.

The last frost date for our region is April 29th.

Game Day Sale and Owner Appreciation Day a Big Success

Thanks to our Co-op Owners, Shoppers, Staff, and Vendors who made our February Game Day Sale and Owner Appreciation Day a success. Traffic in the stores was brisk and the Co-op saw a big boost in sales. Combined, our shoppers bought more than 3,000 avocados. And that, my friends, is a whole lot of guacamole consumed!



Shopper Survey



Last fall, Bloomingfoods contracted with Survey Research Center (SRC) at the University of Wisconsin-River Falls to administer a Shopper Satisfaction Survey. We used the same professional research firm used by other food co-ops around the county, allowing us to compare results and benchmark our performance. The survey was sent to a random sample of 2,986 owners and shoppers for whom email addresses were available, and a total of 414 usable responses were completed. Thank you everyone who participated in the survey and provided us with your valuable feedback and comments. The results of the survey will help to guide and inform our strategic plan for our next fiscal year starting in July.



East Store Management Transition

Earlier this month, Bloomingfoods accepted the resignation of Tom Zeta, who has managed the East Store since 2013. The Co-op would like to thank Tom for his many years of dedicated service to the Co-op and wish him luck in his future endeavors. Mac McLaughlin, Bloomingfoods Operations Manager, is currently serving as Acting Manager at East Store as we seek new leadership to take the co-op's largest store into the future.



Tickets available at Bloomingfoods for the 9th Annual Percussive Dance Extravaganza

The [9th Annual Percussive Dance Extravaganza](#): We Are Family brings together a top-notch group that has found firm footing in its work over the past few years. The dancers, led by Bloomington's own Tamara Loewenthal, will perform some exciting new works, along with old favorites, with a group whose ages span seven decades, plus a stellar group of musicians. Click for more details! This event is co-sponsored by the Lotus Education & Arts Foundation, Bloomingfoods, Bloomington Old Time Music and Dance Group, and WFHB. Tickets are \$15 in advance, \$18 day of show. Advance tickets available at Bloomingfoods East, Elm Heights and Near West Stores



Soup Bowls Benefit Sells Out

Once again Bloomingfoods was delighted to sell 500 tickets for the sold out [22nd annual Soup Bowl Benefit](#) for the Hoosier Hills Food Bank, held at the Bloomington Monroe County Convention Center on February 21st. The event is a smorgasbord of beautiful handmade bowls, tasty soups and bread from over 25 local restaurants and great local entertainment. Hoosier Hills Food Bank collects and distributes over 4 million pounds of food annually to nearly 100 non-profit agencies in Brown, Lawrence, Orange, Owen, Martin and Monroe counties.

News from Bloomingfoods Co-op Board of Directors

What will your co-op look like in five years? Will it grow larger with more products? Will it grow smaller and more focused? If you don't already spend all your grocery dollars at Bloomingfoods, what will bring you in more often? We had great ideas and discussion about our future directions at our owner forum on February first. There is always an opportunity for your input at the monthly Board meetings. Join us at 6:30pm February 25, in the Eastside Patio room. Watch for more opportunities for input in the coming months and join the conversation!

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