

Free!

PUTNEY FOOD CO-OP

The Beet



The Putney Food Co-op • P.O. Box 730 • Putney, VT 05346 • (802) 387-5866

Holiday 2003

The Makings for Your Holiday Feast

Holiday choices galore are in every part of the co-op!

For the centerpiece of your holiday meal, you can special-order Vermont-raised Misty Knoll turkeys for \$2.19/lb. Misty Knoll turkeys are free-range, and free of antibiotics and hormones. Order through the Deli by December 20th for pick up after the 23rd.

Or perhaps you'd prefer filet mignon or a rib eye roast for your holiday table. We offer naturally raised Vermont Black Angus beef in a variety of cuts year-round. Just place your order with a member of the Deli staff, and we'll have it for you in 24 hours.

To speed your prep time, the Produce department will be stocking peeled and chopped butternut squash, rutabagas, and turnips throughout the holidays. And as always, we'll have plenty of locally grown organic salad mix.

In the Baked Goods section you'll find Orchard Hill Bakery's wonderful breads, Westminster Catering's tea cakes, and other goodies. In the week before Thanksgiving and Christmas, we'll also have Wendy's pies.

We've got beverages covered, too. In the dairy case we'll have both conventional and organic egg nog, and locally produced apple cider—delicious spiced and hot on cold winter nights.



Our wine department has an especially good selection, and you can get 10% off on preordered cases.

For those preferring beer, we'll have organic Wolaver's at \$5.99/six pack throughout the holidays.

If the idea of cooking seems too much for you, let us do the work! The Deli can prepare platters of cheeses and other delights for holiday parties. Or take home a quart or two of our homemade soup.

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Delectable Holiday Gifts

Christmas shopping at the Co-op? You'd be surprised! We have unique gifts and stocking stuffers throughout the store.

Our holiday case is filled with tantalizing delicacies. In addition to gourmet chocolate of every variety—truffles, Channukah gelt, chocolate icicles, chocolate covered cherries—we have cherries in

Kirsch brandy from France, toasted hazelnuts in acacia honey, olive oil infused with white truffles, organic sweet chestnut purée, Crème de Pirouline (hazelnut filled Viennese wafers), and much more.

Our gourmet cheeses from Vermont and around the world also make great gifts. Or choose from our terrific wine selection.



Top Ten Ways the Co-op Offers Holiday Help

10. The pre-chopped locally grown organic veggies are great!
9. I can special-order locally raised, hormone-free turkey and beef.
8. I love the fresh baked breads, cakes, cookies and pies.
7. 10% off on cases of wine is a great deal.
6. If what I need isn't in stock, I can special order it.
5. The cheese selection ranges from the basic to the sublime.
4. Those decorative maple syrup bottles make great gifts.
3. People will think I'm buying that gift-wrapped gourmet chocolate for someone else.
2. There are great deals on stress-relieving body care products.
1. Who needs to cook? I can order homemade soup and holiday platters from the Deli.

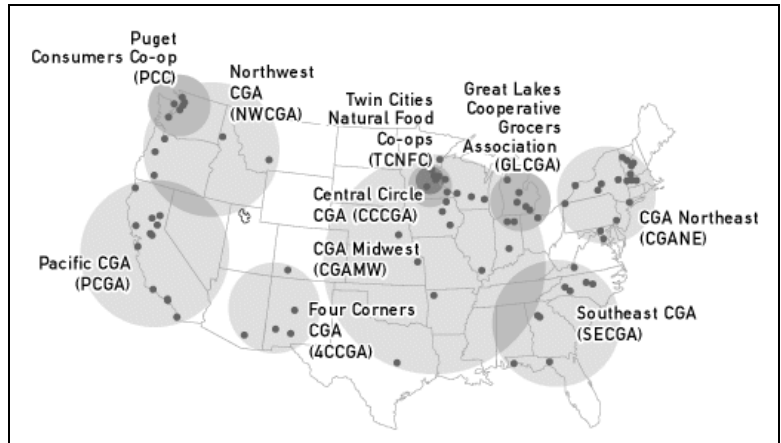
Small Store, Big Discounts

Have you ever wondered how a small store like the Putney Food Co-op can offer such substantial monthly discounts? We're able to do it by joining together with other co-ops through the Cooperative Grocers Association North East (CGANE).

When we joined CGANE in June 2002, we became eligible to participate in their Cooperative Advantage Program (CAP). Our monthly specials are CAP promotions.

CGANE created this program by pooling the buying power of many area cooperatives. This allows a small store like the Putney Co-op to

offer the same discounts as bigger stores, such as the Brattleboro and Greenfield Co-ops. Some of the monthly specials are national deals arranged through the collaboration of CGANE with other CGAs nationwide.



The Cooperative Grocers Association comprises ten regional associations that serve co-ops throughout the United States.

You'll find specials in every department. Here is a partial list of the December specials:

- **Chocolate covered cherries** for \$7.99/lb (usually \$11.29/lb)
- **Avocados** for \$0.99 (usually \$1.99)
- 3 lb bags of **Granny Smith apples** for \$3.99 (usually \$5.97)
- **Wensleydale with cranberries**, a gourmet cheese imported from England, for \$6.95/lb (usually \$10.65/lb).

CGANE's goal is to support growth, sustainability, and excellence in the region's food co-ops. The CAP program is just one of its initiatives. CGANE also sponsors quarterly meetings where members can attend workshops and share best practices, and provides other types of information and support as well.

CGANE, with its CAP program and other member services, has been an important contributing factor in the Putney Food Co-op's renaissance over the past year.

Staff Focus: Dan Kubick



You've probably noticed the new artwork throughout the store. Dan Kubick, our bulk buyer, is the artist

responsible for these delightful renderings.

Dan's cartoons started as casual doodles, but his co-op signs have been so much fun to do and so well received that he'd like to pursue graphic arts as a career. If you like what you see, you can contact Dan for

custom art work such as logos and signage.

Dan is a man of many talents. Besides being a talented cartoonist, he's a musician and songwriter, and a terrific bulk buyer. Dan has worked hard to organize and update the bagged bulk area to better serve customers, and welcomes your comments and suggestions. Just drop a

note in the Suggestion Box, or speak to Dan directly.



Bulk goods cartoon by Dan Kubick, aka "Kubes".

What's Cooking in the Deli

If you've walked into the Deli lately, you've probably heard a new sound: the *whoosshhh* of fresh organic milk being steamed for a cappuccino, or maybe a mocha topped with cinnamon and cocoa. That's

right: we've got a new espresso machine! You can now relax in the café with a decaf latte and a home baked cookie, or one of RaRa's famous cheesecake brownies.

The excited buzz around the café these days is not just from the extra caffeine. We're getting rave reviews for our new lunch menu.

Each day we offer a hot meal in addition to the sandwich bar offerings. Recent favorites include sesame noodles, spicy Thai peanut tofu, and maple garlic roasted delicata squash. The oven has been doing overtime roasting up rutebaga, parsnip, and local organic squashes such as acorn, buttercup, butternut, and pumpkin.

Have you seen our new salad bar? In addition to fresh organic greens, we offer various types of bean salads and other tasty accoutrements.



The grab-and-go case is always filled with sandwiches and deli selections.

Soup and salad make a great meal, and our delicious lunchtime soups are drawing fans from throughout the area. You'll always find two choices: one vegan, one not. Our vegan

offerings include roasted buttercup bisque with caramelized red onion and pasilla chili, and ginger and cardamom roasted butternut purée. Non-vegan favorites include all-natural beef chili and chicken corn chowder. The soup tends to go fast—especially the corn chowder—so stop by early..

Fresh herbed biscuits, baked

daily, are always available to accompany your meal.

As Chris, our Deli manager, likes to say, "Life is short; eat more soup!"

From the Suggestion Box

Suggestion: When are you going to pave the parking lot?

Response: When we can afford to do it! (For details, read the *Equity Drive Update*, below.)

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Suggestion: How come you have all those conventional products, when this is a natural foods store?

Response: Our mission is to serve the community, and the community wanted some conventional items.

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Suggestion: Can I still get x (favorite food you no longer carry)?

Response: Yes, we take special orders. Members get 10% off retail, but anyone can place a special order.

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Equity Drive Update

At last year's Annual Meeting, the co-op membership voted to increase the cost of membership shares from \$25 to \$75. This increase, which still leaves the equity requirement below the national median of \$95, is crucial for ensuring the health and future of the co-op.

The numerous improvements in the store over the last two years were financed by a loan from the Co-op Fund of New England. Broken equipment has been replaced, and the floor has been fixed. Much more needs to be done—for example, replacing aging registers and refrigeration equipment. To pay back the loan and fund other necessary improvements, we need at least \$30,000 in member equity. So far we have raised \$9,600.

If you're not currently a co-op member, we invite you to join; there

are many benefits. If you're already a member, please pay the additional \$50 as soon as possible. You can use the form on the back of this newsletter, or stop by the store and speak to a cashier. One payment is best for the co-op, but payment plans are available.



After March 1, 2004, if you haven't paid the additional \$50 you'll no longer be considered a co-op member, and you'll lose member benefits such as 10% off on the 10th of each month, members-only sale prices, 10% off on pre-orders of bulk or full-case items, and a 2% discount at the Brattleboro Food Co-op and many other co-ops nationwide. The most important

benefit, of course, is the continued existence of the Putney Food Co-op itself, which is in jeopardy if we don't increase member equity.

New Web Site

The Putney Food Coop has a new Web site at:

www.putneycoop.com

Check here for the day's Deli menu and (soon-to-come) the current monthly specials. You'll also find store hours and membership information.

Putney Food Co-op Membership Form

Date: _____

First Name: _____ Last Name: _____

Address: _____

Phone: _____ Email: _____

_____ I'm enclosing \$75 per person for a new membership, payable to The Putney Food Co-op.

_____ I'm enclosing \$50 per person to bring an existing membership in line with current rates.

_____ I'm enclosing \$ _____ as a gift to help keep the Putney Food Co-op alive and well.

Mail to: The Putney Food Co-op; P.O. Box 730; Putney, VT 05346**Putney Food Co-op Membership Benefits**

You don't have to be a member of the co-op to shop at the co-op, but members receive these additional benefits:

- ◆ 10% off on the 10th of each month.
- ◆ Special month-long sale prices on selected merchandise.
- ◆ Voting privileges at membership meetings.
- ◆ 10% discount on pre-orders of bulk or full-case items.
- ◆ Support of a socially responsible local business where your shopping dollars benefit the community.
- ◆ 2% discount on purchases at the Brattleboro Food Co-op and reciprocal benefits at most food co-ops nationwide.

The Putney Food Co-op Board of Directors meets at 7pm on the third Thursday of each month at Putney Central School. All co-op members are invited to attend.

The annual membership meeting is held each fall. A notice of the date, time, and place is posted at the front of the store. If any board positions are open, bios of candidates running for the board also will be posted in the front of the store.

Please let us know if your address changes.

Address Service Requested

 The Putney Food Co-op
 P.O. Box 730
 Putney, VT 05346