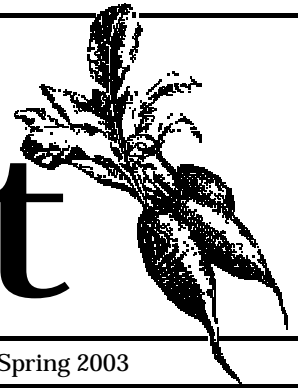


Free!

PUTNEY FOOD CO-OP

# The Beet



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

Spring 2003

## Have You Visited the Deli Lately?

If you haven't been to Putney Co-op's Deli for a while, do yourself a favor and take another look. Our new Manager is a superb chef, coming to us from Max's Restaurant in West Brattleboro.

Every day we feature two types of fresh soup, one vegetarian and one with meat. The Southwestern style chicken corn chowder has become a most-requested favorite.

The deli also now features fresh breads baked on the premises. In the morning you'll find fresh baked muffins—chocolate cappuccino, raspberry banana, raisin carrot. For lunch you might find basil biscuits to go with the day's soups.

Made to order sandwiches are available from 7:30am. The salad bar and hot foods are ready at 11am. A grab-and-go case full of delectables is available at any time.

If you like wraps, we've got them for every taste, from tofu salad to

barbequed chicken. Individual servings of homemade cole slaw and potato salad are regular features.

Our entrees are always changing and always delicious. Specialties include red curry tofu and tamari roasted swordfish.

If you have a sweet tooth, we can help there, too, with chocolate biscottis, apple cake, over-

sized cookies, and other locally made baked goods.

Come by for an eat-in lunch, or grab a wrap to take with you. You'll find good food and good service.



The Putney Co-op Deli offers delicious hot and cold lunches seven days a week.

### What's Inside?

<i>From the Suggestion Box</i>	2
<i>Local Meat and Produce</i>	2
<i>Equity Drive Report</i>	2
<i>Sales and Discounts</i>	3
<i>Top 10 Reasons to Shop at the Co-op</i>	3
<i>Your Co-op Needs You!</i>	3
<i>Membership Form</i>	4

## The Products You Want at Lower Prices

If you've visited the co-op lately, you've already noticed the many changes. The store has been fixed up and cleaned up, and rearranged for more convenient shopping.

The changes are not just on the surface, either. If you look around, you'll see that our prod-

uct mix has changed in response to customer requests. We have more moderately priced conventional products. You can still buy the organic produce and specialty goods that the Co-op has become known for, but you also can buy Marcale paper towels and Cascade detergent.

Best of all, prices have been lowered throughout the store. Prices for produce, dairy, and packaged goods have all been slashed. This summer you'll be able to buy local produce at farm stand prices, right here at the Co-op. No need to travel!

## From the Suggestion Box

**Suggestion:** How about making all the food in the Co-op completely free?

**Response:** We'd love to, but then where would we get the money to pay our bills?

**Suggestion:** I wish you had insulated mugs for coffee.

**Response:** We've got them! The new Co-op mugs cost \$9.99, and include free coffee or tea with purchase.

**Suggestion:** I'd like to be able to eat outside in the nice weather, but there aren't many tables.

**Response:** Great idea! Look for our new outdoor seating area in the weeks to come.

## Local Meat and Produce

One of the great advantages of living in Vermont is being so close to the source of food. Not only does the Putney Co-op carry local produce, we also now carry locally raised meat. Our Misty Knoll chickens are free-range and free of hormones and antibiotics. We now also offer grass-fed beef, raised without hormones or antibiotics. Beef that's fattened on grain tends to fatten the people who eat it as well. Grass-fed beef is much lower in omega-6 fatty acids.

The Co-op has always offered locally grown fruit and vegetables, but until recently the prices at the Co-op were higher than at area farm stands. No

more. Now when you buy fresh local produce at the Co-op, you'll be paying the same price you'd pay at a farm stand.

In addition to meat, fruit, and vegetables, we also carry local dairy products such as eggs and cheese, baked goods, gourmet mustard, and maple syrup.



The Co-op offers fresh local produce at farm stand prices.

## Equity Drive Report

The Putney Co-op has about 1,800 members. Each person has invested \$25 for an individual membership. This initial investment of about \$45,000 has created a business with annual sales of over \$1.5 million. However, the membership cost has not kept pace with increases in inflation, wages, and equipment prices.

Compared to other co-operatives across the U.S., the Putney Co-op membership cost of \$25 is one of the lowest. A recent survey in *Cooperative Grocer* maga-

zine shows a median cost of \$95, with many memberships well over \$200.



Robyn O'Brien has been Manager of the Putney Food Coop since February 2002.

The Putney Co-op members approved an increase in the cost of membership at the 2002 Annual Meeting. At that time, the Co-op's by-laws were amended to insure an increase in membership costs would be legal and equitable. The Board of Directors has raised the cost of membership to \$75. For current members, this means an additional payment of \$50, due by August 2003. Payment plans are available. For details, please

speak to a Co-op cashier.

The additional member equity we raise will be used for the maintenance, repair, and replacement of store equipment, and to repay the loans taken out to replace crucial equipment that failed, such as refrigerator cases.

So far, nearly 100 people have come into the store and paid the additional \$50 to keep their membership in good standing. That adds up to an additional \$5000 in member equity. This is a good start, but it's not enough. We need \$30,000 in additional equity to get the Co-op back on a firm footing.

To meet our goals, we need everybody's support. The next time you're at the checkout counter, please tell the cashier you'd like to pay the balance on your membership fee.

# Sales and Discounts

In July 2002, the Putney Co-op joined C-GANE, Cooperative Grocers Association North East. This allowed the Co-op to participate in the Co-op Advantage Program or CAP, which features monthly sales on items from tea, soap, and cereal to dairy products and packaged foods. By joining with other co-operatives, the Putney Co-op is able to offer the type of substantial discounts usually only available in much larger stores. A list of the current month's sale items can be found at the checkout counter.

Another recent innovation is the 10% on the 10<sup>th</sup> program. On the 10<sup>th</sup> of each month, members get 10% off all purchases except

**You get 10% off on the 10<sup>th</sup> of each month.**

wine and beer. Also on that day you'll sometimes find visitors from local food producers offering samples of their wares—for example, wine from Putney Winery or fresh goat cheese from the Vermont

Butter and Cheese Company.

If you're over 65 years of age, you can get 10% off purchases every Tuesday—whether or not you are a member. Just show the cashier

proof of your age. (You'll need proof because of course no one will believe you're 65 just by looking at you!)

Even without a 10% discount, you will find good values at the Co-op. We've lowered prices in all areas of the store. The bulk food is also an excellent value.

## Top Ten Reasons to Shop at the Putney Food Co-op

10. People smile at me and that's always so pleasant.
9. I can see from the Deli when Rod's is done with my car.
8. Those soups are *delicious!*
7. The Produce Manager, Kim, is such a character!
6. I can get local produce at farm stand prices.
5. I like to sit at the picnic tables and chit-chat with friends.
4. I can return my "First Run" videos at the same time.
3. Those chocolate turtles at the register are scrumptious!
2. Driving to another town burns gas and pollutes the air.
1. I love the Co-op and I don't want it to go away.

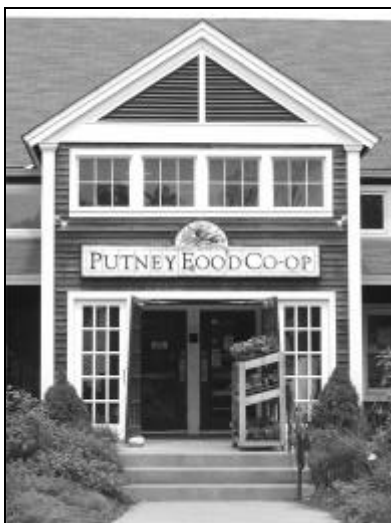
# Your Co-op Needs You!

Your membership in the Co-op helps keep a full service grocery store in our community. You become an owner of a 4,400 square foot store with annual sales of over \$1.5 million. Each member's investment in the store helps finance improvements and reduce the Co-op's loan debts.

Unlike a conventional grocery store, your membership entitles you to a vote on Co-op policy decisions, and makes you eligible to serve on the Board of Directors. The Board is made up of members elected at the Co-op's Annual Meeting.

Profits from the operation of the Co-op are used for wages, utilities, taxes, and to repay the bank loans used to purchase land and build the new store.

The food industry is highly



The Putney Food Co-op moved to its present location in 1992.

competitive, and the Co-op's profits are not enough to finance both day-to-day operations and major

capital expenses, like equipment purchases.

In the past, the Co-op has borrowed to finance substantial investments. Bank loans funded the 1996 addition to the rear of the store. The store cannot afford to borrow more money. Other sources of working capital must be found so the Co-op can meet members' shopping needs.

Unlike privately-owned supermarkets, co-ops are co-operatively owned and democratically controlled by the members. In return for these rights, members are required to invest in the co-op. This is the foundation of the cooperative financial system. Membership shares provide an interest-free and non-taxable source of working capital for co-ops.

## 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 10<sup>th</sup> 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 Co-op Board of Directors currently meets at 7pm on the second 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.

Please let us know if your address changes.

Address Service Requested

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