



Growing Our Food Co-op -- December 2017

Dear Fellow Member-Owners and Friends,

A Member A Day in November

Thirty (30) new members joined our co-op in November. A member a day is a great pace. We ended November with 566 wonderful member-owners, a 5.6% increase over the 536 members we had at the start of the month.

November is an occasion for gratitude. At a time when massive corporations seem to dominate so much of our lives, we are thankful that more and more people in our community are embracing our co-op's vision of a member-owned grocery store focused on healthy local foods, local control, community involvement, and environmental sustainability.

Nothing makes us happier for our co-op than seeing more and more people joining this effort.

Why are People Joining the Co-op?

We love asking new members why they joined the co-op. Here are a few of the many and inspiring reasons of members who joined in the past few months:

Allison Seymour: "This is exactly what Fredericksburg needs. ... As soon as I heard about the Fredericksburg Food Co-op I knew I was going to join. Not sure why I waited so long, probably because I wanted to see it gain traction and grow its membership. And then I realized I'd rather be part of the solution than part of the problem!"

Susan and David Dorsey: "Love the idea of supporting local farmers and benefiting our community."

Glenda Morgan: "Tired of processed foods."

Mona Albertine: "Fresh. Local. Produce."



Welcome

New

Members



Brenna Creamer: “To get back to healthy living and to shop locally.”

Ted Leonard: “To have access to more local varieties of produce.”

Chris Cook: “To have access to more local produce and to support local farmers.”

Lisa Durham: “Love fresh vegetables and want to support a co-op in Fredericksburg.”

Richard Finkelstein: “Help alleviate food desert problems while supporting local agriculture.”

Curry Roberts: “I viscerally believe in the co-op business model.”

What’s YOUR reason for joining as a member-owner of this co-op?

Email us at fxbgfoodcoop@gmail.com.

Make our day.



A Great Holiday Gift Idea

We all know how difficult it is to find just the right gift for special friends, neighbors and family members. Why not give a gift that honors our friends’ values and respects their commitment to our community? Why not give them the gift of a membership in the Fredericksburg Food Co-op? Just go to <https://fredericksburgfoodcoop.com/give-gift-membership>.

We’ll rush a gift card to you that you can present to your special friends.



Special Offers by Co-op Friends

Three co-op friends are making these special offers available this month:

Latitudes Fair Trade Store: On Thursday, December 7, 6-9 pm, Latitudes will generously provide 15% of all revenue from sales during this three hour period to the food co-op. Why not do some holiday shopping at a great local fair trade store while also benefitting the co-op.

Allstate’s Bishop Family Insurance Agency: The owner and key staff of this agency are co-op members. They have offered to provide \$20 to the co-op for every co-op member who calls their office at 540-891-1603 and obtains an insurance quote for a home or auto policy. For those not already a member, they will cover \$20 of the cost of that person becoming a co-op member.



Amy Lynch: This co-op member has offered to donate to the co-op 12.5% of all purchase made by a co-op member. She offers totes, purses, thermals, organizational items, home décor and jewelry through “Thirty One”. These orders can be placed online at

<https://www.mythirtyone.com/1963266/shop/Party/EventDetail/10375845>.

Orders submitted by December 11, 2017 will be received by Christmas.

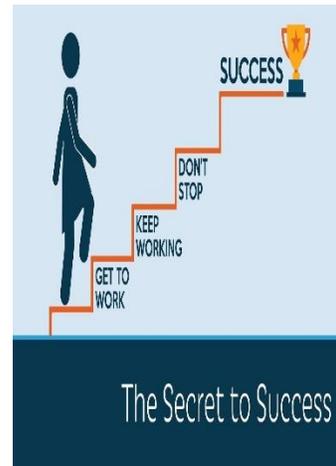


Preparing for 2018 and Beyond

2018 promises to be an important year for our co-op. As our growth accelerates, we get closer to the day when our member-owned grocery store will open.

There will be lots to accomplish prior to opening and many details to be worked out. As we get to about 800 members we will seek to obtain a physical store, hire a general manager, and launch a member investment campaign in which co-op members will be given the opportunity to make investments in the co-op (loans or non-voting preferred shares) in exchange for a fixed return. When we get to 1,000+ members we plan to open our store! These benchmarks may be refined as we get more information, and we’ll be working on those refinements in 2018.

The best way NOW to prepare for 2018 and beyond is to end 2017 with strong December member growth.



Why not JUST DO IT before 2017 Ends?

If you have been thinking of joining the co-op, why not just do it before 2017 ends? If you are already a member, please talk about the co-op with a friend or neighbor. That’s what friends and neighbors are for! Let us know how we can help. Just email us at any time at fxbgfoodcoop@gmail.com. We love to hear from you and we will do everything possible to support your efforts to grow our co-op! 2017 has been a great year for our co-op. Let’s end 2017 on an even HIGHER note.



Wishing you a wonderful and joyous holiday season.



December/January Events— All are Welcome

Friday, December 1, 6-8:30 pm, *First Friday*, Fredericksburg Center for the Creative Arts, 813 Sophia Street, Fredericksburg, VA 22401. Enjoy the beautiful art of this wonderful gallery. Visit our co-op table and feast on tasty and healthy treats.



Saturday, December 2, 8 am – 1 pm, *Farmers Market*, Hurkamp Park, Corner of Prince Edward and William Streets, Fredericksburg, VA 22401. Buying local makes all the difference! The products are fresh, local, and delicious and the people are friendly and welcoming. Please stop by our food co-op table. We love seeing you.



Thursday, December 7, 6-9:00 pm, *Fair Trade Holiday Gift Evening*, Latitudes Fair Trade Store, 800 Caroline Street, Fredericksburg, VA 22401. What a great night to purchase holiday gifts from Fredericksburg’s own fair trade store! And 15% of your purchases will go to support our co-op. Win-Win-Win.



Friday, January 5, 6-9 pm, *First Friday*, Artful Dimensions, 922 Caroline, Fredericksburg, VA 22401. Stop by the new location of this wonderful gallery and get reacquainted with its unique appeal. Visit our co-op table and enjoy tasty treats, and good conversation.



Sunday, January 14, 2-3:30 pm, *Eat Your Veggies*, Downtown Library, 1201 Caroline St., Fredericksburg, VA 22401. Mid-January is a great time to listen as co-op member Faye Krause, registered dietician and owner of M2 Fitness, discusses the importance of diet to good health. Enjoy delicious food samplings from co-op members’ businesses.



Wednesday, January 24, 5:30-7:30 pm, *Plant-Based Cooking Class*, St. George’s Episcopal Church, 905 Princess Anne Street, Fredericksburg, VA 22401. Gwyn Whittaker, founder of GreenFare will explain how easy and important it is to make delicious healthy foods without added sugar, oils or salt. Bring a vegan dish for the potluck or make a contribution to The Table, St. George’s food pantry.



Wednesday, January 31, 3:00-5:00 pm, *Celebrating Co-op Growth*, Camellia Cottage, 207 Amelia St. Fredericksburg, VA 22401. Our co-op has doubled in the last year. Let’s celebrate! Join us at this wonderful and historic house as we look ahead to further growth and ultimately to the opening of our co-op grocery store!

