

RIVER MARKET

Community Co-op

www.rivermarket.coop

Currents

February–March 2011

To Join or Not to Join a CSA

by Dana Jackson

For the third straight year, River Market Community Co-op will host a CSA (Community Supported Agriculture) Fair in the store. On March 12 and 13, shoppers can talk to CSA farmers who have drop-off sites in this area (some at the co-op) during the 2011 growing season and sign up to buy a share if they find a farm they like.

Are you thinking about joining a CSA—maybe for the first time—but don't really know whether you want to buy a share in a farm or not? How does a family decide which CSA is right for them? What should you know before you attend the CSA Fair?

First you should know the basics: Each week during the growing season, CSA farms deliver boxes of sustainably grown produce to drop-off sites for their members to pick up. Consumers pay a fee in the spring to become “members” or shareholders of that farm, and they share the risks of farming (hail, drought) as well as the rewards of a good season and a bountiful harvest. Beyond the basics, CSA farms vary in the number of weeks they deliver, the varieties of vegetables or fruits they provide, and whether members are asked to work on the farm or not, so it's valuable to know what questions to ask when considering membership in a CSA farm.

To help consumers learn more about how CSAs work and what questions to ask in choosing a CSA, the St. Croix River Valley Buy Fresh Buy Local® Chapter is partnering with River Market's Education



Program and offering a class about CSAs on March 1 at the Stillwater Public Library at 7:00 pm. There will be a panel made up of a pair of CSA farmers and two shareholders, one who has been a satisfied shareholder for a number of years, and another who tried belonging to a CSA and dropped out after a season or two. The panel members will speak briefly about their experiences and then take questions from participants.

Two goals of the St. Croix Buy Fresh Buy Local (BFBL) Chapter are to expand local markets for local growers and increase the consumption of local, healthful foods in the St. Croix Valley. Land Stewardship Project (LSP), which sponsors the St. Croix BFBL Chapter, is under contract with the Washington County Statewide Health Improvement Program (SHIP) to increase access to nutritious foods, specifically fruits and vegetables, in

Washington County. People who shop for fresh local produce at farmers' markets, at food co-ops, or join CSAs and learn to eat a broad variety of fruits and vegetables as a large proportion of their diets are less prone to obesity and chronic diseases associated with obesity. Healthier people spend less on healthcare.

Perhaps joining a CSA will make you healthier. CSA members who receive a

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IMPORTANT DATES

February

Month-long bulk foods sale!

14 River Market's Anniversary

15 Kombucha Class

March

12 & 13..... CSA Fair

RIVER MARKET

Community Co-op

www.rivermarket.coop

Currents

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River Market Community Co-op
221 N. Main St.
Stillwater, MN 55082

For employment information visit our
website or check postings on our entry
doors. Equal Opportunity Employer
All River Market Members are welcome to
attend monthly board meetings. Meetings
are generally held the fourth Tuesday of each
month from 6:30–8:30 p.m. in the River
Market Loft space across Main Street. The
Board of Directors welcome members at the
meetings.

River Market Board of Directors

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612-964-2259
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EvaLee Miller, Vice President
651-439-0241 • 651-491-2289 cell
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Reset 101

By Mead Stone, General Manager



We haven't reset the grocery department in a major way since I started—almost eight years ago. Part of the reason we grocers

change everything around is to give us the chance to re-assess each item we carry and determine whether River Market should carry it or not. We've dropped a large number of items because there's a counter-intuitive principle that says: "If you reduce the selection, sales will increase." I have experienced that. I wanted a doorbell for my home. I went to Menards where I found an entire aisle of doorbells. Doorbells with multiple tunes, dings, chimes, delays, signals, warnings, big ones, little ones . . . you get the picture. I left without buying a doorbell. I think if I had just five choices instead of 500, you could ring my doorbell today.

This philosophy only goes so far. For those of us who love independent bookstores, doesn't the book selection at Target, Cub, or Menards (Menards for books!) seem paltry? So the decision about what to carry is not entirely a "what sells the most" decision. If two raisin brans sell better than 20 other cereals, do I carry both of those brans and exclude another variety? No, but you might find your favorite raisin bran suddenly unavailable.

Trista has been intentionally moving produce around for years. Have you ever noticed that the lettuce is sometime closer to the carts, sometimes close to the center of the wet rack and sometimes way back in the corner of the produce department? Why bother? Because each time we move things around, you see a few things that maybe you hadn't noticed before. Back in December we reset the wellness aisle and flip-flopped vitamins and supplements with body care. It was a mess for a while. But, the day after the reset (the aisle still

without signage) we experienced about a 33% increase in sales! Just by moving stuff around?

A few years ago a group of women from a local health club toured the co-op. Afterwards, one woman told me she was amazed because the tour had taken her through sections of the co-op she'd never been in before and she had shopped us for years! Are we creatures of habit, or what?

I asked Billy Woodruff to give me some good reasons for resetting a co-op and here is what he sent me:

Why We Reset (16 reasons):

- Increase sales, turns
- Opportunity to update shelving/ fixtures
- Freshen up the look and feel! Make the store more attractive—opportunity to clean/have a neat looking store—contribute to an organized store
- Create excitement for the shopper
- Make shopping easier by organizing by structure / function so shoppers can compare apples to apples
- An answer to "where will the customer most easily find this product?"
- Create solution based merchandising
- Offer new products
- Draw attention to products that might get overlooked
- Offer a clear spectrum of quality and variety—value, midlevel, premium
- Help build brand image of the store—highlight local products
- Increase facing of best sellers to minimize out of stocks
- Reduce redundancies of similar Products—too many choices
- Remain competitive in the marketplace
- Gain sales space by tightening up sets
- Allow product to pack or case out on the shelf, avoiding unnecessary back stock and inventory headaches backstock can create.

Ultimately, a reset is part of the learning process for developing a Category

Reset, to back page

Our Two New Board Members

Welcome to David Nelson and Kathleen Eddy, the two new Directors elected in our last Board election. Incumbents Chris Kohtz and Silvia Conger were re-elected, welcome back to them as well!



David Nelson owns and operates Nelson Sustainability, a consulting firm. The core of his work is on sustainability, environment and health

issues. He works primarily with businesses, municipalities and community organizations. (For example, he has helped our Coop reduce our electricity use and improve our lighting with

energy efficient bulbs). David was the River Market Board Chair in the late 90's when we moved downtown. He is an avid bicyclist, committed amateur photographer and a fair vegetarian cook. His web site is NelsonSustainability.com



Kathleen Eddy is the manager of River Market's neighbor, the Valley Bookseller. She has a continued interest in supporting local businesses and products,

and strengthening partnerships between businesses, especially in our downtown.

BOARD OF DIRECTORS MEETINGS

Tuesday, February 22, 6:30pm

All River Market Member-owners are welcome to attend the monthly meetings of our Board. A brief window of time is available for member comments at the beginning of each meeting.

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CSA, from 1

variety of fresh, seasonal vegetables in their share each week are more likely to eat the recommended 5 or more servings a day because they have prepaid for their share in the spring. Most shareholders will receive vegetables unfamiliar to them—maybe kale, eggplant, or Brussels' sprouts—but CSA farms usually provide recipes, and rather than waste what they have paid for, members give them a try. When people learn to like certain vegetables from the CSA in the summer, they end up buying them in the co-op or supermarket in the winter. Kale was something I'd never eaten before, but when it kept showing up in my CSA box several years ago, I had to learn to cook it. Now I wouldn't get through the winter without those dark green bundles of vitamins and iron in the kale I buy at River Market.

For sixteen years, Land Stewardship Project, which sponsors the BFBL chapter, has produced a directory of CSAs delivering shares to the Twin Cities. The number of CSAs listed in the on-line

directory reached 50 last year, but it will expand significantly this year as CSAs delivering to regional cities and towns other than the Twin Cities can also be included if they pay the fee and provide farm descriptions by the deadline. More CSAs have members in Washington County than they did a few years ago.

LSP does not certify the CSAs listed in the directory nor guarantee consumer satisfaction. Some CSA farms disappointed consumers in recent years because they had unrealistic expectations for the quantity or quality of produce they got or didn't remember that they had to share the crop failures in a drought as part of their community support. And of course, some farmers are more experienced and successful growers than others. Buying a CSA share can be a great experience for individuals and families who know what they are getting into and choose their farmer thoughtfully.

Knowing your farmer, visiting the farm and reconnecting with the land and how

food is grown provide food for the soul as well as the body. Because we can buy almost any vegetable from somewhere in the world at any time in a supermarket, we have lost an understanding of seasonality. A CSA teaches people to be patient, not to expect sweet corn in May but to appreciate new spinach, and to relish the abundance that September brings.

But a CSA isn't for everyone. CSA farmers want their shareholders to join and rejoin for many years because they are satisfied with the relationship.

To Join or Not to Join a CSA? To help you answer that question, come to the class at 7:00 pm in the Margaret Rivers Room of the Stillwater Library on March 1. (Two identical meetings will be scheduled for the northern and southern parts of Washington County in March, but dates and places are yet to be decided.)

Then be sure to attend River Market's CSA Fair on March 12 and 13!

**COMMUNITY KITCHEN,
GARDENS, FOOD SHELVES**

**Local Food
Grassroots Projects**

- Help develop a Community Kitchen in Stillwater
- Create Community Gardens in Forest Lake and Cottage Grove
- Help organize a consumer giving program to supply fresh fruits and vegetables to food shelves during the winter months when local vegetables are not available

The Washington County Statewide Health Improvement Program (SHIP) has partnered with the Land Stewardship Project to form citizen committees focused on developing more access to local, nutritious food to help prevent obesity, a rising health care issue in the US.

We are working with core groups in three parts of the county and are now ready to begin implementing the projects described above.

We welcome everyone (individuals, youth groups, seniors, Faith Based organizations throughout the county) to join us to further develop these local healthy food initiatives. These are great projects that help to foster local food sources and active participation from our local communities to improve our health, reduce the incidences of hunger, and steward our land for the betterment of everyone in the county. Become part of the grassroots movement to make the healthy choice an easy choice in Washington County.

For a schedule and location of the committee meetings call or email Ann DeLaVergne at 651-329-0125, annnd@landstewardshipproject.org.

Co+op Deals and Special Orders

What a lot of changes going on! In September we replaced the CAP program with Co+op Deals. It's essentially the same program as the old except we have two flyers running each month instead of one. Added together the total number of advertised items each month is slightly more than the old program, but each flyer has fewer items than the old monthly flyer. When we can, we will still try to overlap the flyers for a day or two, so customers benefit from both.

The timing of placing special orders has changed considerably with the Co+op Deals program. First and foremost, please order advertised items early – it's a two-week flyer, so try to order during the first week. That will minimize the chance of the warehouse being out of stock on the products you want. River Market only gets the lower prices for a limited period of time. If the flyer begins on, say, a Tuesday (which is typical), special ordering a Co+op Deal product needs to happen no

later than the Saturday morning before the end date because that's when we write the last order that we get the lower costs! If you submit a special order on Sunday, we don't write our next order until Tuesday and receive it Wednesday – at the higher cost.

We think Special Orders at River Market are a great benefit for owners and non-owners alike. Both may order Co+op Deals at the low advertised price. If the product you want is not on a Co+op Deals ad, OWNERS (like YOU!) can special order product by the case and save 15%. So you either get 15% off or you get the Co+op Deals price, but you don't get both. The same logic applies to any item on sale or even member specials—you do not get both the sale price and the discount. Special order forms are in a basket at the front of the store near the board's bulletin board. (You'd be surprised by how many owners don't know about this benefit.)

**Up-Coming Co+op Deals Dates
and Special Order Deadlines for Co+op Deals**

February Co+op Deals A	1/31 through 2/15	Last Spec. Order Date: 2/12 (AM)
February Co+op Deals B	2/14 through 2/28	Last Spec. Order Date: 2/26 (AM)
March Co+op Deals A	2/28 through 3/15	Last Spec. Order Date: 3/12 (AM)
March Co+op Deals B	3/14 through 3/29	Last Spec. Order Date: 3/26 (AM)
<i>You'll notice you can benefit with BOTH Co+op Deals overlapping on 2/14 & 15, 2/28 & 3/1, 3/14 & 15, 3/28 & 29</i>		

Spring Seeds and the Big Tomato Festival “Big Tomato Weigh-Off”

Just a reminder to everyone, the first order of seeds will be arriving the second week in February. The order will be limited to tomatoes, peppers, eggplant, onions and a few other items that you may want to get started early. As usual the bulk of the seed orders will not be coming until the first week in April.

We would also like to announce the return of the Big Tomato Festival in August! This year we will be adding

our first ever "Big Tomato Weigh Off" in addition to our annual salsa contest. The weigh-off will be open to everyone including non-members with distinctions made for Professional growers (anyone who gains money from vegetable/plant sales/gardening services), the back-yard gardener (everyone else), and a children's category. More information will be released at a later date concerning growing methods, specifics and entry forms.

RIVER MARKET

Community Co-op

Welcome New Members (November & December)

- | | |
|----------------------------------|-----------------------------|
| Pamela Anondson | Chris & Penny Cailin |
| Michael & Chris Selander/Cameron | Becky Myrick |
| Candice Hammond | Nicholas Sorenson |
| April Pate | Nancy Hagstrom |
| Lisa & Jon Hartwig/Alberg | Jeremy Greeder |
| Mary Frasier | Teresa & David Deming |
| Jackie Marti | Jeannie & Keith Kant/Relyea |
| Mette & Mitchell Johnson | Debbie Bunde |
| Marlys & Michael Wallman | Eleanor & Dennis Emond |
| Kammie & Benjamin Points | Jody & Emily Hop/Bleeter |
| Rita Erikson | Gemma & Lyndon Lockrem |
| Robert & Maurine Bourdaghs | Marilyn & Loren Smeester |
| Penny & Rick Owen/Rittins | Hugh & Jean Huelster |
| John V. Rudy | David & Marilee Sours/Olson |
| Carol & Bob Peterson | |

Featured Vendor: Pastures A Plenty

Pastures A Plenty is a grazing operation with a few acres of organic grain crops each year. It features dairy heifers on pasture nine or ten months



a year, with hogs and chickens joining them during the warmer months. The sows birth their young on pasture in summer and some of the offspring are fed to market size in pasture as well. Hay is made in summer to supplement the pastures for the heifers and sows during the winter season.

We use Berkshire and Duroc genetics in the hog breeding. These breeds produce the tastiest pork and they are rugged and hardy, liking our outdoor environment.

Pastures A Plenty uses no drugs in the feed to promote growth. We think that fresh air and sunshine are the best health guarantee for our animals as it is for us.

Similarly, since we use only small family owned processors, there is no need to think of food irradiation, nor have we ever considered doing so. Your food is safe and healthful because the animals were raised in a clean environment, harvested in a clean and humane facility, and the products delivered to you at the proper temperature in clean equipment.

FEBRUARY SPECIAL


DELI/BAKERY

Pastures A Plenty Breakfast Links
Save 50¢/lb.

MARCH SPECIAL

DELI/BAKERY

Pastures A Plenty Andoulli Sausage
Save 50¢/lb.



Great Books. Great People
Your community gathering place for everything books related
Offering:
Totally Criminal Cocktail Hour
Book Clubs, Local Author Titles

217 N Main St
Stillwater MN 55082
651-430-3385

Lisa M. Chase, PhD, LICSW

Psychotherapist 651-278-5370
Stillwater Minneapolis

Lisa Chase Site: Psychology Today

RIVER MARKET Community Co-op

February MEMBER COUPON

One coupon per member number per month
5% DISCOUNT

Member number _____ Valid 2/1/11
Date used _____ to 2/28/11
Cashier's Initials _____ PLU 85

Don't forget to clip and save these coupons!



RIVER MARKET Community Co-op

March MEMBER COUPON

One coupon per member number per month
5% DISCOUNT

Member number _____ Valid 3/1/11
Date used _____ to 3/31/11
Cashier's Initials _____ PLU 85

Upcoming Classes at River Market

Sign up!

The classes are held at the Loft, unless otherwise specified. The Loft is located at 218 North Main Street, on the second floor above Images of the Past and Present, directly across Main St. from River Market. Entrance is located on the south side of the building.

The Loft has a room capacity of 21 people. Parking is not allowed in the space next to the building; please use street parking or the River Market parking lot.

Please pre-register in-store at River Market, phone (651) 439-0366 or email Ola at education@rivermarket.coop. The class fee is \$10 for River Market Co-op members, \$15 for non-members, unless otherwise specified. Payment due at registration. We accept all major credit cards. If you need to cancel, please notify us at least 3 days in advance for a full refund.

The Top 10 Natural Care Remedies You Should Have in Your Medicine Cabinet

Thursday, February 3rd,
6:30-8pm

Learn what natural remedies natural health professionals recommend people have available at all times. Learn how and when to use them and when NOT to use them as well. Most are available at your local co-op. Presented by Kathryn Z. Berg, MA, a nationally certified classical homeopath and owner of Lotus Homeopathy, who has been practicing homeopathy in the east metro for nearly 10 years.

Small Farmer Chocolate and Tea

Saturday, February 5th,
11am-12pm

Join a worker-owner of Equal Exchange Co-op to learn about fairly-traded small farmer tea and

chocolate. We will discuss the history and current sourcing of these products and how they travel from the farmer to your co-op. You will also be able to sample different kinds of tea and chocolate, just in time for Valentine's Day! Equal Exchange Co-op, founded in 1986, is the oldest and largest Fair Trade company in the United States. Free! Registration required.

The Future of South Africa— Educating the Children

Wednesday, February 9th,
6:30-8pm

A panel of three local residents will share their personal and intimate experiences from traveling in a part of Africa seldom engaged. It began with a visit to a small school in a rural area and led to many memorable moments as they witnessed the challenging, every day life of young students. The session will be divided into two parts; a presentation with photographs of Africa followed by question and answer part. Presented by Tom Junker, David Murphy, and Neil Krueger. Free, contributions appreciated. Registration required.

New member Orientation Tour

Thursday, February 10th,
6:30-7:30pm

If you are a new member and would like to find out what River Market has to offer, come join us on this tour around the store. Lots of great information, answers to your questions, and you'll be able to sample some of the products we carry. You'll also get a free shopping bag and \$1 off coupon! Presented by Ola Schmelig, Education Coordinator. Free! Registration required!

Israeli Dishes – Easy, Nutritious, and Delicious!

Saturday, February 12th, 11-1pm

Debra Constantine will share her experiences on food, shopping at the market, and dining out in Israel. Israeli native, Shula Foley, will assist in explaining some middle-eastern

Movie Night Mondays!

We're having a FREE movie night one Monday each month. The movies will be shown in the River Market Loft where most of our classes are held, across the street from the store.

Flow—For the Love of Water

Monday, February 7th, 7-9pm

Join us to watch "Flow – For the Love of Water", Irena Salina's award-winning documentary investigation into what experts label the most important political and environmental issue of the 21st Century – The World Water Crisis. The film shows the growing privatization of the world's dwindling fresh water supply with an unflinching focus on politics, pollution, human rights, and the emergence of a domineering world water cartel. Beyond identifying the problem, the film also gives viewers a look at the people and institutions

providing practical solutions to the water crisis and those developing new technologies, which are fast becoming blueprints for a successful global and economic turnaround. For more information about the movie, go to www.flowthefilm.com. 84min. Free! Registration required.

Food, Inc.

Monday, March 14th, 7-9pm

Join us to watch the movie "Food, Inc" which reveals surprising – and often shocking – truths about what we eat, how the food is produced, who we have become as a nation and where we are going from here. 94 min. For more information about the movie, go to www.foodincmovie.com. 91min. Free! Registration required.

customs and help teach easy ways to prepare your own Israeli cuisine at home. Come learn how to make hummus, Israel's famous shakshuka, a sweet dessert using tahini, and more. Explore the Middle East and eat with us as we take a journey through an Israeli kitchen. The class fee is \$15 for members and \$20 for non-members.

Kombucha 101 – How to Make the Divine Tea

Tuesday, February 15th,
7-8:30pm

Fermented foods have been used for thousands of years to bring good health to those that use them. This class offers tastes of many different variations of kombucha and instructions on how to make it. Kombucha starters and Kombucha Divine will be available for purchase the night of the class. Presented by Barb Bredesen, who has been making Kombucha

Divine for 5 years. She loves experimenting with different teas, as well as making "2nd ferments" with different flavors. The class fee is \$15 for members and \$20 for non-members.

Get Ready, Get Set, Get Your Garden Started!

Thursday, February 17th,
7-8:30pm

Join Sara Morrison, owner of The Backyard Grocery, a vegetable garden consultation business, to get your garden started on the right path. Sara will discuss seed catalogs, seed starting and the basics of garden planning. Learn about the keys to successful seedlings, seed starting equipment and timing the plantings for success!

Awakening the Dreamer Symposium

Saturday, February 19th, 1-5pm
The Awakening the Dreamer, Changing the Dream Symposium is an interactive transformational workshop that inspires participants to play a role in creating a new future: an environmentally sustainable, spiritually fulfilling, and socially just human presence on this planet. Through a series of videos, group exercises and reflections, participants will learn how to reconnect with their deep concern for our world. Presented by Katheryn Schneider, a volunteer trained by Pachamama Alliance. For more information about the symposium, check www.awakeningthedreamer.org The class fee is \$10.

Pain and Inflammation

Thursday, February 24th, 6-8pm

Do you have stiff joints, achy muscles and inflammation? Your food choices affect pain and inflammation levels more than you realize. Learn the importance of balancing blood sugar to manage inflammation. Understand why processed carbohydrates increase pain and inflammation and discuss how to replace processed foods with real foods. Discover the role of therapeutic Omega 3 fats and key minerals, such as magnesium. This course qualifies for 2.4 continuing education credits for registered nurses. RNs are responsible for determining whether this course meets their needs. Presented by Nutritional Weight and Wellness. The class fee is \$25 for River Market members and \$30 for non-members.

How to Speed Your Metabolism by Discovering Your Ideal Diet

Saturday, February 26th,
11am-12:30pm

Learn how to speed your body's metabolism by eating the diet that is right for your unique genetic type. One person food could be another person's poison. This practical and informative workshop makes it simple to master your metabolism while eating delicious and healthy foods. Discover the ideal fuel mixture of carbohydrates, proteins,

and fats designed for your unique metabolic type. Presented by Dr. Daryl C. Cooper, DC.

Balanced Foods for Balanced Moods

Tuesday, March 1st, 6-8pm
Reduce negative moods, increase energy, enhance positive thoughts, improve memory and manage stress through balanced eating and real foods. This informative class explains the food-mood connection and empowers class participants to make permanent lifestyle changes. Learn the biochemical connection to cravings and how poor intestinal health creates low moods. Choose foods to optimize production of neurotransmitters such as serotonin and watch your cravings and mood swings disappear. This course qualifies for 2.4 continuing education credits for registered nurses. RNs are responsible for determining whether this course meets their needs. Presented by Nutritional Weight and Wellness. The class fee is \$25 for River Market members and \$30 for non-members.

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Companion Planting and Garden Planning

Saturday, March 5th, 11-12:30pm

Plan your garden for success! Sara Morrison, the owner of The Backyard Grocery, will delve into the intricate relationships that plants have with each other. You will learn who "gets along" and who doesn't in the vegetable garden, topics will include pairing for pest and disease resistance, annual and perennial placement, space management and plantings for

building soil quality and fertility. Making sure our garden plan includes proper plant placement will make for healthier plants and higher yields.

Sugar Blues

Tuesday, March 8th, 7-8:30pm

Are your sugar cravings out of control? Do you look to sugar to provide energy, relief, or joy from your stressed out life? Come and learn how you can change your relationship to sugar and start controlling your cravings instead of letting them control you. It's not through willpower or discipline but by understanding what causes those crazy, uncontrollable cravings and knowing that you can reduce them naturally over time. Presented by Kari Erdman, Certified Wellness Program Coordinator and owner of "Transforming You," a holistic health practice that transforms individuals from the inside out.

Rewire Your Brain, Your Body, and Your Life for Fitness and Health

Wednesday, March 9th, 7-8pm

Join the health practitioner Marty Larson for this introduction to Z-Health's precision movement techniques of isolating and moving every joint in your body, in every direction and pattern, to help you move better, feel better, and eliminate or decrease pain. Z-Health is a holistic and scientific approach to the rehabilitation of injury and the development of movement excellence. Mastering good movement patterns through Z-Health will help to rewire your nervous system and enable you to do your desired activities and live an active life.



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yourself**

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RENTALS

from **45¢**
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TUBBS

TUBBS

SNOWSHOE RATES:
\$16 1 day, \$24 2 days, \$8 ea.extra day
Sized by weight — Youth to Adult
Reservation not required, but recommended.

209 S MAIN STREET 430.3609

RIVER MARKET

Community Co-op

221 North Main Street, Suite 1
 Stillwater, MN 55082
 e-mail: info@rivermarket.coop
 651-439-0366 • Mon.-Fri 8-9;
 Sat. 9-8; Sun. 9-7

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 Stillwater, MN



Reset, from page 2

Management program- designed to benefit your co-op to strive for retail excellence, and in the long run help you create a systematic approach to managing the products in your co-op products from the perspective of the consumer.

I don't plan on making a habit of this—like I said I haven't done this in almost eight years. Many of you may be disappointed, angry, frustrated by the changes and I apologize. (Remember: for most discontinued items we can special order a case for you.)

There's an economic reason why we cull through our item selection. This is your co-op and someone has to ask: is our money being used well? As

a co-op there will always be many things we need to carry, no matter how slowly they sell. But, in general, if I invest \$50 in one product that sells a case every week, I will have better financial results than investing the same \$50 in a product that sells a case every two months. Let's say each time we sell a case of either product, River Market makes \$10. In the first case, at the end of a year that \$50 investment makes \$520 for our business. In the second example, at the end of the same year that product investment of \$50 makes \$60. That's a fairly big difference.

Bear with us as we strive to make our co-op even better!

Member Survey #14 Recap

Last time you voted for which department you wanted a member special from, and HBC won! So for February enjoy 50¢ off any bar of Dr. Bronner's bar soap.

This Issue's Survey Topic #15

What can we do to better support you, the owners of River Market?

Please return this survey to any River Market cashier with your member number and receive \$1 off your order. Expires 2/28/2011, limit one survey for each member number.

PLU: 222

Member Number: _____