

NEWSLETTER

FASHIONABLY LATE



We opened our doors to the public on December 15, 2004! Story on page 3.

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750 MEMBERS!

Last January in an email to members, Ron Griffith greeted folks by saying “Happy New Year – the year in which the Just Food store will open.” Indeed this has happened and it is in great part because of you. Thank you! With your help, we exceeded our goal of 750 members by opening. Formal member recruitment started in November 2003, and through events, advertisements, posters and word of mouth we reached many people in the Northfield area who shared the vision for a natural foods co-op.

Last December we had 240 members and sent the first of many emails asking for help. You responded and in just a year, the

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THE COMMON GOOD:

How Just Food does more than just serve its members.

Many of you may have heard the same explanation when asking what a co-op is – *A group of people coming together for a common purpose.* In the case of the Just Food Co-op, it is really a group of people coming together for the common good. With its emphasis on community and commitment to providing local, organic and sustainable foods and products, Just Food exists as a connector – of people and places, with a bottom line of the common good.

The co-op is also a community that makes it easier for us to be good. The simple fact that a co-op like Just Food offers organic and sustainably procured foods turns the basic task of buying, into an interaction that

involves values, morals and justice. As busy people, we can use all the support and encouragement we can get when it comes to thinking about how we are connected to the places we live in and what it means to live the way we do.

We need places like the co-op to be thoughtful about how we might move towards a more sustainable future. So the next time you are in the co-op picking up groceries, realize you are doing more than buying healthy natural foods – you are working for the common good.

Matt Neinow
Just Food Intern
St. Olaf Student

store has opened and we met our goal. As we said in ads, letters, and conversations, membership is your way to bring a natural foods grocery store to town and you did it! Without members, Just Food would not exist. Thank you for sharing the vision, trusting the process and being patient! Welcome to shopping in Northfield's own natural foods co-op, Just Food.



Painting Pumpkins!

Jenny Howenstine
Kaaren Williamsen
Co-Chairs of the former
Community Relations &
Outreach Task Force

Thanks to all the volunteers who helped get us to this point! This is just a brief summary of what you helped with:

- Posted and distributed lawn & window signs
- Sent postcards to potential members
- Hosted house parties about Just Food
- Organized, staffed or donated goods to Just Bargains Garage Sale
- Created or wore beautiful vegetable sandwich boards in ArtSwirl Parade
- Staffed information tables at Carleton, St. Olaf, Northfield Home and Garden Show, Malt-o-Meal Health Fair, Defeat of Jesse James Days, Crazy Daze, and events at Bridge Square
- Helped with the Winter Farmer's Markets
- Hung posters around town
- Sent names to us for invitation letters
- Encouraged your family, friends, co-workers and each other to join!



Jenny staffing the Just Food table at Crop Walk 2004.

SALSA SMASH

Whether you need a tasty after school treat, a Super Bowl snack, or something to spice up that potluck, this dip is up to the task, and fun too! Serve in tortillas, try with refried beans, or anything else that sounds good.

Ingredients

- 3 Avacados, pitts and skins removed
- 8 oz. Cream Cheese
- 8 oz. Salsa

As always, adjust quantities to suite your tastes.

Directions

- 1) Place ingredients in a large freezer bag and seal.
- 2) Mash contents until thoroughly combined.
- 3) Serve as dip with tortilla chips and enjoy.

Alternatively, you can mash ingredients with your (clean) hands in a mixing bowl.



Recipe courtesy of Joey Robison, Grocery Buyer

FASHIONABLY LATE

Hundreds of member-owners filled the building to capacity on December 14th to preview Just Food. This new community co-op in Northfield is destined to become (if it hasn't already) a fixture of the community. With 789 owners by the end of the night, Just Food started its life by surpassing expectations before even opening its doors.

Board President Ron Griffith and General Manager Stuart Reid cut the ribbon with the "ceremonial" boxcutter at 9 am on December 15th. They completed what took the



Member Preview: Filled to the brim.

community just under three years to accomplish. Even this opening, while later than many of us wanted, surpassed industry standards. Most co-ops take 4-7 years to open.

With so many people waiting with stored shopping lists, our first days and weeks brought tremendous sales. Our member-owners' satisfaction and involvement, the true measure of a co-op, has humbled us. Everywhere we turn, you tell us how much you like the store, our products, and the prices. Input, via the comment cards, floods in. Within one week of opening, 74 households liked what they saw and decided to join, and by the end of the year, 901 owner numbers were assigned—a 14% increase in membership since opening.

With a "soft" opening as grand as this, imagine what our Grand



One of the most popular departments: Produce.

Opening on January 15th will be like. On behalf of your Just Food staff, I would like to extend our gratitude for the hard work and support you contributed to get us here. Thank you; we look for-

ward to our continued friendship.

Alex Beeby

Marketing and Member
Services Manager

ANNUAL MEETING 2004

The Co-op's second annual meeting was held October 21, 2004 at the Northfield United Methodist Church. Attendance was good with over 80 persons representing 63 memberships.

Members received reports on the Co-op's accomplishments from President Ron Griffith. Highlights that Ron mentioned are growth of membership to 541 members by the end of Fiscal year 2004 (it's over 900 members now!); signing the lease for 516 Water Street; arranging financing for the Co-op and hiring the General Manager Stuart Reid.

Stuart presented a detailed



Board of Directors 2004-2005

review of operations including financial statements and information about the store.

Alex Beeby, Linne Jensen and Kaaren Williamsen were elected to the Board of Directors.

The meeting concluded with a forum in which members shared ideas and questions about the co-op. This provided information for many of the co-op staff who attended the meeting.

Thank you to all who attended the meeting and especially to those who provided refreshments.

Ron Griffith

President, Board of Directors



Annual Meeting 2004



Just Food:
 Northfield Community Co-op, Inc.
 516 South Water Street
 Northfield, MN 55057

WINTER FARMER'S MARKET!

SPONSORED BY



2nd Saturdays November - April
 10:00 am - 1:00 pm
 Village School (behind AmericInn)

January 8, 2005 February 12, 2005
 March 12, 2005 April 9, 2005

Grand Opening January 15th!
 Just Food: Northfield Community Co-op
 516 S. Water St. - www.justfood.coop

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 9-9 Mon.-Sat., 9-7 Sun.
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 24-Hour Claims Reporting: 800-374-1111



YOUR AD HERE \$45

(member price, non-members: \$55)

Members, suppliers, and organizations with shared vision will receive priority. Just Food reserves the rights to use its own discretion when approving ads.

BOARD OF DIRECTORS:

Ron Griffith, President
 Karen Olson, Vice President
 Linne Jensen, Treasurer
 Craig Rice, Secretary
 Alex Beeby, Angel Dobrow, Mary Ellen Frame,
 Bardwell Smith, Kaaren Williamsen