

Fairbanks Community Cooperative Market

2ND ANNUAL HARVEST FAIR

*Pioneer Park Civic Center Exhibit Hall
September 11, 2010 ~Noon to 7:30 pm*

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## NOTICE OF ANNUAL MEMBERSHIP MEETING AND BOARD OF DIRECTOR ELECTIONS FOR THE FAIRBANKS COOPERATIVE MARKET (Co-op Market)

The Board of Directors respectfully requests your attendance at Co-op Market's second annual general membership meeting being held September 11, 2010 at 5:00 p.m.

PLEASE ATTEND THIS IMPORTANT MEETING. Being a Member Owner means having a voice in setting Co-op Market policy, participating in important decisions and helping make the Co-op successful. The Co-op Market has made significant progress toward opening our community grocery store. We have raised over \$90,000 in membership equity, the business plan and pro forma financials are finished, the National Co-op Bank has granted the Co-op Market a loan of \$25,000 for store development, negotiations to arrange a lease agreement are in progress, and our member loan campaign is almost ready to launch.

As an owner your input is valuable. Please attend this important meeting. ♣

*This is an official announcement of the Co-op Market board.*

### EACH ONE BRING ONE!

Are you already a Member! Invite ONE more person and we will reward you with a gift certificate that can be redeemed wherever you see the Co-op Market outreach booth.

These will be available at the Annual Meeting on September 11.

EAT YOUR  
VEGETABLES!



## BIG FUN WITH FRIENDS AND FAMILY!

Enjoy tasty local food. Listen to live music. Shop our artisan craft fair. Plus face painting and other delights for children. And don't forget, there will be a visit from the Bag Monster.

### NOON TO 5

An afternoon of music and dance featuring a presentation of Cuban dance through the years by Felix Bambury Webbe.

Artisan's tables include: Earth Link Jewelry, Metal Mastery Steel Art & Design, Alaska Candle Company, Alaskan Earth Mama's and many more.

### 5 PM

Second Annual Business Meeting

### 6-7:30 PM

Share in a Community Potluck Dinner  
*(Please bring something to share to the kitchen by 4:30 pm)*



# REVIEW OF YEAR'S PROGRESS

by Board Chairman, Robert Leach

**YEARS AGO** the community of Fairbanks, Alaska was largely self-sufficient. There was a dairy, meat processing, and locally grown produce. With the advent of inexpensive freight many more products were shipped to Alaska from the lower contiguous 48 states. Local production waned.

Fast forward to 2010 and the reality of the long distance our food travels. Only 5% of our food is produced locally. Among modern Alaskan residents there is an awareness of and desire to foster the growth of local food production.

Our goal is to provide a market that will serve to increase local agricultural production in the Tanana Valley. One day local agriculture will expand to the point that the majority of what is offered for sale in the store will be from local sources. As Fairbanks continues to develop its own food supply, agriculture will become a strong and stable component of the local economy.

To accomplish this goal we will open a cooperatively owned community grocery store **Fairbanks Community Cooperative Market (Co-op Market)**. This store will serve the community as a source for organic and whole foods. Most of all, it will feature the widest possible selection of local produce, meats, dairy and Alaskan seafood. It will be a retail grocery store with all typical grocery departments including: dairy, frozen, packaged goods, produce, bulk and an extensive health and beauty section. Our store will feature a grab & go deli, a full espresso coffee bar, possibly a juice bar and sandwiches made to order.

We have come a long way in the year since the first annual membership meeting. In less than one year our membership roles have increased to over 473 fully paid members and 667 members on payment plans or founding members. Membership is important for one simple reason, without members there is no community grocery store. Your membership investment is your owner's equity in this venture. Just like any other business, owner's equity is the foundation for success.

As always, many thanks to the members who have volunteered many hours to make this year successful by recruiting new members and by raising funds for operations. The pancake breakfasts

held throughout the winter along with sales of t-shirts and other promotional items pay for our operating costs. Your membership investment is kept in a separate savings account. This contribution by volunteers is significant because it means that the Co-op Market does not spend your membership investment for promotional expenses related to recruiting new members. For example, the sales of items at this year's Tanana Valley State Fair more than paid for the cost of the booth. The net result was 28 new members and over 50 new people signed up to receive our newsletter.

At present we have entered negotiations with Bachner Companies to lease a 6000 sq. ft section of the old Foodland Building at 526 Gaffney Way. We thank the Bachners for their support by allowing us the use of Foodland as a location to build and store our booths and a special thank you for the office space. The contribution of the office has been a huge factor in our success in building the membership and other things we have achieved this past year. We appreciate their support as we work at crafting lease terms that are favorable to both parties.

In 2009 the interim board of directors set a goal of opening our grocery store in April of 2010. Although, we did not accomplish this goal our hard work over the last year taught us the importance of careful planning. Now that our business plan is nearly completed the next step toward the goal of opening our food co-op is to raise the capital needed. In addition to the money raised from membership investment, bank and community financing and member loans will be needed. Once the financing is arranged we will be able to accurately project an opening date.

Our mission is clear. We WILL open a community grocery store that is a catalyst for encouraging more local agricultural production in the Tanana Valley by providing a steady reliable marketplace that farmers can depend on.

You can participate. Attend our annual meeting and Harvest Fair on September 11 and join in the conversation. Complete your membership investment, or if you already have, invite someone else to become a member. Together we will build a community grocery store that you will be proud to shop in. ♣

## Fairbanks once had as many as 6 local dairies



# PROGRESS REPORT

2006-2010

*As our second annual meeting approaches it is important to look back on what has been accomplished before we move forward with the next steps.*

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## 2006

Dave Lacey formed the vision of a food cooperative for Fairbanks. Fairbanks Community Cooperative Market was incorporated.

## 2007

An interim board was founded and meetings began. A membership program of "Founding Members" was established.

## July 2008

Fairbanks Market Study, a market research and feasibility study was completed by G2G, a market research firm.

## November 2008

The first "Dessert Auction" was held and money was raised to pay for the market study.

## February, 2009

Our founder, Dave Lacey, passed away. A new era began as volunteers worked to pick up the pieces and move Dave's beloved project forward.

## March, 2009

A membership database was created around a kitchen table on a Sunday afternoon by a few dedicated volunteers.

## Summer 2009

With \$6000 in the bank more volunteers came on board and a membership campaign was launched!

## August 29, 2009

The first annual meeting and Harvest Fair celebration was held and the first official board was elected. A one-time membership investment of \$200 was decided upon by the founding members. A payment plan was established by the BOD the following month.

## September, 2009

The Americorp VISTA program awarded us with a full time dedicated volunteer. Evan Daigneault served in this capacity. He has done a great job coordinating volunteers for events and maintaining the contacts for our Partners in Business program. Evan researched and put together the Sprout Fund loan application and readied our Member Loan Campaign for launch.

## November, 2009

The second annual "Dessert Auction" was held at the Morris Thompson Cultural and Visitor Center.

## February, 2010

The Board of Directors elected to use the nickname, Co-op Market, to represent Fairbanks Community Cooperative Market as a corporate logo and future name for our store.

## April, 2010

Completion of a detailed business plan draft. This document is the blueprint for operating the store and projects the revenue and expenses that can be anticipated. Our Board of Directors has spent countless hours in cooperation with CDS Consulting Co-op and Food Co-op Initiative to write this blueprint and its accompanying ten year financial forecast. This forecast is based on the Fairbanks Market Study as well as statistics gathered from a database of hundreds of other similar ventures around the nation. The pro forma sources and uses budget allows us to project the total cost of the project as well. The money required to open a store of this size is quite high. The challenge that we face is that our goal is to cut the projected costs for the build out and equipment by half.

## June, 2010

The Co-op Market was selected to receive up to \$25,000 as a low interest "Sprout Fund" loan from NCB Capital Impact to use as plans for the grocery store continue to take shape. NCB Capital Impact, a subsidiary of the National Consumer Cooperative Bank, provides start up loans and other services for developing cooperatives. In addition to the loan the Co-op Market will also be receiving technical assistance at no cost from Food Co-op Initiative, a Minnesota based organization that provides consulting services to new co-ops.

## August 2, 2010

Stuart Reid, executive director of Food Coop Initiative, visited Fairbanks and gave a lecture about how a food co-op will benefit our community. He will continue to provide assistance with conference calls and emails.

**August, 2010** Membership equity funds in savings increased to nearly \$90,000. We have the efforts of over 30 volunteers to thank for this accomplishment. They dedicated countless hours to offer four breakfast fundraisers as well as selling Co-op Market logo items and memberships at many events around town culminating in the Big Red Barn at the Tanana Valley Fair.

## September, 2010

Member Loan Campaign nearly ready for launch. Evan Daigneault and our finance committee spent long hours developing a program for member loans that will be launched soon.

## September, 2010

The Co-op Market was recently selected to receive a second year of funding for our VISTA position. Our second year VISTA, Caleb Ryen, will be arriving from California at the end of August to begin his year of service. We are looking forward to the continuation of the fantastic help and support that the VISTA program provides. 🍷

# COMPETITION FOR THE "MARKET"

by Board Secretary, Mary Christensen

This year's Tanana Valley Fair gave me the opportunity to meet and converse with a lot of people and one of the questions I heard over and over was, "What about the Homegrown Market?" or "Are you that store on Geraghty?" or "Will you compete with the Homegrown Market?" I also heard the questions, "Won't you compete with the farmer's market?" or "What about the CSAs in town?"

This gave me the inspiration to sit down and have a conversation with Jeff Johnson, owner and operator of Homegrown Market about just this subject.

Jeff comes from a family of Colorado farmers that had been farming in Western Colorado since the 1800's. Seven years ago Jeff along with his wife and three sons moved to Fairbanks to establish a farm. When asked why he moved so far from home Jeff lamented that much of the Colorado farm land is being bought up for housing developments.

It is now almost impossible to own a small farm in Colorado making it very tempting for farmers to accept lucrative offers to sell their land for urban development.

Jeff and his family got established in Fairbanks with a two acre farm. Then, five years ago they purchased a 65 acre farm south of North Pole where they raise cattle, goats and a market garden.

Jeff also worked at B.Y. Farms where he learned the art of butchering from Bob and Brett Franklin.

This knowledge and Jeff's self acknowledged strength as a people person inspired him to open the Home Grown Market, a small market specializing in custom cut beef and pork, fresh local dairy products

and local produce.

When asked why he decided to open the Home Grown Market, Jeff answered that he wants to promote more agriculture in Alaska and provide superior local products to the community.

The question many people have asked Jeff is, "Won't the food co-op that is coming hurt your business?" His answer is "No, because if all the producers and retailers in Alaska get together and put politics aside the market for local products will really take off."

He further explained that a synergistic relationship will exist between the two businesses. In Jeff's vision if he were to be low on carrots and knew the Co-op Market had a surplus he hopes to be able to call up and say, "Hey, pass me some carrots" or if the Co-op Market has a customer that wants a custom cut of beef they can't provide he hopes they will say, "Go on down to Homegrown Market and they will set you up."

Finally, Jeff stated, "I sincerely hope the Co-op Market succeeds and I (the

Homegrown Market) succeed because if we both succeed it gives hope to another generation of farmers."

So, what happens to the other guys when a food co-op comes to town? According to food co-op specialist, Stuart Reid of Food Co-op Initiative, a food co-op increases the demand for fresh local food. Our beloved Farmer's Market will continue to flourish. People will still use their favorite CSA. Others, will continue to buy all their protein products locally.

When the Co-op Market (Fairbanks Community Cooperative Market) opens there will be another place for local farmers to sell their product. Our first priority will be to offer a produce section filled with as much produce as we can possibly get from local sources. When local products aren't available we will bring in fruits and vegetables purchased regionally.

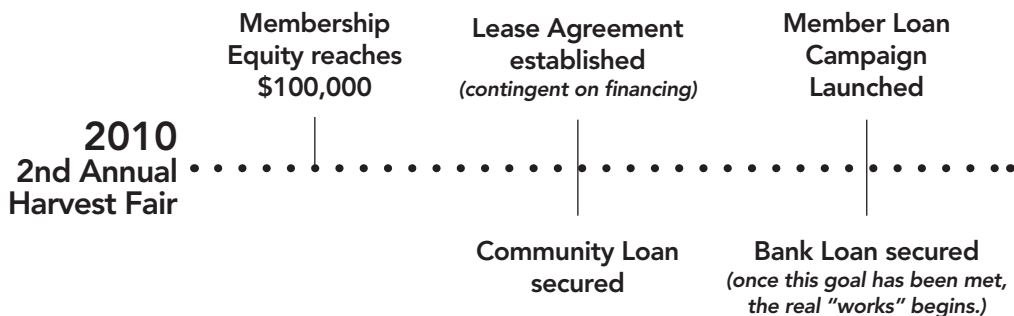
Not only will the Co-op Market provide a market for fresh local food, it will offer Fairbanks a place to buy whole foods that can't be found locally. A grocery store owned by the community and dedicated to giving its customers information and healthy food choices. A store that provides customer service that is impossible to have in a large corporate grocery store. The person at the check out stand will know you by name and greet you with a smile. When you have a question or special need our staff will do their best to serve you.

When you become a member of our community grocery store, Fairbanks Community Cooperative Market, (Co-op Market) you will not only be a member but an owner. You will shop with pride in the grocery store that you helped to build! ♣



## WHEN IS THE CO-OP GOING TO OPEN?

WE HEAR THAT QUESTION all the time. You see us everywhere, because we're part of the community; at the Fair, hosting breakfasts, setting up our displays at local festivals, attending conferences. As a volunteer-based, member-owned business, we've been working hard to garner funding and we're making great headway. The time line on the right shows our progress and, with your help, we'll open the doors of Fairbanks' first food Co-op by 2011.



# HEALTH AND WELLNESS

## THE HEALTH AND WELLNESS EDUCATION COMMITTEE

This committee has garnered a lot of interest. Could that be because just about everyone wants to be healthy and well?

The Health and Wellness Education Committee brings information to the community on health, nutrition, and how to eat and live well. We are already serving the community even before our store opens by showing films and putting on a lecture series.

We are already serving the community by showing films and putting on a lecture series. We purchased and have shown the film, *Eating Alaska*, by an Alaskan film maker, about what it means to eat locally in the 49th state.

We have planned a lecture series that began with a workshop on beating the sugar blues by Ed Callaghan. This was held August 18th at Chez World, a new cooking school in the Northward Building. The timing of this workshop, right after the Tanana Valley State Fair was welcome.

Upcoming lectures include, "Eating Healthy on a Budget", "Where to Find Local Grains" and "How the Health of Our Environment Relates to Our Own Health." We are also planning to start a book discussion group through the Noel Wein Library. So please send in those book recommendations with a health and wellness and good food theme! 🍌

# Fresh AND Delicious

## THE POWER OF BLUE

*This comes to us from the Co-op Food Stores of New Hampshire and Vermont*

by Mary Saucier Choate, M.S., R.D., L.D.

Co-op Dietitian and Food and Nutrition Educator

Blue/purple fruits and vegetables, such as blueberries, contain health-promoting plant compounds currently being studied for their antioxidant and anti-aging benefits. Including blueberries in your healthful diet may help to maintain: memory function, healthy aging, and urinary tract health as well as help to lower cancer risk.

Blueberries are an excellent source of vitamin C and fiber, all for only about 80 calories a cup.

They are great as is, but if you'd like a refreshing low-calorie, high nutrition snack, try this: ½-cup of blueberries topped with ¼ cup plain fat free yogurt and 1 Tbs. of low fat granola (102 calories, 1 gram fat). Serve in a pretty bowl or glass.

The following recipe, adapted from *Better Eating For Life*, Step 5- Fabulous Fruit, makes a delicious picnic treat

### Many Berry Crisp

You can use any combination of berries for this crispy delight. Serves 8

1½ cups fresh blueberries  
1 cup fresh raspberries  
1½ cups fresh dark sweet-pitted cherries  
¼ cup sugar  
2 Tbs. cornstarch

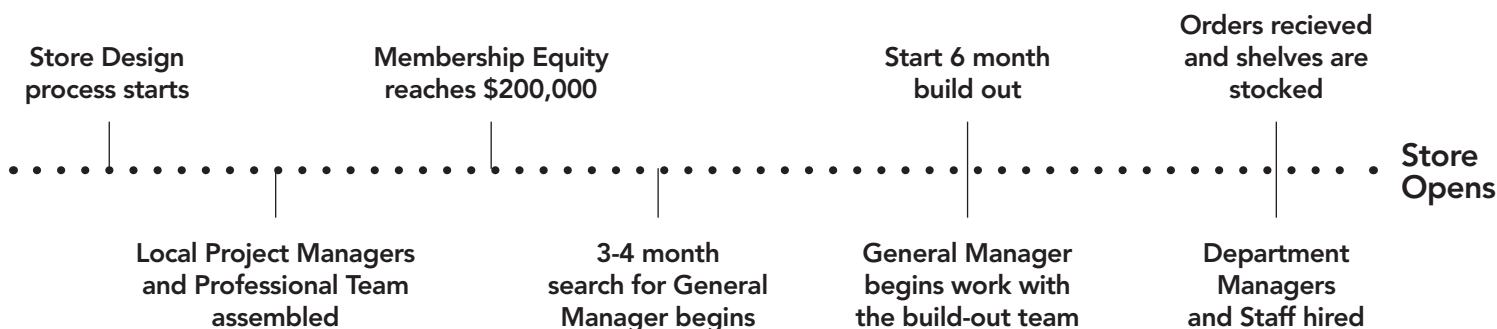
#### Topping:

1 cup rolled oats (3 ounces)  
3 Tbs. whole wheat flour  
1 tsp. ground cinnamon  
3 Tbs. firmly packed brown sugar  
2 Tbs. plus 2 tsp. reduced-calorie margarine  
2 Tbs. orange juice

Preheat oven to 350°F. Spray a 9-inch pie pan with cooking spray.

Place berries in a large bowl. Toss with sugar and cornstarch; then place in prepared pan. Set aside.

Thoroughly combine oats, flour, cinnamon, and brown sugar. Add margarine and orange juice. Mix just until all ingredients are moistened. Spread evenly over berries. Bake, uncovered, 35 to 40 minutes, until topping is crisp and browned. Serve it warm, topped with vanilla yogurt for a dessert that adds disease-fighting fruit and bone-building calcium to your day.



# MEET YOUR BOARD MEMBER CANDIDATES

**COLIN CRAVEN** currently works as the director of the product testing lab for the Cold Climate Housing Research Center. Colin's work at CCHRC involves applied research and testing on building products assemblies for residential construction, focusing on the building envelope and the optimization of traditional and novel heating appliances.

Colin moved to Fairbanks in 1991 and graduated from West Valley High School in 1993. He later earned a BA in geology at the University of Colorado in 1998 and a MS in geochemistry from the Georgia Institute of Technology in 2000. During his studies, Colin conducted research on mineral surface chemistry at the Virginia Polytechnic Institute



and Georgia Tech. From 2001 to 2008, Colin worked in the field of environmental restoration of contaminated sites with a focus on evaluating the fate and transport of chemicals in the subsurface.

Some of the skills Colin could provide for the cooperative include:

- 1) Organizational skills, specifically the ability to work collaboratively to help define objectives and identify strategies for the short and long term.
- 2) A good familiarity of the role of a board of directors in the context of a non-profit or cooperative.
- 3) Long-standing interest and personal involvement in growing, harvesting and purchasing local foods.
- 4) A commitment to and passion for being of service to the community.

**HANS GEIER** is currently an economist with the University of Alaska Fairbanks (UAF). He has been involved in cooperative education since 1996 and risk management outreach and education for fisheries and agricultural producers since 2002. As a farmer in Delta Junction he is an Alaska pioneer in oilseed production. With these multiple roles, he is on the forefront of production, policy, and feasibility of fisheries and agricultural production and risk management in Alaska.

Hans is a 17 year Alaska resident. After spending his formative years growing up on family farms in Minnesota, he received his first degree in Agricultural Business Management (specialty in Cooperative Management) from Southwest State University in Marshall Minnesota in 1982. He attended graduate school at Washington State University and worked for the WSU Extension Service until he completed his journey to Alaska in January 1992.

After receiving a MS in Natural Resource Management at UAF in 1994, he entered employment at UAF School of Natural Resources and Agricultural Sciences. With an additional appointment with UAF Cooperative Extension Service specializing in risk management outreach to Alaska producers in 2004, he achieved faculty rank in 2005.

With this education and background Mr. Geier brings a detailed knowledge of policy and commodity markets to Alaska's checkered agriculture history.



**SANDRA LEE TRUMBOWER** was born and raised in Baltimore, Maryland. While in high school and college she worked as a part-time cashier in several Acme Grocery Stores. In 1979 after completing her MS in Education of the Severely and Profoundly Handicapped at Johns Hopkins University she moved to Fort Yukon as an itinerant special education teacher. While in Fort Yukon Sandra married a trapper and adopted a subsistence lifestyle, spending winters on a remote fly-in trap-line and summers fishing and logging. In 1986 she relocated to Fairbanks. Her two adult daughters both live here in the interior.

Sandra has served on several boards in the Fairbanks area (Women in Crisis – Counseling and Assistance, MADD, and German Shepherd Rescue). While living in Fairbanks she served as an Animal Control Commissioner and a Road Service Commissioner. In 2008 Sandra was the recipient of the Interior Mayors Art Award for Volunteerism.

Sandra currently lives in Anderson, Alaska, and teaches special education there and in Cantwell. She is a licensed Wild life Rehabilitator under the Migratory Bird Act and holds a disabled raven for educational purposes. She is also a puppy raiser for Canine Companions for Independence.

Sandra's interest in becoming a board member for the Co-op Market stems from her belief that a food co-op would benefit many in the interior, both consumers and local producers. She is concerned about the trend toward genetically engineer food products, the heavy use of fertilizers, weed killers, insecticides, and hormones in food production, and the effects of these products on consumers. Sandra is impressed with the amount of effort and the progress that has been made toward opening the Co-op Market and would like the opportunity to play a role in that process.



# ANNUAL MEETING AGENDA

The PROPOSED Agenda for the business meeting is as follows:

1. Announcements and Introductions
2. Call to Order
3. Review and Approval of Agenda
4. President's Report
5. Treasurer's Report
6. Committee Reports
7. Introduction of Board candidates
8. Election of Board of Directors
9. Member Loan Campaign launch with board member commitments
10. Member Comments
11. Prize drawings
12. Adjourn

## CATHERINE (CAT)

**WHITNEY** started farming off of Chena Hot Springs Road this year (2010) after spending time in New Zealand, Africa, and working for Heifer Project at Overlook



Farm in Massachusetts. She maintains her licenses as both a veterinary technician and secondary teacher while she is the president of Turning Light Farm, a nonprofit (501c3) organization whose mission statement is "to provide experiential education in humane, sustainable agricultural stewardship in a subarctic environment." She has specific passions for youth outreach and social/nutritional equity. Her favorite food is peanut butter and she deeply regrets she can't grow this in Two Rivers (yet)!

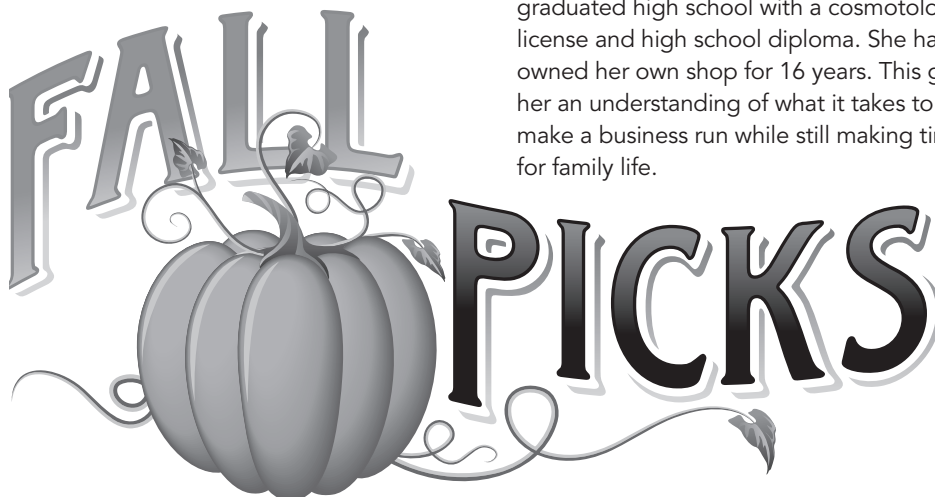
**MIRIAM WOODY** was born and raised in the Fairbanks area. She was raised with a strong work ethic. Her father owns his own construction company and her mother had one of the largest paper routes in North Pole while she was growing up. Her parents instilled in her a value for family and being involved in our community. She is a 34 year old mother to 5 children and a wife of 16 years to a terrific family man. Her time is spent homeschooling her children, raising animals on a small farm, trying to conquer the chick weed that is over taking the garden and staying active in our community. She has volunteered in her local church and 4-H district, and has done catering jobs for different non profit organizations. She enjoys grinding her own grain for cooking, making healthy foods that "WOW" people because they are made from whole grains, keeping her family healthy through a healthy lifestyle, and continuing learning about healthy and sustainable living.

She wants to see this co op succeed so that more people will have access to healthier living. She wants to see people educated in what they too can do to make their lives more healthy and fulfilling. She wants to see people making choices for a more sustainable lifestyle and know that they don't have to have large plots to garden, that they can do a lot just in their own back yards towards sustainable living. Within this co op she would like to see that education take place and will commit to making this venture succeed.

Miriam completed high school at Lighthouse Christian Academy. For her senior year she attended beauty school and graduated high school with a cosmetology license and high school diploma. She has owned her own shop for 16 years. This gives her an understanding of what it takes to make a business run while still making time for family life.

## WHAT IS A FOOD CO-OP?

**PEOPLE** doing it for ourselves. More than anything, these five words sum up what a cooperative really is. The Co-op Market is 1500 people who are interested in investing in our own health, wealth, and happiness by taking control of our food supply. By investing in the Co-op Market, we are combining our resources to be able to afford to own our own retail food source, instead of relying on shareholders and corporations who only care about our food as long as they make a profit from its sale. I would rather depend on my friends and neighbors for this important investment. ♣





Fairbanks Community Cooperative Market  
PO Box 72637  
Fairbanks, AK 99707-2637

# EVERYBODY EATS

Help us meet our membership goal of 600 by September 11, 2010

Your investment in the Co-op Market is only \$200. There are no other annual fees at this time. This is your equity investment in the Co-op, that will make our dream of a Food Co-op in Fairbanks a reality. You may opt to make quarterly payments over two years of \$25 or \$50 over one year. A member must have paid this capital investment in full to vote in the annual meeting. There is one vote per membership.

**One Membership is for one household;** however, more than one membership can be purchased in a household if you so choose.

**Your membership benefits you.** Food Co-op's typically create benefits for their members that can include a discount at the register, member specials days, member-only discounted items, check overwriting privileges, good discounts for bulk orders, and so on.

**In the Co-op Market, the profits belong to the members.** Our Co-op operates to maximize the benefits we offer to our members and our community, so while we budget to make a profit, it always goes toward improving services to you.

**Membership doesn't really "cost" anything.** If you move away or decide you don't want to remain a member your capital investment will be returned to you.

**Enjoy a voice in your co-op's governance.** Our Co-op is governed by a member-elected Board of Directors. They are responsible to see that the future of the co-op is secure and we are moving in the direction which will best serve the needs of the members. Board elections take place each fall at our annual business meeting and Harvest Fair. The next meeting is scheduled for Sept. 11, 2010.

To make your capital investment of \$200 with Co-op Market, just send a check or money order with a self-addressed stamped envelope. Just go to [www.FairbanksCoop.org](http://www.FairbanksCoop.org) and click on the Pay Pal button at the top right. There is a small fee for using Pay Pal.

**Your voice can be heard.** Stop by and visit our new Volunteer Center! As we work toward the opening of our new cooperative market Co-op Market is fortunate to have a dedicated volunteer provided to us for one year by Americorp's VISTA program.

Our office is located at 542 4th Avenue in the basement below the Vet Center in Suite 100B. Call 457-1023 for current office hours.

**Share your vision with us.** Join our Facebook group and participate in the discussion, comment on our blog articles or just email your thoughts and concerns to [info@fairbankscoop.org](mailto:info@fairbankscoop.org). 🌱



**Join Today!**