

Caledonia Food Co-op Newsletter

[Visit our Website](#)

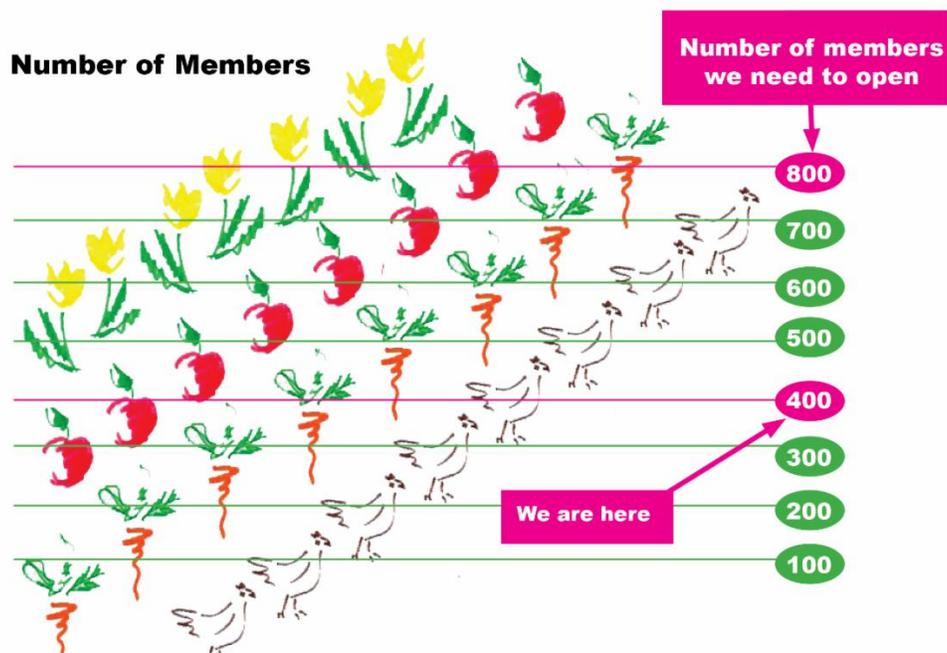
2020 YEAR IN REVIEW (Phew!)



With all the challenges of this year, our community has made significant progress towards opening the doors to the Caledonia Food Co-op in St. Johnsbury. None of this would be possible without the steadfast support of our Member Owners. **Thank you!**

Our Year in Numbers

Founding Member Owners



We began the year with 196 Founding members and ended with 397: a **102% increase**.

Grants



On October 14th, the Co-op received a USDA Rural Development Grant for **\$50,300**, which provides the funding to proceed with critical next steps: finding a site and Founding Member Owner recruitment.

Social Media



We ended the year with:

- 624 followers on Facebook: <https://www.caledoniafood.coop>
- 232 followers on Instagram: <https://www.instagram.com/caledoniacoop>
- 280 Newsletter recipients in November

To sign up for the newsletter, email us at office@caledoniafood.coop

Media



We were busy telling our story, and people were excited to hear it. Our media outreach included:

- Caledonia Record Article - December 2020 (see article [HERE](#))
 - The North Star Monthly
 - Radio: Magic 97.7, November 20: Eric Interviewed
 - Anastasia Maher from Littleton Coop interviewed David Hale for the Podcast “That’s Rad” The main topic was the support and cooperation we have felt from all of the Coops in our region and beyond. This will be broadcast in early 2021.
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Zoom Chats



Like so many others, the Caledonia Food Co-op went virtual:

- Five public Zoom Chats with the Board in July
 - NEK Young Professionals/Public Zoom Chat - December 2
 - St. Johnsbury Rotary Talk with Board President Eric Skovstead - December 7
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Promotions



Pictured: Hailey, Madison and Dominic Walsh of Barnet

- Get a Free Pumpkin - October
- Give the Gift of Membership - December
- Board Member Challenge - we successfully completed our November Challenge and recruited more than 35 new Founding Owner Members
- December to April - CSA Drawing for all new Founding Members: Drawing takes place on April 22nd, 2021 (Earth Day)

Partnerships



Cooperatives have an ethic where mutual support leads to shared success. We want to thank Littleton Food Co-op, Hunger Mountain, and Neighboring Food Coops Association for their guidance and support during the past year.

Feasibility



We completed a Market Study which showed there is sufficient sales potential to support a food co-op in the St. Johnsbury area. In cooperation with expert co-op consultants [Columinate](#), we developed our working Pro-forma template, a dynamic tool to evaluate the Co-op's viability, as we evaluate different real estate and financial scenarios.

Testimonials - Send Us Yours!



"I am proud to be a founding member of the Caledonia Food Co-op. Please consider joining and tell them I referred you. Consider this the best \$100 stock investment you can make for this area that will pay dividends in providing healthy, fresh food to our region and providing much needed local employment."

-Joe Fox, St. Johnsbury

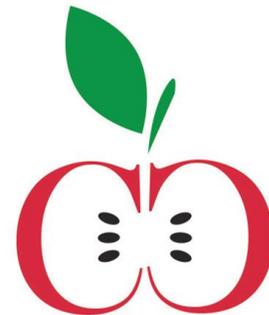
Send us your testimonial: office@caledoniafood.coop. We will share it on social media, and once a month we will pick one to go in the newsletter. Include any fun and funky photo: you, your Thanksgiving turkey, your dog who is excited for the latest and greatest treats that you will surely bring home once our store opens. It is inspiring to see our friends and community members sharing their unique and diverse motivations for joining. **Include your name, where you live, and what motivated you to become a Founding Member.**

Happy New Year to all the Founder Members!

May you all have a healthy 2021!
The Co-op Board

Spread the Word

Please invite your friends and neighbors to join our community and share in our vision of creating the Caledonia Food Co-op in St Johnsbury. Thank you for your continued support and know the important role you play in generating momentum and engaging new member-owners.



Sign up to be Founding Member-Owners [HERE](#).

[The Caledonia Food Co-op](#)



Win a CSA Share From Joes' Brook Farm!

All new Founding Members, those who refer Founding Members--and those who give the gift of membership--their names will be entered into a drawing to win a 10-week CSA from Joe's Brook Farm. We will hold the drawing on Earth Day (April 22, 2021).

[The Caledonia Food Co-op](#)

Visit our Facebook Page

Become a Founding Member [HERE](#)

Help us build a Food Co-op in St. J.!

Your founding membership shows that you want to bring high-quality locally-produced food and beverages to St. Johnsbury and contribute to the economic development of the Northeast Kingdom.

The Caledonia Food Co-op will be a full service grocery store located in St. Johnsbury. It will feature an exceptional variety of local and international food and beverages. It will assist in the economic redevelopment of the region; provide a new market for local producers; expand access to natural and organic products; and advocate for healthy lifestyle choices.

You can view previous newsletters on our website [HERE](#).