

## Caledonia Food Co-op Newsletter

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### Hope for the Future

Dear friends, members, and supporters,

The Co-op is moving forward on schedule, and the business of the Co-op board continues without interruption. Board meetings, meetings with consultants and meetings with town representatives are happening as planned on Zoom. We are also currently engaged in intensive grant writing to help finance our future next steps. Our goal is on track: building a great food co-op in St. Johnsbury.

While we all want this to happen soon, we are fortunate that we're not at the point of construction where everything around us would be halted. The support of the town, business community, and most importantly our founding members, is providing incredible momentum. Please know that we are working for you with diligence, and following a proven path to success.

Stay safe and take care,  
Caledonia Food Coop Board

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### The Market Study is Solid

The market study is solid, and predicts that we have every chance of creating a successful Co-op. Every aspect of the study was gone over in detail by the Co-op board, and our very talented and experienced consultant Minty Conant. All assumptions were challenged, all numbers examined. As board member Rick Witt said, "We don't want to hear good news, we want real news." At the end of the day, it was determined that study was solid and all the numbers made sense.

### On to Stage 3: Planning



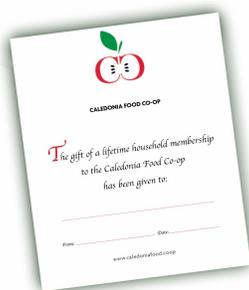
We have engaged Don Moffit to help us develop our financial pro forma. Don Moffit is the go-to guy that all local co-ops have used to analyze financial feasibility, advise on new store development, and generally make sure that our Co-op will be financially successful. A financial pro forma is an effort to list and understand the expected revenues and costs a new business will experience throughout its start-up period. It is also a necessary document to attract investors.

During our first meeting with Don, he emphasized the evolving nature of the document, and stressed that we will work on it together for a year or more, sharpening pencils and thinking hard about how to build a business with a viable bottom line. The ultimate goal of the pro forma is a map of the Co-op's initial years, where the only surprises in costs and sales are on the positive side.

## 2nd USDA Rural Business Development Grant

On March 9th, the St. Johnsbury Selectboard unanimously approved a resolution to partner with the Caledonia Food Co-op to apply for a second USDA Rural Business Development Grant. Shout out to Assistant Town Manager Joe Kasprzak for his hard work and consistent support in grant applications.

[The Caledonia Food Co-op](#)



## Give the Gift of a Co-op Membership-Ownership

Help the Caledonia Food Co-op gain momentum!

### A Meaningful Present for Employees and Friends

A memorable and lasting gift for businesses looking to offer a perk to their employees, or for friends looking to introduce others to our Co-op.

### It Never Expires

If you give the gift of a \$100 lifetime Co-op membership, you enable an entire household to join as founding members - forever. Your generosity will help make this dream a reality and bring others into the project.

### If You Would Like to Give the Gift of a Co-op Member-Ownership:

- Fill out the online application [HERE](#) or print application [HERE](#).
- Go online and fill in your name and the name of your gift recipient in the "ship to" field.
- Contact [office@caledoniafood.coop](mailto:office@caledoniafood.coop) to receive an official Caledonia Food Co-op gift card to present to the recipient of your kindness.

[The Caledonia Food Co-op](#)

## 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](#).*

**[Visit our Facebook Page](#)**