



Caledonia Food Co-op Newsletter

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“Why I became a Founding Member” Survey Results

“I think a steady market in
locally grown food
only makes sense..”

“I would like to see staff being paid a
livable wage with benefits..”

“I can’t wait to shop!”

“I would be happy to volunteer”

“I am interested in getting involved”

We were thrilled that 61% of our email list opened the survey, and 146 people responded to the questions about what motivated them to become Founding Members. For those of us who thrive in the “email communications universe,” a response rate of 20% is terrific. We had three times that number! We also received 45 comments and questions. Clearly, our Founding Members are motivated to share their thoughts and ideas AND they are excited to help with new member recruitment, planning, and fundraising.

Survey Highlights



- *How much was your decision to become a Founding Member motivated by a desire to invest in the local community?* **91% Important or very important**
- *How important is the need for more locally-sourced grocery and organic options in our area?* **96% Important or very important**
- *How important was the co-operative business model in your decision to become a Founding Member?* **63% Important or very important**
- *To what extent do you see your Founding Membership as an investment?* **62% Important or very important**
- *To what extent are you concerned with the long-term effect of social or environmental factors in relation to the nation's food supply chain?* **91% Important or very important**

Additionally

“Having a NEARBY quality food co-op
is of great importance to us”

“You have my wholehearted support”

“Our community needs this!”

“Looking forward to seeing
this become a reality”

“Very excited by the chance of having a local co-op”

“I plan to make membership gifts to a few people!”

- 41% want to refer a potential new Founding Member
- 27% want to assist the board with the recruitment of new Founding Members
- 30% want to help with planning, fundraising, and grant writing
- 38% of our Founding Members heard about the opportunity from a friend.

Thanks for helping us spread the word!

This is YOUR Co-op. Thank you to everyone who participated! We will continue to survey our members regularly; your voice will help guide our planning and priorities.

Valentine's Day Drawing



Caledonia Food Co-op



Become a member, or give a membership
before Feb 14th and
you will be entered to win
“The Sweetheart Collection” chocolate from
Burk Mountain Confectionery
(value \$27)

www.caledoniafood.coop

Valentine’s day countdown! Become a new Founding Member, or give a founding membership as a gift between now and February 14th and you will be entered into a drawing to receive a delightful treat from [Burke Mountain Confectionery](#)!

Testimonials - Send Us Yours!

Caledonia Food Co-op

Northeast Kingdom Vineyards

Nicole & Darren Hill
Founding Members

#372

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WON'T YOU JOIN US AND BECOME A FOUNDING MEMBER?

“We are excited to support a co-op that will sell local goods in one convenient location. A place that brings a sense of shared community and will support the goal of improving life here in the NEK. As we raise our 9th generation of Vermont children, it is reassuring to know we will have access to food and goods that support both a healthy lifestyle and well-being, which makes Vermont such a great place to live!”

-Nicole & Darren Hill of Northeast Kingdom Vineyards, St. Johnsbury

Send us your testimonial, along with a photo to: office@caledoniafood.coop. We will share it on social media, and once a month we will pick one to go in the newsletter. **Include your name, where you live, and what motivated you to become a Founding Member.**

Vermont Digger Article



This article brought visibility to the Co-op and across the state, and people outside our region contacted us to join us in our efforts. The article reports on our history, our partnership with the town of St Johnsbury, and our current search for a site. Read article [HERE](#).

What distinguishes a Co-op from other businesses? (video)

Watch video [HERE](#).

Visit our Facebook Page

Visit our Instagram 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.

Email us at office@caledoniafood.coop

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