

Caledonia Food Co-op Newsletter

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Board Member Challenge: 7 Board Members x 5 New Founding Members = Success!



The seven Board members of Caledonia Co-op have a November Challenge: each of us has committed to signing up five new Founding Members during the month of November. Will we succeed?

YOU can help your favorite board member by referring someone to them (The score for each of the seven Board members is: 3, 2, 3, 4, 3, 5, 0). We know...the suspense is killing us all: Who is ahead and who are the slackers? Will we make it? And who is the overachiever who *already* has recruited 5 new members? Find out the exciting results, stay tuned to social media and check out our next newsletter.

Eric Discusses the Co-op!



Listen to an interview with Eric Skovsted, Caledonia Food Co-op Chair of the Board of Directors on Magic 97.7 FM, November 20, 2020 [HERE](#).

Testimonials - Send Us Yours!



This month's testimonial comes from Cathie and Israel Helfand of Cabot. Pictured is Israel with his daughter-in-law Anna; he takes apple sauce on he latka, she takes sour cream.

"Co-ops have the best food. They also have food that other places do not have, like ethnic foods. As a kid, I ate what many today would say is weird food. Like whitefish salad, herring, sabel...that stuff was standard Sunday morning fare with bagels, challah and scallion cream cheese. Just one example of why I welcome a co-op. We belong to the Littleton one but it is far enough away that I am not a regular. St. J...AWESOME!"

-Israel and Cathie Helfand, Cabot

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.**

Neighboring Food Co-op Association (NFCA)



We are now members of the NFCA, an organization that facilitates monthly meetings for co-ops. This week, board members Margaret Healey and Eric Skovsted joined a dozen or so other start-up food co-ops to talk shop and hear about how others overcame obstacles. The sharing and support were heartening, and it confirmed we are in a good place.

USDA Rural Development 2020 Grant Update



Board Members Eric Skovsted and Rick Witt are working with St. Johnsbury Assistant Town Manager Joe Kasprzak to complete contracts for outside consultants. These consultants will study real estate opportunities in St. Johnsbury and find the funding sources that will allow us to purchase or lease a site. We have also completed the final reporting for our 2019 USDA Rural Development Grant.

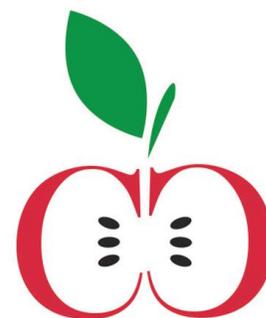
It is incredible to think that in 2019 when we went before the St. Johnsbury Select Board to ask for assistance getting a grant for a co-op feasibility and market study, we didn't have a single member. Now we have 350 and counting!

We Are Grateful For You, Our Founding Members

Have a safe and joyful Thanksgiving!
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](#)

Give the gift of a Caledonia Food Co-op Founding Membership
Your gift helps us to move closer to opening a new food cooperative in St. Johnsbury.

A beautiful gift for that special someone, your family, and your whole community.

Membership is ownership. A Founding Membership is \$100, and gives you and your household a share in the ownership of the Caledonia Food Co-op.

www.caledoniafood.coop

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](#).
- The name of your gift recipient in the “ship to” field.
- We will send the recipient an email welcoming them and let them know you have given them the gift of a household Founding Membership to the Co-op.

[The Caledonia Food Co-op](#)

[Visit our Facebook Page](#)

[Visit our Instagram Page](#)

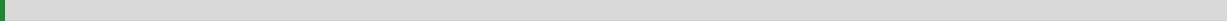
[Become a Founding Member HERE](#)

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.

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



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