

LIVING NATURALLY

HEART OF THE CO-OP



# SERVICE IS THE HEART OF THE CO-OP



Not all strip malls have hosted cookie-cutter retailers and pizza joints. Colonial Ridge Shopping Center in Burnsville once accommodated a bright, young cooperative business where volunteers took turns running the register and teaching others how to bake with whole grains. It was a community endeavor built on service.

Around the mid-'80s, a family of three became member-volunteers of Valley Community Food Co-op. Richard Ellsworth, his wife Camilla and their son Jeff supported the place where they could buy fresh, wholesome, local food by volunteering to serve. All three remember the night the storefront in that strip mall burned down.

Richard served as board treasurer for 27 years. Back in 1989, after the fire, he helped guide the co-op when it returned to business as Valley Natural Foods with a new equity structure. It's the same structure in place today. Instead of volunteering, each owner purchases four shares of stock. This provided the means for the co-op to relocate and re-open after the fire.

Since that time, Richard has shared his skills with the co-op through four major expansions, including the purchase of the property on County Road 11 where the store currently sits. He and his wife still shop as owners, and their son works for Valley Natural Foods. His family's service is but one story among those of nearly 12,000 owners.

Now, in 2018, it is time to reach another milestone. The store's latest expansion in its 40-plus-year history will provide more options for a healthier community. The co-op that serves its ownership is also served by its owners. Service is the heart of the co-op.

## HEART OF THE CO-OP DEALS

In February, the co-op honors its owners with a month-long celebration. We'll have special deals for owners throughout the month.

### 5% Tuesdays

Owners get 5% off their purchase each Tuesday in February.\*

### Thankful Thursdays

Each Thursday in February enjoy food samplings from local vendors at our demo kiosk, get recipe ideas and more!

### Weekly Drawings

Owners can enter for a chance to win a gift card and other great prizes each week.

### Owner's Drink Special

Save 50% on a 16 oz. iced or hot mocha from our Juice and Java Bar.

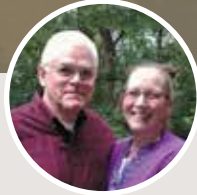
Sign-up on our website to receive our weekly newsletter for updates on specials and events. Visit: [www.valleynaturalfoods.com](http://www.valleynaturalfoods.com) for more information.

\*Offer applies before tax. Limit one 5% discount per owner each Tuesday. You may combine your regular monthly 5% discount once with a 5% Tuesday discount. The discount cannot be used toward purchasing gift cards, classes or owner shares. Valid only on Tuesdays in February 2018.



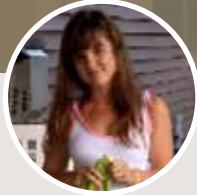
# OWNERS LOVE VALLEY NATURAL FOODS

Valley Natural Foods conveys value to different people for different reasons. Some owners have championed the co-op for decades, growing up in a family of co-op shoppers. Others have made lifestyle choices that brought them to the store in search of solutions. We talked to some of our owners to understand why Valley Natural Foods is a special place.



## STEVE AND KELLY CASSITY

- Steve committed to his involvement in the co-op after his wife decided it was in the family's best interest to shop at the co-op.
- They know who raised the meat they buy and eat from the co-op.
- As a former board member, Steve was instrumental in getting the co-op to develop new innovations, such as creating a fresh meat program.
- Kelly likes that Valley Natural Foods feels like a big family.



## JESSICA NALLICK

- She discovered the co-op when she began researching health issues and making lifestyle changes.
- The co-op offers her discounts as an owner, which helps with the cost of the food she buys.
- Because of the healthy food she can buy at the co-op, she helped her husband quit smoking and eating processed food.
- As with many other co-op families, Jessica is raising her son on food from the co-op.
- From the moment she steps into the store with her family, she knows she's in a healthy place.



## JILL WEBSTER

- As one of the first board presidents and the co-op's deli manager, she has had a passion for Valley Natural Foods spanning 40 years.
- Early on she and others talked about creating a deli at Valley Natural Foods. In 2001, that dream became a reality.
- She's excited about the expansion because it will increase what makes the co-op deli a special place.
- She looks forward to more culturally diverse offerings, expanded options, and a reconfigured workspace for the kitchen.
- Valley Natural Foods is a special place because of how it takes care of its employees, as well as its owners and shoppers.



# INVEST WHERE YOU LOVE TO SHOP

In 1977, a group of passionate parents started the cooperative idea that became Valley Natural Foods. They envisioned a place where they could buy fresh, wholesome food with less packaging. Good for their kids; good for the environment.

Organizers became owners and a cooperative store became a community icon of health. More than 40 years of growth has been made possible thanks to passion, service and investment. Now, the co-op is ready to expand again in order to better serve those who love to shop here.

An important principle of cooperation is Owner Economic Participation. To expand, the co-op seeks to raise \$1 million in unsecured subordinated owner loans and capital stock investment. This will allow us to retire existing debt and ensure we have the resources necessary for breaking ground on the expansion this spring.

## Owner investment will be available in two forms:

- Owner Loans:** The minimum owner loan amount will be \$2,000. The rate of return increases with the amount of the loan. The maximum rate is anticipated to be 4%. Lenders of amounts less than \$10,000 may, at their option, choose a rate less than stated here. Interest rates for loans are simple interest accrued annually.
- Class C Stock:** With a par value of \$100 per share, the annual return rate will be 4%, though the rate of return and approval of a dividend is contingent upon approval from the Valley Natural Foods Board of Directors.

OWNER LOANS	TERM	
	5 YEARS	7 YEARS
\$2,000-\$9,999	3.00%	3.25%
\$10,000-\$19,999	3.25%	3.50%
\$20,000-\$49,999	3.50%	3.75%
\$50,000-over	3.75%	4.00%
<b>CLASS C STOCK</b>	<b>\$100 per share</b>	

For more information on investing in Valley Natural Foods, please contact:  
 Jill Gruba, Capital Campaign Coordinator at 952 891 1212 ext. 254 or [jgruba@valleynaturalfoods.com](mailto:jgruba@valleynaturalfoods.com)

*Must be an owner of Valley Natural Foods and a resident of Minnesota in order to invest.*

# CHOCOLATE STRAWBERRY RICOTTA TRIFLE

**SERVES:**

4-6

**PREP TIME:**

10 minutes

**COOK TIME:**

4 hours 10 min.



## INGREDIENTS

8 ounces heavy whipping cream

15 ounces whole-milk ricotta cheese

½ cup coconut palm sugar

1.2 ounces freeze-dried strawberries

12 ounces chocolate sandwich cookies, crushed

2 cups fresh strawberries, diced

## DIRECTIONS

Place cream, ricotta cheese, coconut palm sugar and freeze-dried strawberries in a blender or food processor and blend on high, scraping down the sides until all ingredients are incorporated. Pour into a bowl, cover and refrigerate for at least 4 hours. Distribute half of the cookie mixture between 4-6 individual serving dishes. Then distribute half of the strawberry cream mixture between the 4-6 serving dishes. Top with fresh strawberries. Repeat steps 3-5 and enjoy cold.

Garnish with fresh strawberries and chocolate sandwich cookie crumbs.



### STORE HOURS

Monday–Thursday: 8 a.m.–9 p.m.

Friday & Saturday: 8 a.m.–8 p.m.

Sunday: 10 a.m.–8 p.m.

### JAVA DRIVE HOURS

Monday–Saturday: 6:30 a.m.–8 p.m.

Sunday: 9 a.m.–8 p.m.

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