

ROOTSTOCK

the official newsletter of the BELFAST CO-OP

www.belfast.coop

Co-op Changes

As I sit down to write this report there is a chill in the air and the leaves outside are changing. Autumn is a pretty amazing time to live in Maine. Here we get to experience the world transforming around us, from summer green to a fiery palette of reds and oranges. For Northeasterners, this season is an important reminder that we are in a constant state of flux, that time passes whether we want it to or not, and that change is necessary for us to stay vital and healthy. The same could be said of our co-op. We are in an ongoing state of continual improvement, physically and operationally, to better serve our owners and achieve more of our ends. If we were to stagnate in working towards those ends, we would be doing a disservice to our owners and to those that have worked so hard and sacrificed so much to make the Belfast Co-op what it is today. From the outside it may seem like many of the changes made in the past year were superficial, but for every cosmetic change we made to the Co-op, there were just as many substantive behind-the-scenes changes to how we manage, organize, and govern ourselves. From the operations level to the board level, your co-op has taken a hard look at itself and made necessary, yet sometimes difficult, decisions about who we are and who we want to be.

I have never been a proponent of unnecessary changes being made merely for the act of making changes. Neither, though, have I shied away from making deliberate changes for fear of losing what I am comfortable with. I believe in striving to be the best you can be, personally and professionally, and I believe that our co-op is better and will continue to be better if we evolve together towards our ends. What does it mean to have a thriving, just, and sustainable local food economy or to be a source of healthy, affordable food? What part do you play in realizing those ends? What does progress toward our ends look like? I am fully confident that all we have accomplished in the past year and all that we will be accomplishing in the next few years is in the service of bettering our relationship with our owners and helping all of us figure out where we fit in this cooperative democracy. It will take courage at every level of our organization, from consumers to directors,



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123 HIGH STREET

BELFAST, ME

207.338.2532

7:30AM-8:00PM



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CONSUMER RECYCLED PAPER BY

to meet the challenges of the future and create a co-op that will be able to meet the needs of our community for the next 40 years. to manage this great store and to serve as a co-op leader in this exceptional community.

As I finish out my first year serving as the General Manager of the Belfast Co-op, I have been reflecting on the transformation in my own life that has taken place over the past year. My wife and I brought our daughter into the world in May just as I was sinking my teeth into preparing for the summer season. I traveled across the country meeting with other new and aspiring General Managers as part of my National Coop Grocers Consumer Cooperative Management Intensive and I built strong bonds at home with my fellow Maine co-op General Managers. I learned a great deal about myself and about the kind of leader I want to be. I learned a great deal about my management team and the dedicated workers that keep our cooperative running. Thank you all for the opportunity.



for the next
BOARD OF DIRECTORS *meetings*

November 17
December 22

GENERAL MANAGER

Doug Johnson

BOARD OF DIRECTORS

Ron Braybrook, president
Alessandra Martinelli, vice president
Zafra Whitcomb
Andrew Watkins
Lindsey Schortz
Bindy Pendleton
Betsy Garrold
Patti LeClair
Justin Howard, staff rep.

BOARD COMMITTEES

Finance Committee
boardfinance@belfast.coop
Membership Committee
boardmembership@belfast.coop
Board Development Committee
boarddevelopment@belfast.coop
Elections and Nominations Committee
boardelections@belfast.coop
Annual Meeting Committee
Ad hoc
Public Interaction Committee
Ad hoc
Bylaws Committee
Ad hoc



GLOBAL ENDS STATEMENT

**The Belfast Co-op exists so that our member-owners
and our community will have:**

A thriving, just, and sustainable local food economy

A source of healthy, affordable food

An efficiently managed, democratically governed cooperative retail store

A greater understanding of health, food systems, and economic & environmental sustainability

An invested, engaged, and empowered staff that thrive in a safe, respectful, inclusive, and equitable workplace.



LoyaltyBot™

*Out With the Old,
In With the New
by Heather Q.
Belfast Co-op Worker-Owner*

We are happy to announce the Belfast Co-op has launched a new e-newsletter service called LoyaltyBot!

While our old e-newsletter system was good, this new system is worlds better. It is built into our register and ownership system, allowing us to offer special benefits to you, our Owners. Loyaltybot isn't simply an e-newsletter system. It also allows us to offer some amazing new deals. In addition, it costs slightly less than our old system. More features for less money, how great is that?

When you are on our email list, you can look forward to receiving news about our current sales, deals and events that we are hosting at the store and around town. You will also be able to share event and sale announcements with an easy link to Facebook and other social platforms - Spreading the word about the Belfast Co-op and your participation, ownership and support of our unique store.

Additionally, as Owners, you may also get personalized e-coupons - These coupons will auto-magically show up at the register when

you give the cashier your member-owner number - No need to print or save anything!

Looking to the future, you might also see us offering e-punchcards - a virtual "by 10, get 1 free" coffee card, for example. No longer will you be tied to tattered punch cards that you lose when you only need one more punch!

If you were an Owner on our mailing list before, you may have already received an email asking if you would like to opt-in to the new system - We hope you did! If you didn't get your invitation or want to sign-up anew, ask a cashier or at Customer Service to be added.

As firm believers in privacy and low-impact technology; we promise never to share your information with anyone else, not to spam you with too many announcements, and we always welcome feedback on how we're doing!

**IF YOU DID NOT GET AN OPT-IN EMAIL
FROM US, BUT WANT TO SIGN UP FOR
LOYALTYBOT E-NEWSLETTERS AND
PROMOTIONS, YOU CAN SIGN UP AT
THE REGISTERS!**



LET'S TALK TURKEY

New this year, all Thanksgiving turkeys will be available in-store!

No pre-order necessary!

PLAINVILLE

Natural • \$3.29/lb

10-26lbs

Organic • \$4.29/lb

12-20lbs

MARY'S FARM TURKEY BREAST

Natural • \$5.99/lb

4 - 12lbs

Organic • \$8.69/lb

4 - 8lbs

STONEWOOD

Natural • \$3.99/lb

8 - 26lbs

TIDE MILL

Organic • \$5.19/lb

8 - 26lbs

MAINELY POULTRY

Natural • \$4.19/lb

8 - 27lbs

• *your co-op is closed thanksgiving day* •

MEMBER-OWNERS
SAVE 10%
ON ALL STORE PURCHASES
(excluding beer, brewing supplies, wine, and periodicals)



ONE TRANSACTION ONLY

WE OWN IT, YOU CAN, TOO!



December 1-7



SNAP/EBT card
participants who sign up
for our program and purchase
local foods will earn bonus local fruits and veggies!
Learn more at:

maineharvestbucks.org/retail



\$50 or more of co-op catering = \$5 off a turkey!

order deadline: November 18th, pick up before 4PM on November 23rd

corn bisque • \$6.99/qt
organic • gluten-free

savory gravy • \$6.99/qt
organic • gluten-free • vegan

roasted fall vegetables • \$12.99/lb
organic • gluten-free • vegan • local

herbed stuffing • \$6.99/lb
organic • vegan • local

cranberry relish • \$10.99/lb
organic • gluten-free • vegan

stuffed honeynut squash • \$8.99/lb
organic • gluten-free • vegan • local

butternut squash puree • \$5.99/lb
organic • gluten-free • vegan • local

twice baked potatoes • \$7.49/lb
organic • gluten-free • local

LET THEM EAT CAKE
10" PIES • \$19.99

pumpkin
local

pecan
local

apple cranberry
local

WILDFLOURS BAKERY
8" GLUTEN-FREE PIES • \$19.99

apple
gluten-free • local

pumpkin
gluten-free • local

blueberry
gluten-free • local

COCONUT COTTAGE BAKERY
ORGANIC ROLLS • \$5.99/dozen

WILDFLOURS BAKERY
GLUTEN-FREE ROLLS • \$7.99/dozen

Order forms can be picked up at the deli counter

BOARD CORNER

by *Justin Howard*
STAFF REPRESENTATIVE

Bylaws - By the By

Your Board of Directors has begun to review our bylaws, with an eye toward what changes and updates may be needed. “What are bylaws?” you may ask, “And why do they need to be changed?” In short, bylaws define the purpose of an organization and the processes by which it is governed. In our case, they are intended to align us with the 7 cooperative principles and our global ends statement (see p. 3).

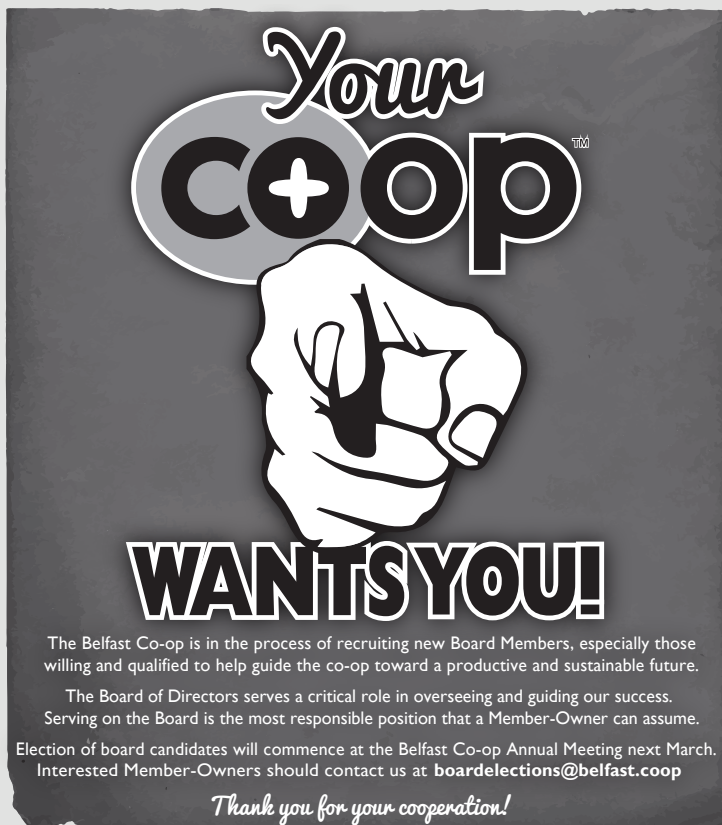
Most of our bylaws were written decades ago, and, like most coops founded in the early days of the global cooperative movement, our market, the size of our membership, and the scale of our operation have increased exponentially since those early days. Bylaws written as long as 40 years ago, intended for an organization of around a hundred member-owners, who didn’t even know

if they’d still be doing this forty years later, simply may not be robust enough for our needs today.

The Bylaws committee will be convening soon to review our bylaws and identify gaps and needs for the future of the coop. After discussion over the course of the next two months, a proposal for changes and updates will be finalized, to be presented to the general membership for comment at the Member Forum in January.

This doesn’t mean you have to wait until then to get involved though! As always, all Board of Directors meetings and committees are open to the public. Interested member-owners can also join one of those committees should they wish. Furthermore the board intends to communicate as much as possible about the process through every means we can – printed materials in-store, our website, etc. We want your involvement and input!

Take a look at our current Bylaws on our website, www.belfast.coop. They can be found on our Board of Directors page, under the Membership tab.



**Your
coop**

WANTS YOU!

The Belfast Co-op is in the process of recruiting new Board Members, especially those willing and qualified to help guide the co-op toward a productive and sustainable future.

The Board of Directors serves a critical role in overseeing and guiding our success. Serving on the Board is the most responsible position that a Member-Owner can assume.

Election of board candidates will commence at the Belfast Co-op Annual Meeting next March. Interested Member-Owners should contact us at boardelections@belfast.coop

Thank you for your cooperation!



JOIN US!
FOR OUR QUARTERLY

BELFAST CO-OP
member-owner

FORUM

JANUARY 11, 6 PM
BELFAST FREE LIBRARY - 106 HIGH STREET

JUST PICKED



HI! MY NAME IS **Alexsis** & I WORK IN
Center Store HERE AT THE CO-OP.

I JUST PICKED **Heritage Store**
Rosewater & Glycerin

BECAUSE It makes my face
feel nice and soft, and it
smells amazing!



November

Belfast Soup Kitchen

December

New Hope for Women

YOUR VOICE counts

Your customer comments and Belfast Co-op Management responses

"Love to see Andrews Northern Brown Beer - would love to see Geoghan's Bangor Brown Beer too!"

Though limited shelf space sometimes dictates our selection, we do carry Andrew's Northern Brown (though it may have been out of stock when you stopped in)! In fact, we now have the Geoghan's Bangor Brown as well!

-Leo
Beer & Wine Buyer

"Please try to maintain a consistent supply of Local, Organic eggs. There are so many other locally available options that are not Organic Valley"

We are at the mercy of the chickens and the time of year! When we receive them we stock them! There are many local egg layers but not as many certified.

-Judith
Center Store Manager

"Can you please carry more local herbalist products from Avena, Herbal Revolution, & Maine Medicinals. They have so much more to offer than on our shelves."

More of these items are coming! We always try to prioritize our local vendors and merchants at any opportunity. Keep an eye out.

-Evans
Center Store Assistant Manager

Fun Fact: Organic Valley is a farmer-owned cooperative! Find a list of local farmers that are suppliers on their website: organicvalley.coop

thank you for your cooperation!

Happy Holidays from your Belfast Co-op!



This year help us bring a little comfort into the homes of our neighbors.

**YOUR DONATIONS WILL BE
MATCHED BY THE BELFAST CO-OP**

*Starting mid-November, purchase a holiday donation basket
which will be distributed to families in need*


NEWCHAPTER®
Winter Wellness Sale!

30% off all New Chapter Products, Nov & Dec



Beer Making Monday!

November 7 - Free Beer-Making 101" demo at Waterfall Arts, Monday, 6-8PM

Join us for Beer Making 101!

Our own Zafra Whitcomb & Leo Coronado will be demonstrating brewing a brown ale, with focus on basic equipment, sanitation, ingredients, and best practices.



Learn to make Kimchi!

December 5 - Kimchi demo at the Belfast Free Library, Monday, 6-8PM

Join our own Stan Belch, Maintenance Manager at the Belfast co-op for a lesson on making your own kimchi and delicious preserved vegetables!

CO-OP CALENDAR

NOVEMBER

Common Cents: Belfast Soup Kitchen

Artist of the month: Bruce Mayo

Tuesdays all month: Senior Discount Day All senior patrons receive 10% off of their purchases

November 7 - **Beer-Making Monday**, brewing demo, Q&A, 6-8pm at Waterfall Arts.

November 18 - **Love Local Day**, featuring Coconut Cottage bakery. 10% off all local products, all day long.

DECEMBER

Common Cents: New Hope for Women

Artist of the month: Kevin Johnson

Tuesdays all month: Senior Discount Day All senior patrons receive 10% off of their purchases

December 5 - **Kimchi**, demonstration from 6-8pm, at the Belfast Free Library.

December 16 - **Love Local Day**, featured vendor TBD. 10% off all local products, all day long.