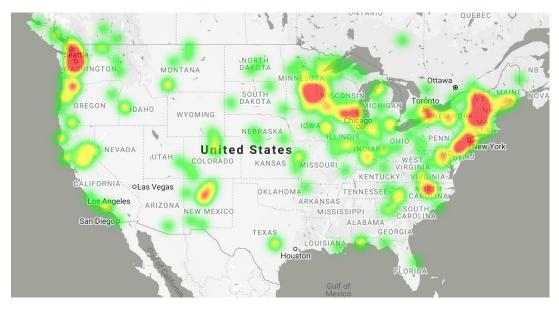


May your dream come true...









Food co-op locations in 2021. Source: Food Co-op Directory www.grocerystory.coop

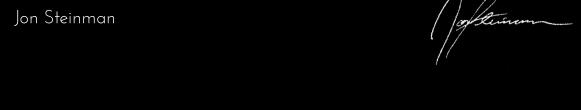


The day after I received my first printed copy of my new book Grocery Story: The Promise of Food Co-ops in the Age of Grocery Giants, I embarked on what was likely the most extensive tour of food co-ops... ever! I left my home of Nelson, British Columbia and headed east to Rochester, NY. From there, I would visit 125 food co-ops with storefronts and 23 startups in various stages of development. Naturally, I took a LOT of photos and this publication is one of the many outcomes of that journey. It's a substantial undertaking to build a community-owned grocery store and THIS COULD BE OURS was conceived as a resource to help inspire and guide your dedication to your community, to foodmakers and to future generations.



A special thank you to Stuart Reid and the Food Co-op Initiative (FCI) for believing in this vision. And a thank you to <u>you</u> for being part of the transformation of the food system through the primary point of convergence where food production meets eaters - the grocery store.

Who Owns Your Grocery Store?







THIS COULD BE OURS (VOL. 1)

PUBLISHER: Grocery Story Press www.grocerystory.coop

PUBLICATION PARTNER: Food Co-op Initiative (FCI) www.fci.coop

CREATIVE DIRECTOR, DESIGN AND LAYOUT: Jon Steinman

PHOTOGRAPHY: All photo credits in this publication unless otherwise noted: © Jon Steinman

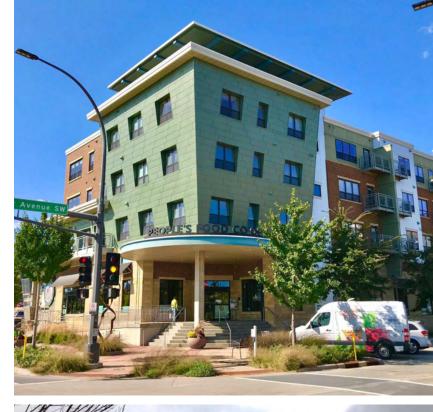
PUBLICATION DATE: June 2021 (Vol. 1)

COVER PHOTO: Pete Eckert | Architect - Vallaster Corl Architects PAGE 2/3 PHOTO: The Food Co-op - Port Townsend, WA





SHAPE and COLOR and SIZE







(Top) People's Food Co-op - Rochester MN; (Middle)
Littleton Food Co-op - Littleton, NH; (Bottom) Seward
Co-op's Friendship store - Minneapolis, MN
OPPOSITE: (Top) Hendersonville Community Co-op Hendersonville, NC [photo submitted]; (Bottom)
Brattleboro Food Co-op - Brattleboro, VT

NOW

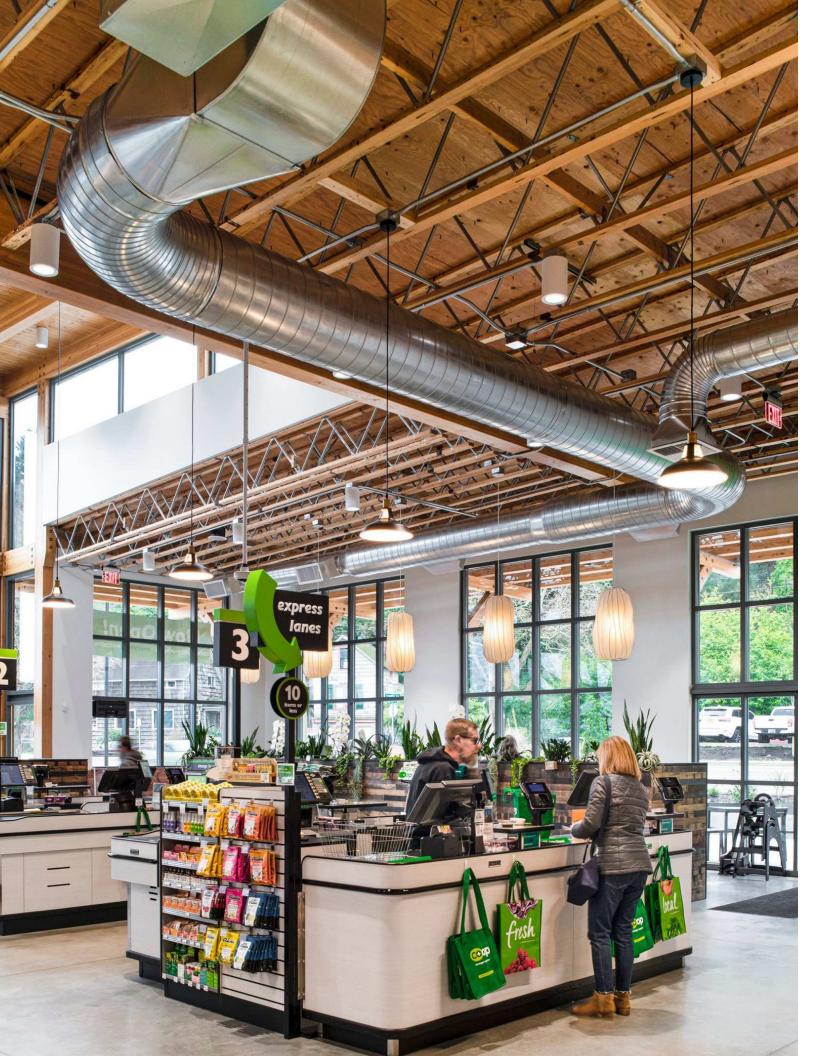


OPEN

The Astoria Co-op (Astoria, OR) formed as a buying club in 1972 and opened its first storefront in 1974. On December 11, 2019, it moved into this new 12,000-square-foot building (pictured here and on the following four pages).

[photo credit Pete Eckert | architect Vallaster Corl Architects]













[photos credit: OPPOSITE Pete Eckert | Bottom Pete Eckert; Top Broken Banjo Photography | architect S|EA]





[photo credit Pete Eckert | architect Vallaster Corl Architects]











The Hendersonville Community Co-op in Hendersonville, North Carolina began as a buying club in 1978 with a group of 15 families who were interested in buying wholesome food at discount prices. Today, the co-op is owned by 3,000 residents. In 2015 the co-op moved into a new 8,000-square-foot location pictured here.

[photos submitted]















(Top to Bottom) Common Market Co-op (Buckeystown Pike) - Frederick, MD; Good Foods Co-op - Lexington, KY [photo Bullhorn Creative]; Whole Foods Co-op (Hillside) - Duluth, MN





(Top to Bottom) Viroqua Food Co-op - Viroqua, WI [photo submitted]; South Philly Food Co-op - Philadelphia, PA [photo submitted]; Moscow Food Co-op - Moscow ID





Co-op Food Stores (Co-op Market) - Hanover, NH [photo submitted]



Community Food Co-op (Downtown) - Bozeman, MT [photo submitted]

small food co-ops





Weavers Way Co-op (Chestnut Hill) - Philadelphia, PA





SOUTH PHILLY FOOD CO-OP EST. Grocery G



SOUTH PHILLY FOOD CO-OP

With only 3,300 sq. ft. of retail space, this new urban food co-op is using small to make a big difference! Doors opened December 23, 2020.







At Weavers Way Co-op's original store in the Mt. Airy neighborhood of Philadelphia, there's no room for shopping carts and barely enough room for baskets. To keep aisles as spacious as possible, shoppers are encouraged to place their basket on the counter and shop *into* the basket rather than hold the basket in the aisles.



small food co-ops

(Middle) Syracuse Cooperative Market - Syracuse, NY; (Bottom left/right) Putney Food Co-op - Putney, VT





What you see is what you get. With the exception of a small seating area in the sunlit area at the back, this is the entire retail space at Muskoka North Good Food Co-op in Huntsville, Ontario.



small food co-ops

Morrisville Food Co-op - Morristown, VT



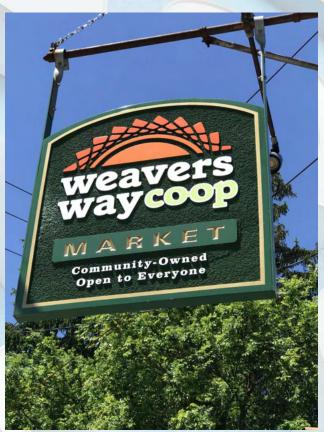






River Valley Co-op - Northampton, MA; Weavers Way Co-op - Philadelphia/Ambler, PA; Portland Food Co-op - Portland, ME; North Country Food Co-op - Plattsburgh, NY; Bluff Country Co-op - Winona, MN; Viroqua Food Co-op - Viroqua, WI







S S N











[photo credit Pete Eckert]













[photo credit top row & bottom right Bullhorn Creative]

upgrades and conversions



Food Co-ops Growing FOOD CO-OPS



THE NEIGHBORING FOOD CO-OP ASSOCIATION

Co-ops Working Together to Grow More Co-ops!

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If 1

"The cooperative model has proven itself as a means through which our most cherished public spaces can be returned to the hands of the people they were meant to benefit.

- Epilogue



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- > Outreach + marketing strategy
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tell your story. build your co-op. run your store.





What's a CO-OP?

The welcoming of a new food coop can be challenged by the community's comprehension of what a 'food co-op' is. To support its arrival into Ambler, Pennsylvania in 2017, Weavers

Way Co-op got straight to the point and included a nonpermanent banner to ease the store's integration into the area.

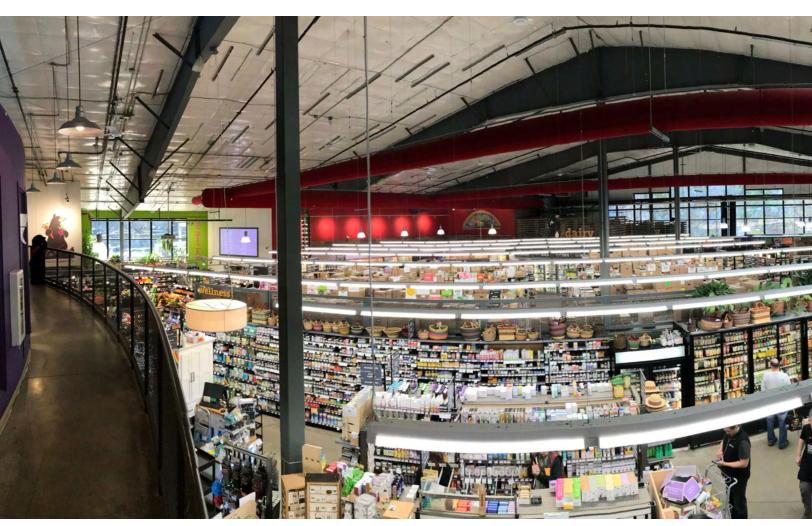
This is Weavers Way's third location.

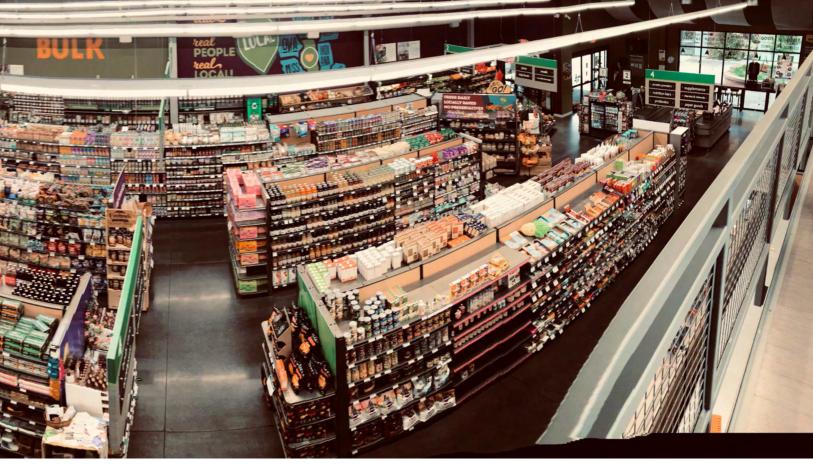


Rising Tide Co-op Damariscotta, ME









Green Top Grocery - Bloomington, IL (opened in 2017)



River Valley Co-op - Northampton, MA (opened in 2008)





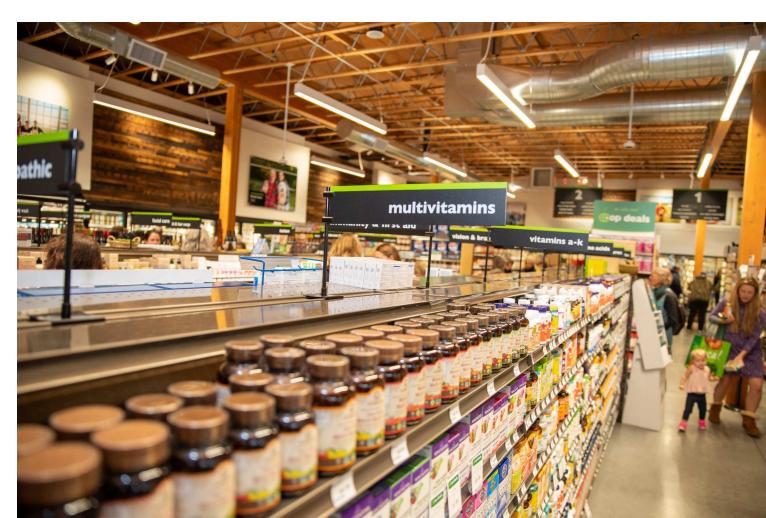


(Top) The Merc Co+op - Kansas City, KS [photo submitted] (Bottom) Whole Foods Co-op (Denfeld) - Duluth MN

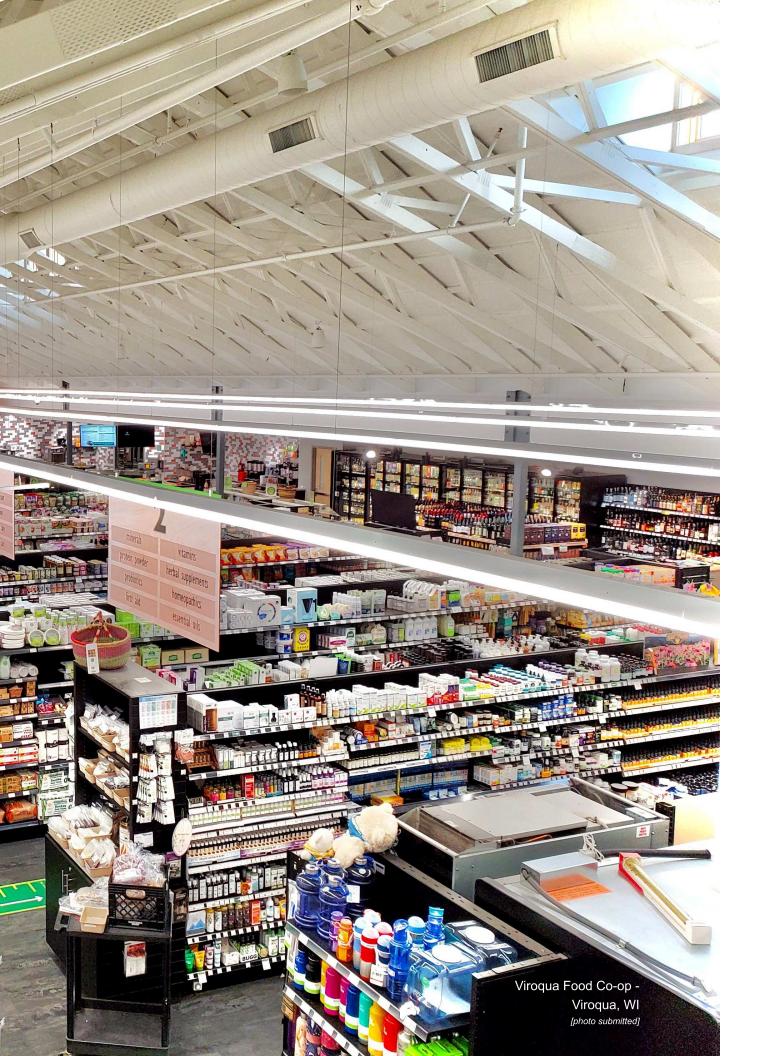




Astoria Co-op - Astoria, OR [photo credit Broken Banjo Photography]







GROCERY STORY

THE PROMISE OF FOOD CO-OPS IN THE AGE OF GROCERY GIANTS JON STEINMAN

PAPERBACK | EBOOK | EPUB AUDIOBOOK

web resources
 *FOOD CO-OP DIRECTORY
 *WHO OWNS YOUR GROCERY STORE?
 *VIDEO GALLERY | *WHY FOOD CO-OPS?
 *PHOTO ALBUMS | *ARTICLES

Schedule author Jon
Steinman for a webinar
or annual meeting
presentation.

Board-staff education
Inspire new members or lenders

THE PROMISE OF FOOD CO-OPS IN THE AGE OF GROCERY GIANTS

Use the book as a reward or incentive for new members, member loan campaigns and fundraising.

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"A great read! Full of energy and eyes-wide-open hope. In an era of extreme economic concentration, Jon Steinman awakens us to elements of an arising democratic economy, hidden in plain sight. Grocery Story is, above all, an empowering tale we need now more than ever."

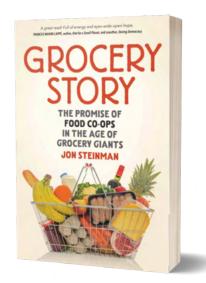
Frances Moore Lappé, Author of Diet for a Small Planet and Daring Democracy

"Grocery Story should be required reading for anyone helping to organize a new food co-op and everyone who cares at all about their food."

Stuart Reid, Executive Director, Food Co-op Initiative (FCI)

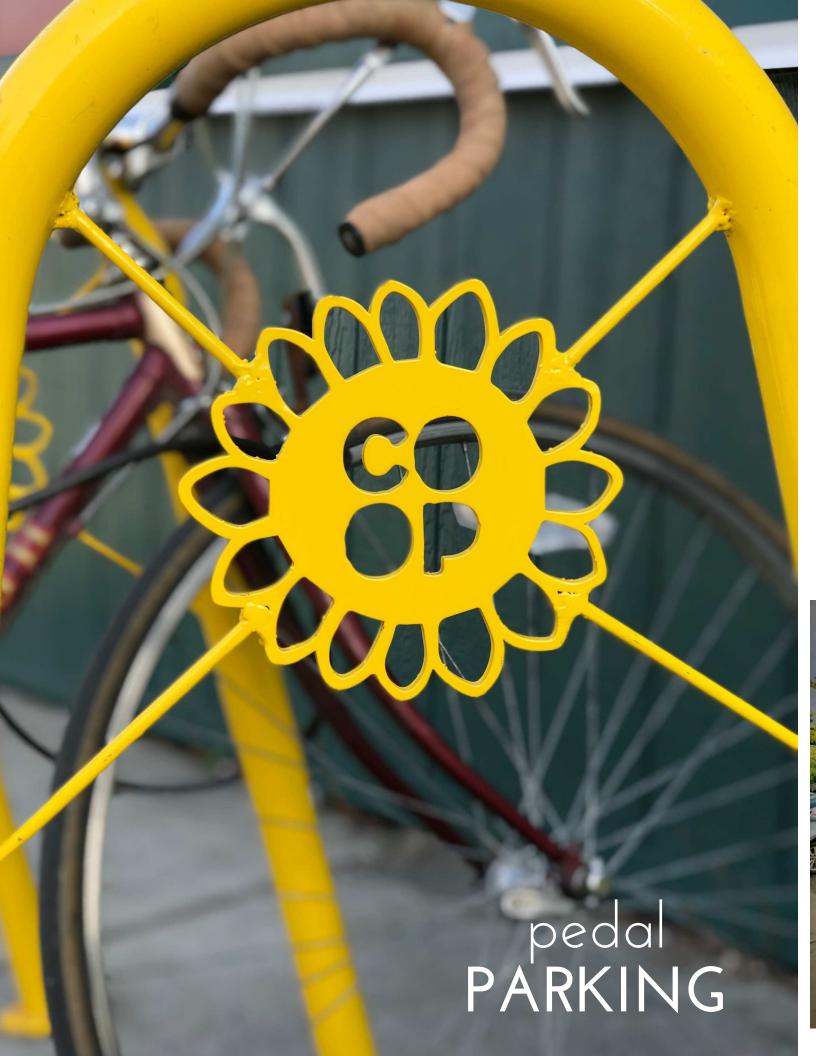
"Steinman skillfully blends the history of food retailing with contemporary examples to explain how cooperative food stores consistently have served as a principled alternative and moderating influence on corporate consolidation of food retailing in North America."

John Ikerd, Professor Emeritus of Agricultural Economics, University of Missouri-Columbia













OPPOSITE Syracuse Cooperative Market - Syracuse, NY;

(Top Left) Moscow Food Co-op - Moscow, ID;

(Top Right) Whole Foods Co-op (Denfeld) - Duluth, MN;

(Bottom) Kootenay Co-op - Nelson, BC









Weavers Way Co-op (Mt. Airy) - Philadelphia, PA

HERITAGE

building s



East Aurora Co-op Market - East Aurora, NY Iphoto credit seven roots1





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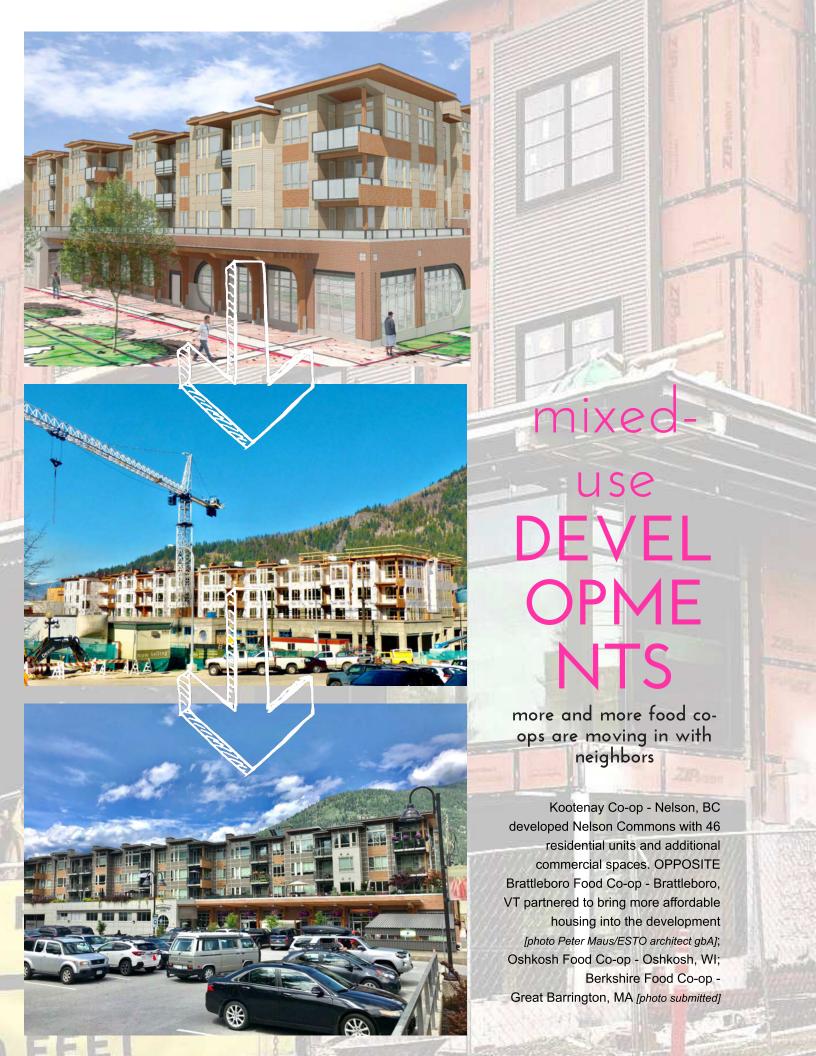








18 EVENT SPONSORSHIPS



















Who Owns Your Grocery Store?







RECYCLE?

UNPACK-ag-ING confusion

Rather than relying on just names, numbers and symbols, Kootenay Co-op gets straight to the point by clarifying the most common disposal questions through the use of the actual packaging.

GRAB& GO











(Top) Berkshire Food Co-op - Great Barrington, MA [photo Bullhorn Creative]; (Middle Left) Viroqua Food Co-op - Viroqua, WI [photo submitted]; (Middle Right) Bisman Community Food Co-op - Bismarck, ND; (Bottom) Kootenay Co-op - Nelson, BC







ROZEN FRUIT Karma Co-op - Toronto, ON



Returnable jars @ Karma Co-op - Toronto, ON

EKC WASTE

BYOC (Bring-your-own-container)



CLEANING Karma Co-op - Toronto, ON



[photo credit Broken Banjo Photography]

Astoria Co-op - Astoria, OR





BREAD & CRACKERS
Karma Co-op - Toronto, ON



KIMCHI Karma Co-op - Toronto, ON



HONEY Karma Co-op - Toronto, ON



KETCHUP & MUSTARD
Mountain Avenue Market - Fort Colllins, CO



HOT SAUCE Mountain Avenue Market - Fort Collins, CO



Karma Co-op - Toronto, ON



PET TREATS
Kootenay Co-op - Nelson, BC



KOMBUCHA & BEER
Whole Foods Co-op - Duluth, MN

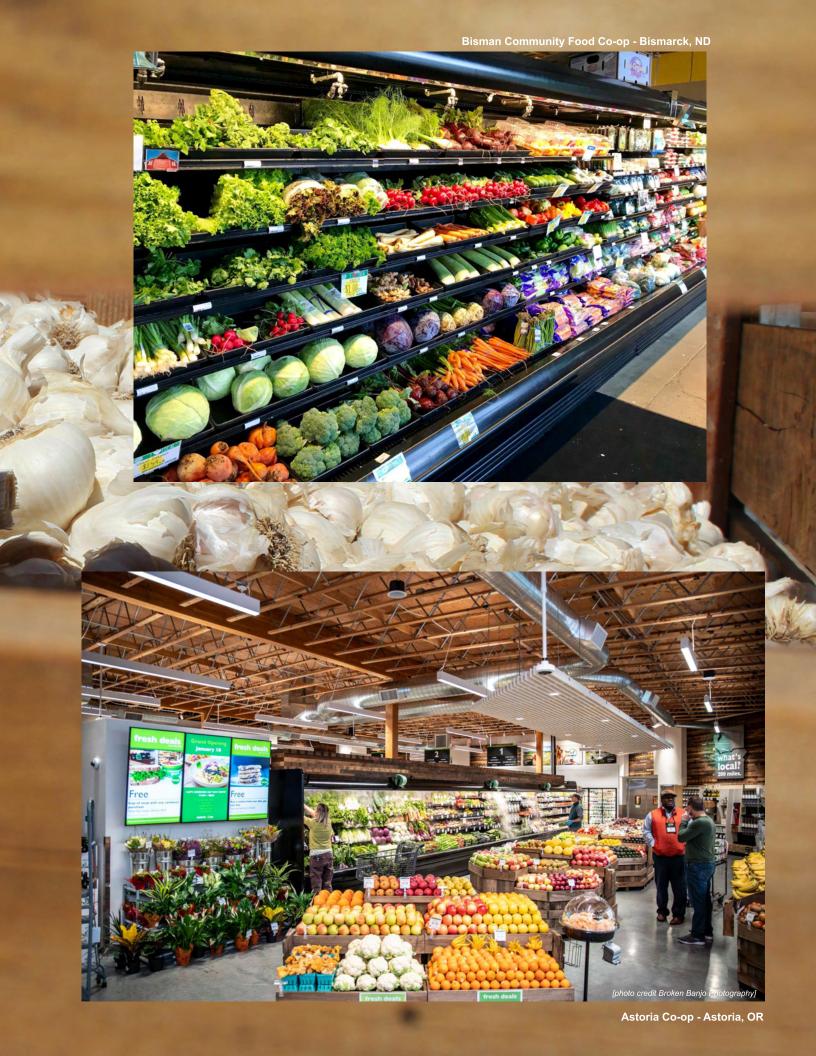
[photo credit Broken Banjo Photography]















Berkshire Food Co-op - Great Barrington, MA; Monadnock Food Coop - Keene, NH; Whole Foods Co-op (Denfeld) - Duluth, MN; Astoria Co-op - Astoria, OR; Viroqua Food Co-op -Viroqua, WI;



nire Fo









Moscow Food Co-op - Moscow, ID



Unfamiliar products can be a barrier to new food co-op shoppers. SLO Food Co-op - San Luis Obispo, CA



Parents can be sure their little ones won't be tempted by sugary treats at this checkout! BriarPatch Co-op - Grass Valley, CA

smart & UNIQUE ideas



Concern for Community @ Muskoka North Good Food Coop - Huntsville, ON



Supporting electric pedal-power @ Kootenay Co-op - Nelson,



Send a Thank You letter to a farmer @ Rising Tide Co-op in Damariscotta, ME



Founding member-owner bricks @ Morrisville Food Co-op - Morristown, VT



Founding member-owner wall @ Fredericksburg Food Co-op - Fredericksburg, VA

Community-O's Grocery Sto Open to All 9am—9pm

AUTOMATIC DOOR



In many areas of the country, the language of "food co-op" is foreign. "Community-Owned Grocery Store" is a great way to ease the arrival of a food co-op. (South Philly Food Co-op)

[photo credit Butterfish Studios]



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Co-op Community Events

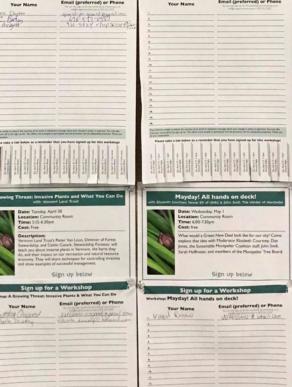
Hunger Mountain Co-op April Events 27 Recycle Right, from Blue Bin to Be with Central VT Solid Waste Mgmt Dist 1-2pm, Community Room - Free! 29 Vermont Grupe Varieties & Organic Wine Tasking with Vermont Fresh Network & Montpeller Vindyards (must be 21+) 5:30–6:30pm, Community Room - \$5:00

Hunger Mount in Co-op April Community Tabling **Table Tomographic Community Tabling** **Table Tomographic Community Tabling** **Table Tomographic Community Tabling** **Table Tomographic Community Tabling** **Table Tomographic Community Table Tomographic Tomographic Tomographic Tomographic Tomographic Tomographic Tomographic Community Table Tomographic Tomogra







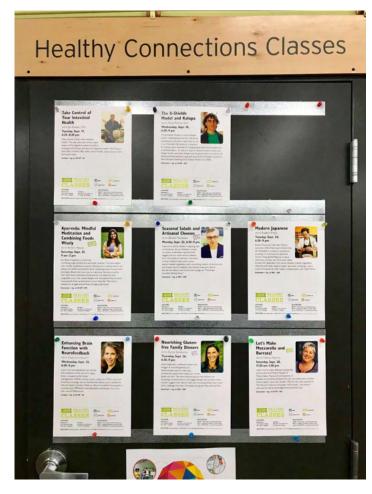


Sign up for a Workshop



Hunger Mountain Co-op -Montpelier, VT





Menomonie Market Food Co-op - Menomonie, WI; Community Food Co-op - Bellingham, WA; Whole Foods Co-op - Erie, PA; The Food Co-op - Port Townsend, WA







Co-op Food Stores - Lebanon, NH



Ashland Food Co-op - Ashland, OR



Whole Foods Co-op - Erie, PA [photo submitted]

Teaching
Kitchens
double as
community
and meeting
rooms and
even café
seating.





(Bottom Left & Right) Green Top Grocery - Bloomington, IL [photo submitted]



Littleton Food Co-op - Littleton, NH [photo Gary Hall]



Common Market Co-op - Frederick, MD



Kootenay Co-op - Nelson, BC

the CUSTOMER SERVICE DESK

LOCAL"? **Nevada County Free** Pyramid Farms 54 miles Range Beef 74 miles 6 miles Little Boy Flowers 10 miles Sweet Roots Farm Filaki Farm Mountain Bounty Farm 5 miles 14 miles 10 miles Super Tuber Farm Mountain Sweet Lazy Valley Ranch 4 miles 14 miles 8 miles Sunrock Farm Poms Away Orchards First Rain Farm 5 miles 4 miles 33 miles Riverhill Farm Back to Basics Wild River Fruit 4 miles 4 miles 30 miles Starbright Acres Johansen Ranch 8 miles Family Farm Blueberry Hill (Penn Valley) 3 miles 4 miles Indian Springs Organic Farm Foothill Fungi 44 miles 8 miles Shared Abundance Farm 20 miles Higareda Family Farm Flying V Farm 37 miles 20 miles Harvest Fields Organic Farm Sierra Gourmet Mushrooms 188 miles 27 miles Pittman Farms Local Yolk 28 miles 194 miles The Natural Trading Co. 25 miles Weimar Farm 14 miles

Downtown Farm 44 miles

JSM Organics 468 miles

Del Real Date Co. 180 miles



BriarPaich

Farm-Direct Relationships















COMMUNICATION















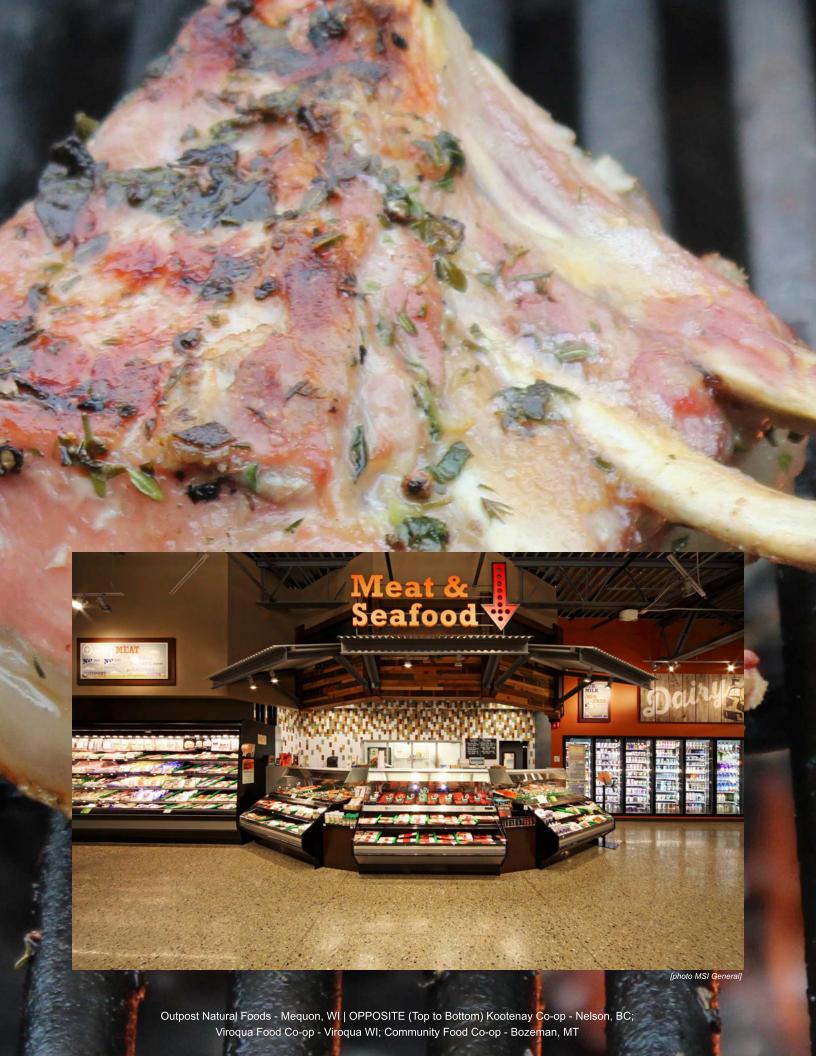


[design by Jenn Kliese]

















VALUES







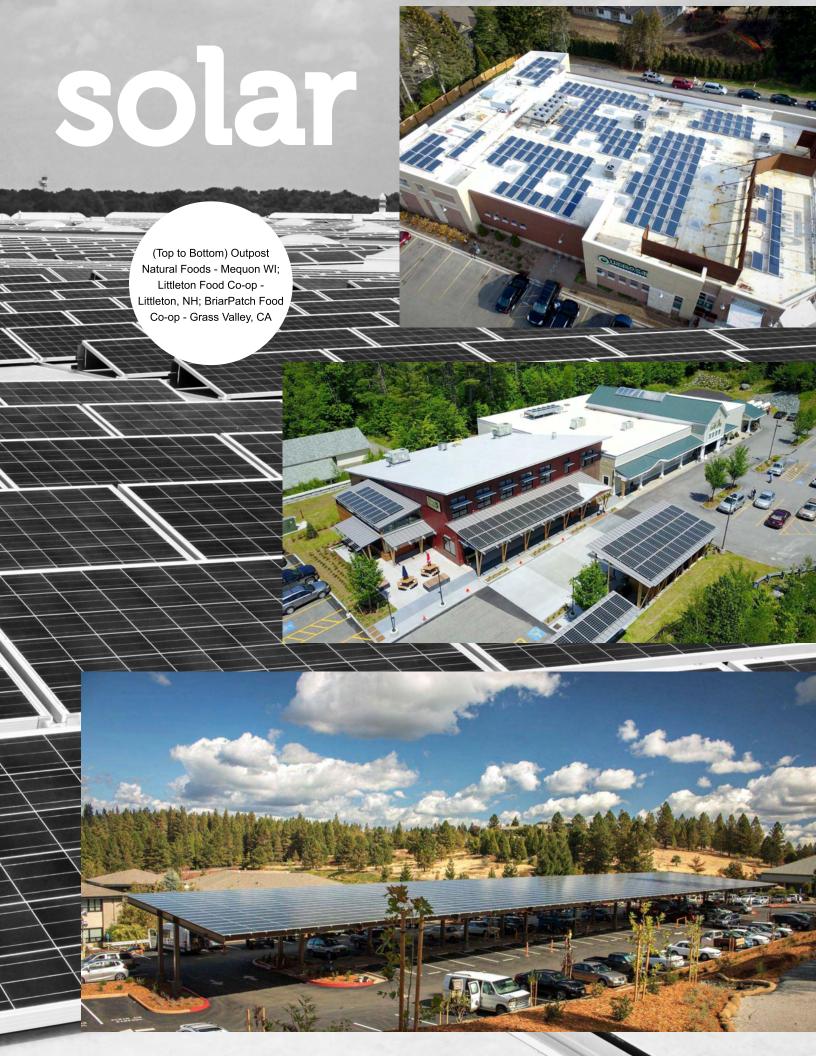


















Good Foods Co-op - Lexington, KY

in-house SHELF TAGS

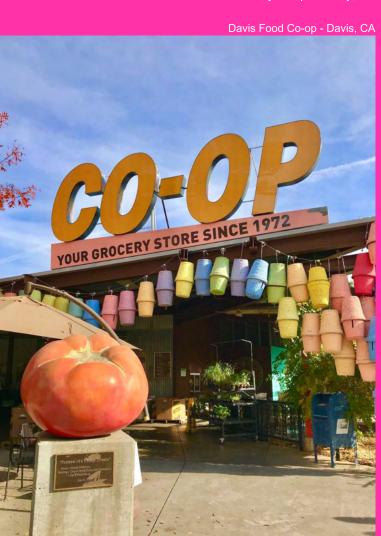


Sacramento Natural Foods
Co-op - Sacramento. CA













Astoria Co-op - Astoria, OR [photo Broken Banjo Photography



Whole Foods Co-op - Erie, PA





FOODMAKER Signage



Mississippi Market Co-op (E. 7th St.) - St. Paul, MN
OPPOSITE PAGE: (Top Left) Whole Foods Co-op - Erie, PA; (Middle Left) Good
Foods Co-op - Lexington KY; (Bottom Left) People's Food Co-op - La Crosse, WI;
(Top Right) Kootenay Co-op - Nelson, BC;
(Bottom Right) Eastside Food Co-op - Minneapolis, MN













CSA PICKUP

Many food co-ops support local farms by offering their stores as distribution locations for Community Supported Agriculture (CSA) subscription programs.



(Top) Green Top Grocery - Bloomington, IL; (Bottom) Whole Foods Co-op - Erie, PA; [background image Broken Banjo Photography]





GCITACION COMMUNITY

Cafés in grocery stores are uniquely CO-OP

The Kootenay Co-op's cafe in Nelson, British
Columbia seats 54 people in a variety of
seating on two levels. The common table seats
10 and was constructed with wood from the
building that was demolished to make way for
the new store.



Co-opportunity Market's second location in Culver City, CA becomes host to a diversity of evening activities - book clubs, board games and good food. (Bottom) Monadnock Food Co-op (Keene, NH)





WARMTH



Outpost Natural Foods built its fourth location in Mequon, WI in 2014.

A separate but joined seating area doubles as a classroom and meeting room.

[photo MSI General]





(Top) Viroqua Food Co-op - Viroqua, WI [photo submitted]; (Bottom Left) Sacramento Natural Foods Co-op - Sacramento, CA [photo submitted]; (Bottom Right) Hendersonville Community Co-op - Hendersonville, NC [photo submitted];





Durham Co-op Market - Durham, NC; Weaver Street Market - Raleigh, NC [photo submitted]; Middlebury Natural Foods Co-op -Middlebury, VT [photo submitted]



gather OUTDOORS





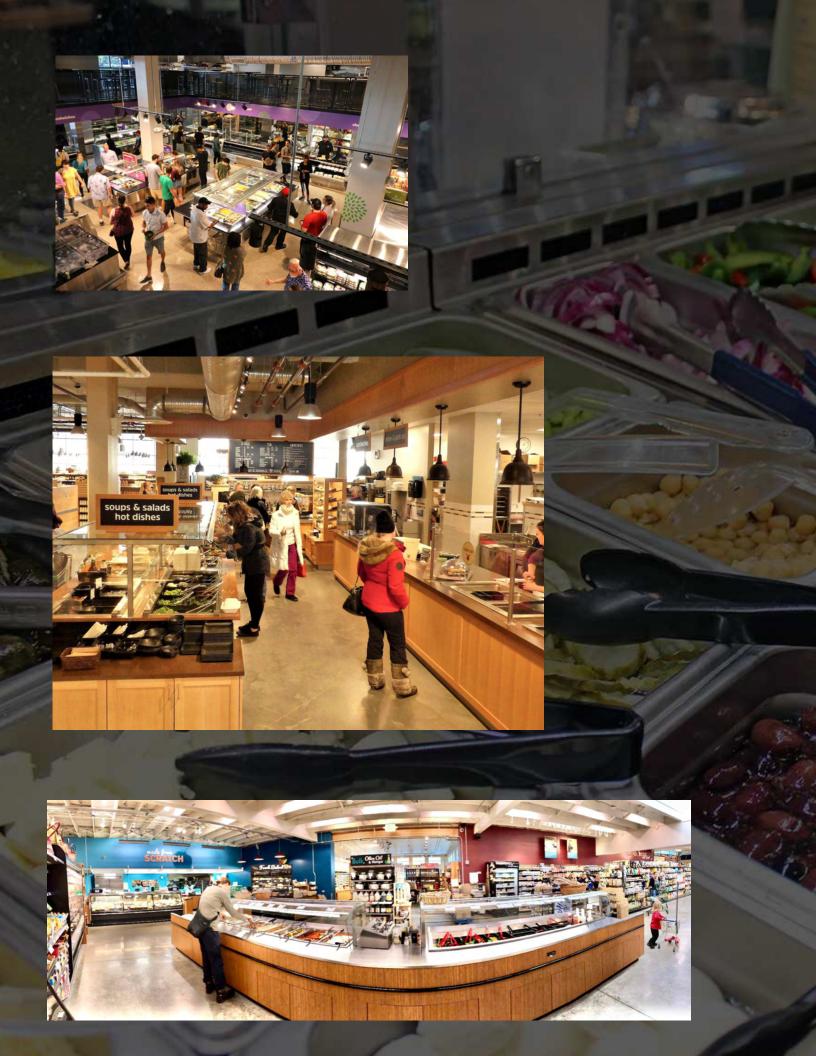
Littleton Food Co-op - Littleton, NH [photo Gary Hall]

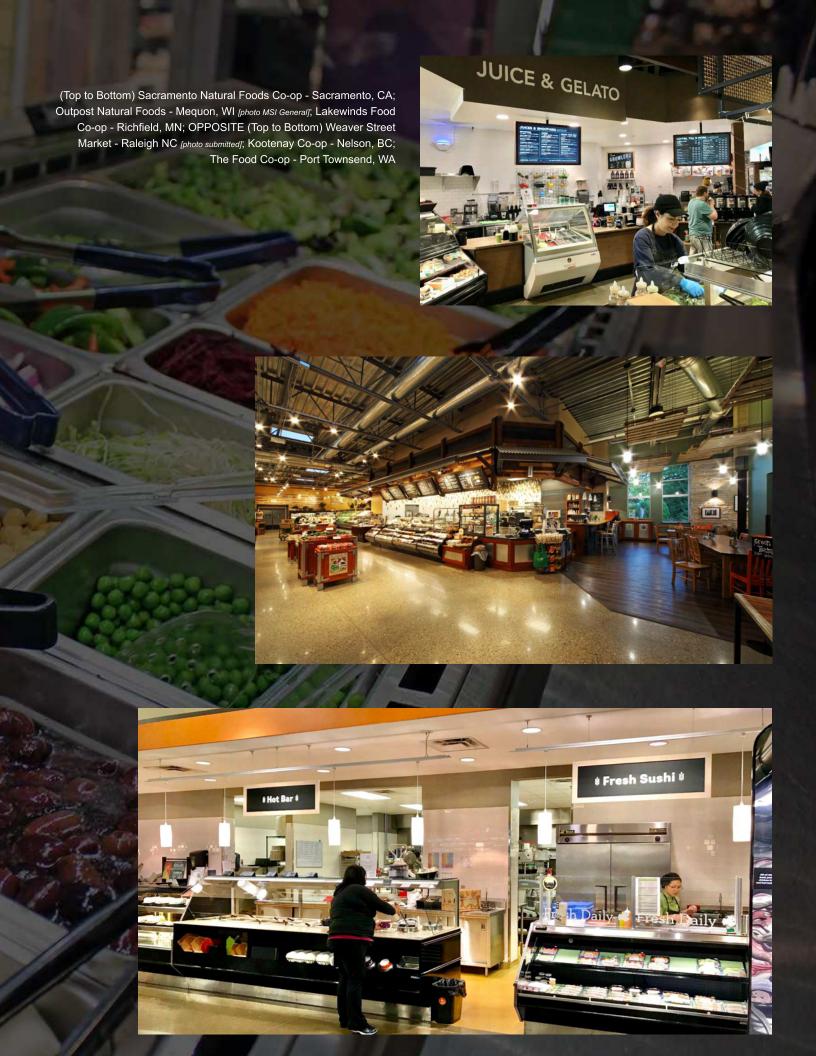


(Top) Sacramento Natural Foods Co-op - Sacramento, CA [photo submitted]; (Bottom) Astoria Co-op - Astoria, OR [photo Broken Banjo Photography]















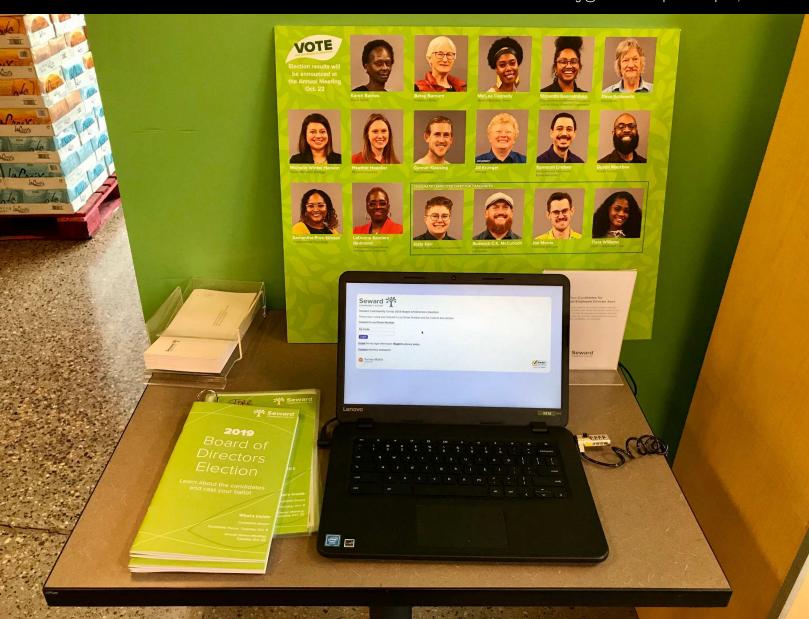




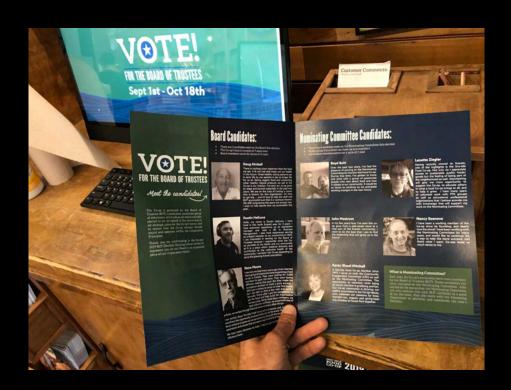


DEMOCRATIC MEMBER CONTROL

In-Store Voting @ Seward Co-op - Minneapolis, MN



PRINCIPLE 2 IN ACTION...









(Top Left) In-Store Voting @ Sno-Isle Food Co-op - Everett, WA; (Top Right) Co-op Food Stores - Lebanon, NH; (Bottom Left) Meet your board signage @ Common Market Co-op - Frederick, MD; (Bottom Right) Green Top Grocery - Bloomington, IL



Bisman Community Food Co-op - Bismarck, ND; The Mustard Seed Co-op - Hamilton, ON





Maple City Market - Goshen, IN; Menomonie Market Food Co-op - Menomonie, WI



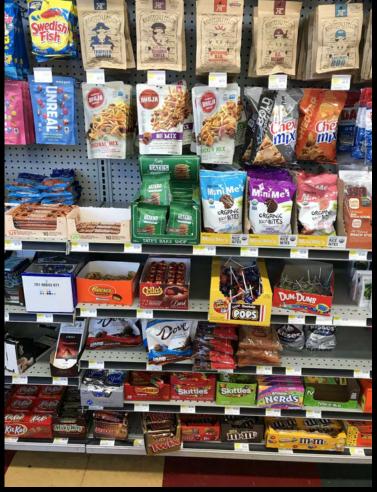


Integration



Food co-ops may choose to serve a wide diversity of product preferences - particularly when the store is the only grocer in the neighborhood. The shelves of these co-ops strategically integrate more familiar conventional brand names with 'better-for-you' and local options. To encourage healthier eating, these co-ops intentionally position 'better-for-you' or local options at eye-level or at easily comparable placements.

OPPOSITE PAGE: Seward Co-op (Friendship store) - Minneapolis, MN RIGHT PAGE: Swarthmore Co-op - Swarthmore, PA



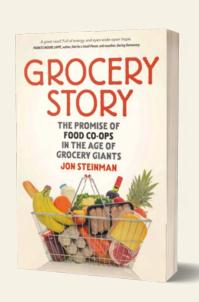


...Integration

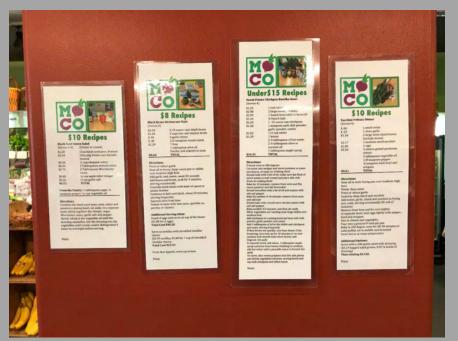




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COOK AT HOME on a budget

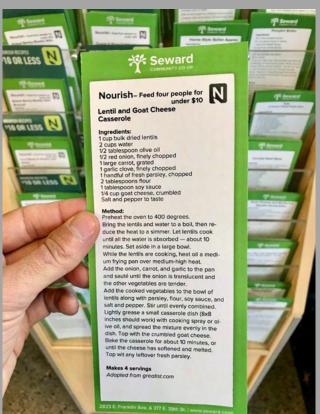


These co-ops inspire their customers with recipes, the shopping list, and the budget, all in one place.

(Top left) Morrisville Food Co-op - Morristown, VT; (Bottom) Seward Co-op - Minneapolis, MN











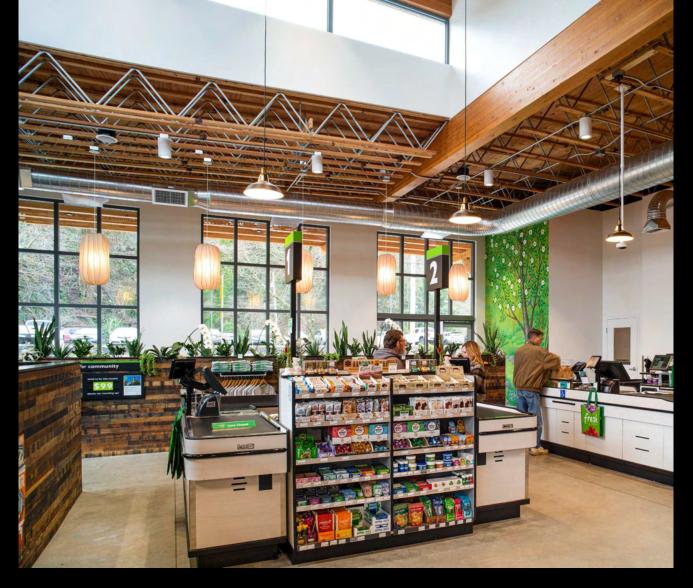




CO-ops

(Top to Bottom) Eastside Food Coop - Minneapolis, MN; Swarthmore Co-op - Swarthmore, PA; Urban Greens Co-op Market -Providence, RI [photo NFCA]





(Top) Astoria Co-op - Astoria, OR [photo Broken Banjo Photography]; (Bottom) South Philly Food Co-op - Philadelphia, PA [photo Albert Yee]











[photo Broken Banjo Photography]



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[photo seven roots]

(Top) Dill Pickle Food Co-op - Chicago, IL; (Middle Left) Astoria Co-op - Astoria, OR; (Middle Right) Weaver Street Market - Raleigh, NC; (Bottom Left) South Philly Food Co-op - Philadelphia, PA; (Bottom Right) Urban Greens Co-op Market - Providence, RI



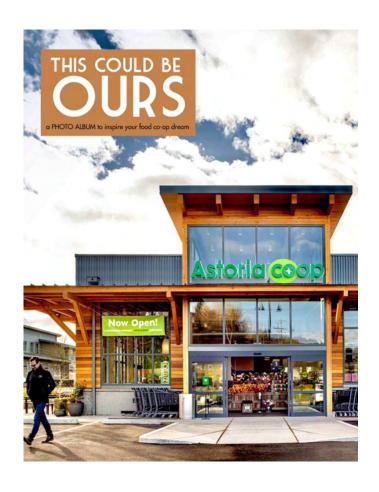
[photo Broken Banjo Photography]



[photo submitted







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THE PROMISE OF FOOD CO-OPS IN THE AGE OF **GROCERY GIANTS** JON STEINMAN

































Building a More Inclusive Economy

NCG helps unify food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and offer more value to food co-op owners and shoppers everywhere. Together, we are building a more inclusive economy.