

Frequently Asked Questions Guide to Equity

What is a Co-op?

Being a cooperative means that the Three Rivers Food Co-op, Inc. is owned by its members. It also means that we follow cooperative principles: open and voluntary membership, democratic member control, education of ourselves and the community, and support of other cooperatives. Co-op members choose the Board of Directors and participate directly through committee and individual work. Although there are benefits to being a member, anyone may shop at our store. Since 1976 our co-op has grown to more than 1600 members, and continues to grow.

Thirty-one years ago a handful of ordinary people got together to start a business that could provide them with the products they needed. The same kind of ordinary people still own the co-op today!

Why Become an Owner?

- Support a locally owned business
- Strengthen the foundation
- Support the highest of standards in natural foods
- Invest in the future
- Special pricing deals
- Own it!

Member Owner Requirements:

- Member Equity of \$200; payable in one \$200 payment or \$25 installments.
- Member equity funds do not accrue interest and are refundable (within 90 days of request). Refunded equity equates to a cancelled membership.
- Member/Owner Dues of \$12.00 are due annually.
- Ownership status includes all persons of the same household. One ownership equals one vote.
- Vote in elections and for special issues
- Participate in owner surveys and questionnaires
- Advertise for your co-op by telling friends and colleagues about the store
- Attend the annual member/owner meeting
- Read the Currents newsletter to stay apprised of happenings in the store

Member Owner Advantages:

- Voting Privileges in Board of Directors elections and special issues
- Receive the monthly sales flyer and Currents newsletter mailed to your home, or choose to have an electronic copy emailed to you.
- Receive coupon booklets from the Co-op Advantage Program mailed to your home.
- Receive a 10% discount on special ordered products in the case quantities.
- Receive special pricing with selected promotions in the store. All promotions for Owners are advertised in Currents, our co-op newsletter.

- More details on reverse -

- Membership Not Required -
- Everyone Welcome -



Go Co-op!

Starting in May and June of 2008 - Owner Advantage Pricing

- An overview of advantage pricing for owners -

Owner Everyday Advantage

Pricing: ****for all equity owners**

(Owner Everyday Advantage pricing will go into effect by June 1, 2008)

- Co-op t-shirts \$14 (shelf price \$18)
- Self dispensed water 35¢ gallon (shelf price 39¢)
- Chico Bags \$4 (shelf price \$5)
- One bag at a time bags \$1.69 (shelf price \$1.99)
- Hot Coffee (decaf and reg) and Hot Tea from the Café save 5% off the shelf price
- Organic apples save 5% off the shelf price
- Organic bananas save 5% off the shelf price

Summary: Owner Everyday Advantage Pricing will apply to a select group of products or services in the store. These products will be priced lower for Owners. The specific products associated with Everyday Advantage pricing may change from time to time, but as a rule of thumb will be offered at the "advertised" price for 90 days. Owner Everyday Advantage pricing will be advertised in Currents and noted on the sales shelf with a special Owner Everyday Advantage sign.

Owner Only Specials:

**for fully invested equity owners

The list below is a demonstration only, the actual Owner Only Specials will be listed in the Currents newsletter for the month they are valid - starting in June 2008

An Example of a month's Owner Specials:

- Co-op sweatshirts save \$5
- Frey Wines save \$2 per bottle
- Organic red cabbage save 10%
- Boars Head sliced turkey save 20%
- Special order 5lb deli salads save 15%

Summary: The specific products associated with Owner Only Specials will change from time to time, as a rule of thumb they will be offered at the "advertised" price for 30 days. Owner Only Specials will be advertised in Currents and noted on the sales shelf with a special Owner Only Special sign.

Owner Appreciation Days:

**for all equity owners

(Owner Everyday Advantage pricing will go into effect by June 1, 2008)

Twice a year we will mail our Owners a voucher to save a percentage on the shopping trip of their choice. The percentage of savings on the voucher will be no less than 3% and no more than 10%, as the budget allows. One voucher will be mailed in June honoring the Grand Opening time of our current store, the second voucher mailed in October to celebrate our Co-op's birthday. Owner Appreciation Vouchers will be valid for 90 days from the mail date.

Owner Bonus Buys:

**for fully invested equity owners

The list below is a demonstration only, the actual Owner Bonus Buys will be listed in the Currents newsletter for the month they are valid - starting in May 2008

An Example of a month's Bonus Buys:

- Organic bulk rolled oats save 10%
- Organic bulk popcorn save 10%
- Bulk Costa Rican Coffee save 20%
- Nancy's products save 10%
- Now brand vitamins A, C and E save 10%
- Edensoy enriched soymilks save 15%
- Bionaturea pastas save 10%
- Tom's body care products save 20%

Summary: Owner Bonus Buys will include 30 to 40 products each month, reflecting a 5% to 15% savings on those products at the register. The Bonus Buys products will change from month to month as we pass on savings from our vendors to our owners. Bonus Buys will be advertised in Currents and noted on the sales shelf with a special Owner Bonus Buy sign.



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Go Co-op!

