

GOOD THYMES

JUNE 2024



DNF CO-OP'S MONTHLY NEWSLETTER

SUMMER FUN STARTS AT DNF

DNF'S 50TH SUMMER!

GEAR UP FOR THE GOLDEN DAYS OF OUR GOLDEN SUMMER



FROM SUMMER PRODUCE TO PLANT STARTS + OUTDOOR GEAR, DNF HAS WHAT YOU NEED!



cup O' JOE



Have you heard of the A&P Grocery stores?

I've been a little surprised by how many folks I've asked who never heard of them.

The Great Atlantic & Pacific Tea Company was born in 1859 and rather swiftly grew to over 70 stores by 1890. They were exactly what their name indicated: a Tea and Coffee house. Along the way, they started adding other products to their stores and by 1900, now with over 200 stores, became the country's first chain store.

Now that in and of itself is noteworthy enough to possibly win a trivia contest somewhere. But listen to this: in 1912, they introduced a competitive strategy of pricing below their competitors. While this might be met with a "yeah – so?" nowadays, this was not how it was done back then. The manufacturers set the price of products, not the stores. The trigger product was Cream of Wheat.

Cream of Wheat was sold to groceries at 11 cents per unit. They wanted their product to sell for 14 cents but A&P decided to sell it for 12 cents. This might sound funny now but what ensued were massive lawsuits, legislation attempts, and a change in the grocery landscape that set the stage to where we are now.

A&P won the battle and soon became known as an "economy" grocer. By 1915 they had over 1,600 stores and continued growing...

. At their peak, they had over 16,000 stores and from 1915 to 1975 were the largest grocery retailer (and until 1965, the largest retailer in the country). In an authoritative book on grocery, it is stated that "A&P was the country's largest coffee importer, the largest wholesale produce dealer, and butter buyer and the second-largest baker", with sales twice as much as other retailers.

A&P created and occupied the niche that Walmart has now. From the early 1900s till after WWII, there were many serious attempts to stop chain stores, such as imposing taxes by each State based on the total amount of stores nationwide. Anti-trust laws were developed.

The reason? It was said that the chain stores destroyed small communities and bankrupted local businesses. A New York Times headline from July 8 1928 said, "Huge Corporations, Serving the Nation Through Coun- try-Wide Chains, Are Displacing the Neighborhood Store". Has anyone heard of such a thing recently?

Here's a bit more trivia: Up until 1916, grocery stores were much different than now.

They were more like auto parts stores where you go up to a counter and order what you need from a clerk who fetches the items. The first self-service grocery store was opened up by Pig- gly Wiggly in Sept of 1916. Everyone followed suit as now labor was cut and the race to the bottom price-wise was well underway...

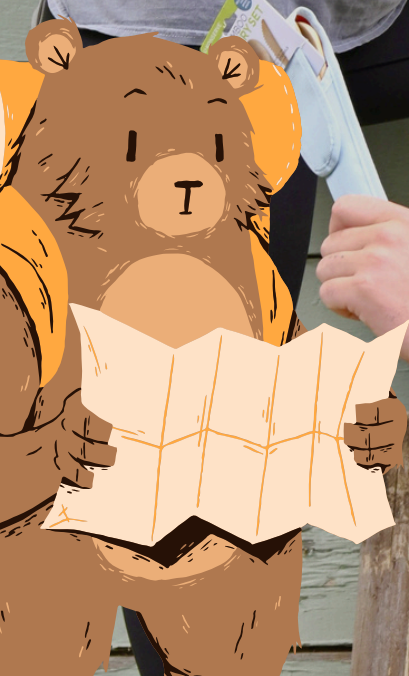
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JUNE IS...

M.A.D!



MEMBER APPRECIATION DAYS



**YOU PICK THE DAY,
GET 10% OFF
AN ENTIRE SHOP!**

A MESSAGE FROM THE DNF BOARD



**SHERYL
MCGOURTY**

Greetings DNF Co-op Members!

With warming temperatures, our river flowing in volume, downtown seeing more foot traffic, graduations and more, summer is beginning and DNF is here for you.

We are very happy to announce the addition of our two newly elected board directors, Danny Kurzendoerfer and Jennifer Northrop. At our recent board director orientation, they showed up enthusiastic, asking insightful questions and clearly ready to contribute. As board directors, it is an honor to help play an important role in guiding and supporting the vision for a thriving co-op both in the present and into future.

We are overjoyed to be preparing to send our revised bylaws to the membership for a vote and hope you will take some time to read them. This has been a tireless two year project of the governance committee. Bylaws are the written rules that control the internal affairs of an organization and it is important to update and create greater relevance when needed.

We have so much to look forward to and at the top of that list is celebrating DNF's 50th Anniversary! Mark your calendars for the 3rd Annual DNF Harvest Fest, September 7th, 3-9pm at Rotary Park! This not-to-be-missed event will be an exciting time to acknowledge DNF's legacy and future.

With live music, amazing food, local vendors and more, we will gather to celebrate how this small, independent co-op has not only weathered many storms but has emerged much stronger and more vital.

In the meantime, keep shopping, keep supporting and ask a friend or two to become members! Don't forget to say hello to us at the Farmer's Market and try some of our tasty eats.

Remember the co-op is its membership, we appreciate your patronage and are always open to your suggestions. We grow by hearing how we are serving you well and also how we can serve you better. When you are checking out at the newly configured cashier area (yipee), also take a peek at our beautiful suggestion box. As always, you are welcome to directly reach out to the board and/or attend one of our monthly board meetings held at the Rocky Mountain Retreat Center, 3rd Wednesday of each month from 5:30-7:30pm.

Enjoy the spring into summer feeling, as we welcome more local produce into the store and find pleasure and nourishment in the high quality food DNF provides.

**With gratitude,
Sheryl McGourty
DNF Board Co-President**



NEW PRODUCTS ON OUR SHELVES NOW!



SEATTLE STRONG COFFEE

A new brew that's sure to perk you up! Known for smooth and bold cold brew, this company is dedicated to crafting high-quality product as delicious as it is sustainable.

SEATTLE, WA

TWISTED SPOKE CBD

Locally crafted CBD supplements made from 100% organic CO grown hemp made to support all people, along all adventures.

COLORADO SPRINGS, CO



SUMMER PLANT STARTS

Kick start your at-home or community garden with a series of plants starts from front yard flowers to backyard veggie bounties.

DURANGO, CO



DIG INTO LEARNING!



AT DURANGO NATURAL FOODS CO-OP, WE LOVE SPROUTING GOOD NEWS, AND THIS MONTH, WE'RE THRILLED TO SPOTLIGHT A COMMUNITY GEM: THE SOIL OUTDOOR LEARNING LAB.

Nestled in the heart of Durango, SOIL (Science, Outdoor Education, Innovation, and Learning) is a blooming hub of outdoor education and environmental stewardship. This delightful garden oasis is managed by a team of dedicated green thumbs and educators passionate about fostering a love for nature and sustainable living in all ages.

Mission and Goals: SOIL's mission is to cultivate curiosity, community, and a deeper connection to the earth. Through hands-on learning experiences and innovative educational programs, they aim to inspire a new generation of eco-conscious citizens. Whether you're a budding gardener or a seasoned soil enthusiast, SOIL has something to offer everyone.

The Heart of the Garden: The garden at SOIL is more than just a patch of greenery; it's a living classroom. Students of all ages come to explore the wonders of composting, plant biology, and sustainable agriculture. Every visit to the garden is a chance to discover something new, whether it's the lifecycle of a butterfly or the secret lives of worms. It's a place where learning is hands-on and hearts-on, fostering a deep respect and love for our natural world.



What They're Up To:

Open Garden Hours: Swing by every Wednesday from 6-7 pm to enjoy the serenity of the garden and soak up some plant wisdom.

Volunteer Work Parties: Ready to get your hands dirty? Join the fun on Thursdays from 10 am-12 pm and help tend to the garden while making new friends.

Community Garden Beds: With 50 beds rented through Parks and Rec, there's plenty of room for everyone to grow their own green haven.

Monthly Free Community Workshops: Learn, laugh, and grow together at their free workshops, where you'll gain tips and tricks from local gardening gurus.

Join the Green Revolution! SOIL Outdoor Learning Lab isn't just about growing plants—it's about growing community. Whether you're looking to volunteer, learn, or simply enjoy the beauty of a well-tended garden, SOIL welcomes you with open arms and a pair of gardening gloves. So, why not take a leaf out of SOIL's book? Visit them during open garden hours, join a volunteer work party, or attend one of their enriching workshops. Together, we can cultivate a greener, healthier future for Durango. For more info, visit [SOIL Outdoor Learning Lab](https://www.soillab.com).

Let's dig in and grow together! 🌱🌟

Want to get in touch?

Reach out at contact@soillab.com



[@SOILLEARNINGLAB](https://www.instagram.com/soillearninglab)



MEET MATT!

SAY HELLO TO OUR BELOVED DELI MANAGER!

LET'S CHAT



CHECK IN EVERY MONTH FOR A DNF FEATURE CELEBRATING THE PEOPLE WHO MAKE OUR CO-OP RUN

1. So, where are you from?
 - a. Durango, CO. I grew up here.
2. And how did you get here?
 - a. I grew up here!
3. When you're not at DNF, what are you getting up to?
 - a. Drawing, making art, or hanging by the river.
4. Anything that might surprise shoppers about you?
 - a. Artist of all varieties, sandwich and otherwise
5. Favorite things about working at the co-op?
 - a. Community, cool staff, and access to delicious fresh produce
6. What is something you are excited to bring to the store?
 - a. I am passionate about creating solid, safe work places and facilitating a good working environment. Just vibes!
7. In preparation for an outdoor adventure, which three DNF products would you bring?
 - i. Deli Chicken Salad, Boulder Chips Dill, Liquid Death
8. In ten words or less, how would you describe our Co-op to an out of town visitor?
 - a. Durango's number one and only organic food bodega



cup O' JOE



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Grocery chains were popping up all over and the competition was fierce. Another concept was introduced in the early 1900s by Bernard Kroger. He decided to incorporate a bakery inside his grocery store cutting costs for bread in half.

People flocked to his stores while the independent bakery stores fumed, threatened, and eventually went out of business.

He later added a butcher shop and other in-house shops. One-stop convenience. The Kroger stores kept multiplying too and in the late 1930s, they were sold of the infamous Lehman Brothers (see the 2008 Great Recession). Kroger then grew not as much with innovation but rather through acquisition. That is why you will today see Kroger stores under many names of which our City Market is one.

Kroger is now the 3rd largest grocer in the US behind Costco and Walmart. Forth is Albertsons which also attained its size through acquisition. A&P is nowhere to be found. The last vestiges of it were closed in 2015. It was a long 40-year decline that took out this massive giant.

Can you imagine that 40 years from now hardly anyone remembers Walmart – replaced by Amazon Go stores and Starbucks?

A&P was not only a grocery store but also a huge manufacturer and importer for its private brands. Eight O'clock Coffee was their world-renown coffee brand. I remember their commercials from the 60s as well as the A&P stores. They were smaller than most of the other groceries and a bit dingy. And at the end of every register stand was a coffee grinder as Eight O'clock only came in whole bean.

The history of grocery stores is fascinating and tightly entwined with agriculture, manufacturing, and distribution businesses.

Also with greed, exploitation, manipulation, crime, and the lowering of quality. There are certainly advantages in play here but the negatives are quite concerning.

Co-ops have long fought this trend but we lack the size (money) to operate as equal competitors or even on a level playing field.

Millions of folks around our country and the world are seeking out Co-ops to say "no" to big business. Across the country, Co-op's focus on local and the highest quality products at a fair price is legendary. Want an honest experience? – Go to a Co-op!

The grocery landscape changes by the week. The large manufacturers gobble up the small natural and organic companies. New high-quality companies struggle to get a foothold. Acquisitions of smaller chains continue. Our main distributor, formerly a small Natural foods distributor recently purchased one of the largest conventional distributors in this country.

A shocking surprise move that many speculate was done as a hedge from Amazon buying them as they are a major supplier to Whole Foods too.

It's crazy. And it's been like this for 150 years. It's a game of how many pennies you can gather. It's cutthroat and impersonal.

Despite our small size, Co-ops stand for integrity, fairness, openness, and value. We do fine running amidst the ankles of Big Biz. We are part of all that history and yet we are the sane alternative to the depersonalizing and greedy corporate giants that try to dominate our lives.

**JOE Z. -
GENERAL MANAGER, DNF**



HERE'S WHAT COOKING AT THE DNF DELI THIS MONTH



DINNER BURRITOS

No longer are we just the best BREAKFAST burrito spot in Durango, DNF is soon to be offering fresh, delicious DINNER BURRITOS in our hot case !

AVAILABLE EVERY AFTERNOON!

EXTENDED HOURS

In case you didn't hear --our deli is now OPEN LATE Monday-Saturday. Swing by for dinner as we're open 8a-7p M-Sat.

M-SAT HOURS: 8A-7P



PASTRY OF THE MONTH

NEW to the DNF Deli, check out our new pastry of the month as we explore unique, mouthwatering treats that will surely sweeten your day.

CHECK THE CASE!



50 & FABULOUS STILL

IT'S OUR BIRTHDAY AND WE'LL CELEBRATE ALL YEAR LONG IF WE WANT TO!

We're still basking in the golden glow of our 50th anniversary, and the party's far from over. Turning half a century old is like reaching the summit of a glorious, long hike —there's so much to look back on with pride and even more to look forward to with excitement.

50 years ago, Durango Natural Foods Co-op opened its doors with a simple mission: to create a community-owned grocery store that prioritizes health, sustainability, and local connections. Fast forward to today, and that mission has blossomed into a vibrant, thriving hub of local goodness of all kinds.

On the note of local goodness, mark your calendars for our big annual Harvest Festival later this summer! This year's festival promises to be extra special in honor of our 50th anniversary. Expect fantastic local food, live music, fun activities for the whole family, and a chance to celebrate the bountiful harvest season together.

As we enter our 50th summer, we're shifting into full summer mode with a refreshing mix of your favorite cold drinks, the freshest seasonal produce, and all the supplies you need for your outdoor adventures. Whether you're planning a picnic by the Animas, a hike in the San Juans, or just looking to beat the heat with some organic smoothies, we've got you covered.

So What's New and Exciting?



RYAN W.

Weekly 50% Off Deals: As a nod to our fabulous fifty years, we're rolling out a new product at 50% off every week! It's our little way of saying thank you for being part of our journey. (*Check your emails!*)

Year-Long Celebrations: We've got special events, in-store promotions, and surprises lined up all year long. Think of it as a year-long birthday bash with plenty of opportunities to learn, connect, and celebrate.

Community Love: The heart of our co-op has always been the community. From local farmers to loyal shoppers, every individual adds a unique thread to our rich tapestry. *We're beyond grateful* for your support and dedication.

A Toast to the Future: As we continue this milestone year, we invite you to join us in making the next 50 years even brighter. Whether you're stocking up on weekly deals, participating in our community events, or simply enjoying the friendly atmosphere, you're a vital part of what makes Durango Natural Foods Co-op so special.

Stop by the co-op and see what's new. We can't wait to continue celebrating with you!

Ryan Waldman
Marketing + Communications Manager

JUNE SAVINGS

It's BOGO Month! (Buy one, get one free!)

STARTING JUNE 19TH...

ANNIE'S ORGANIC BERRY PATCH FRUIT SNACKS

7 oz., 10 ct. | \$8.99



BLUE DIAMOND NUT THINS

4.25 oz., all flavors | \$4.99



BEYOND BURGER PATTIES

8 oz., 2 ct. | \$7.99



MEMBER SALES

(15% OFF THESE PRODUCTS/BRANDS)

BACHANS BBQ SAUCE

17 oz, all flavors

Try ALL 6 flavors!



Zack's Mighty
7oz, all flavors



Tate's Tiny
5.5 oz, all flavors



Cheddies
4.2 oz, all flavors

CASCADIAN FARM CEREAL

~12 oz., all flavors

